

# GITM 2026

2026 International Conference on Global Innovation, Technology and Management  
April 24, 2026 | Ming Chuan University, Ji He Campus, Taipei

## Conference Overview

Time					
08:45–09:15	<b>Registration</b>				
09:15–09:30	<b>Opening Remarks (J616)</b> Vice-President Lynne Lee				
09:30–10:15	<b>Keynote 1: Dr. Chulmo Koo (J616)</b> “Three Ages of Hospitality Reflection” Introduced by VP Lynne Lee				
10:15–10:30	<b>Group Photo</b>				
10:30–12:30	<b>S1 (J403)</b> AI & Digital Consumer Behavior <i>5 papers</i>	<b>S2 (J404)</b> Sustainable Consumer Choices <i>5 papers</i>	<b>S3 (J405)</b> Influencer Marketing & Brand Communication <i>5 papers</i>	<b>S4 (J604)</b> Media, Culture & Critical Discourse <i>5 papers</i>	
12:30–13:15	<b>Lunch Break</b> <i>(VIP Lunch: J516)</i> <i>Poster Session: Hallway Display</i>				
13:15–14:00	<b>Keynote 2: Dr. Xin-Jean Lim (J616)</b> “Consumer Behavior in Asia’s AI-Driven Marketplace” Introduced by Associate Dean Tracy Wang				
14:00–14:15	<b>Break</b>				
14:15–16:15	<b>S5 (J403)</b> Sustainability & Environmental Policy <i>5 papers</i>	<b>S6 (J404)</b> Consumer Culture, Fashion & Trends <i>5 papers</i>	<b>S7 (J405)</b> AI, Education & Digital Divide <i>5 papers</i>	<b>S8 (J604)</b> Cross-Border Workforce & International Mobility <i>5 papers</i>	<b>S9 (J605)</b> Global Trade, Tourism & Emerging Topics <i>5 papers</i>
16:15–16:30	<b>Symposium Close &amp; Collegial Farewells</b>				

## Speaker & Discussant Biographies

### Keynote Speakers

**Dr. Chulmo Koo** — *Kyung Hee Fellow Professor, College of Hotel & Tourism Management, Kyung Hee University, South Korea*

Dr. Chulmo Koo is a Fellow Professor at Kyung Hee University's College of Hotel & Tourism Management and a leading authority on smart tourism. He serves as Editor-in-Chief of the Journal of Smart Tourism, Asia Chapter Chair of the International Federation for IT and Travel & Tourism, and a Clarivate Top 1% Highly Cited Researcher (2025). He has published over 37 SSCI journal articles.

**Dr. Xin-Jean Lim** — *Post-Doctoral Research Fellow, Business School, Sun Yat-sen University (China) & Universiti Putra Malaysia*

Dr. Xin-Jean Lim is affiliated in Business School in Sun Yat-Sen University, China and School of Business and Economics, Universiti Putra Malaysia, Malaysia. Her primary research interests include consumer behaviour, influencer marketing, retail management, online marketing and customer relationship management. Her research papers have been published in reputable business and management journals, including *Journal of Business Ethics*, *Journal of the Association for Information System*, *Technological Forecasting and Social Change*, *Journal of Travel Research*, *Internet Research*, amongst others. She is also currently serving as the Associate editor for Current Issues in Tourism as well as editorial board members and reviewers for several business and management journals.

### Guest Discussants

**Dr. Amy Wong** — *Associate Professor & Vice Dean, School of Business, Singapore University of Social Sciences (SUSS)*

Dr. Amy Wong holds a PhD (Management) from Monash University. She has over two decades of experience in higher education spanning Singapore, Malaysia, Hong Kong, and Australia. Her research focuses on services marketing, online brand communities, influencer marketing, and service robots, with publications in journals such as *Journal of Consumer Behaviour* and *Journal of Services Marketing*.

**Paolo Joseph L. Lising** — *ALM Candidate '27, Harvard University*

Paolo Joseph Lising is a researcher and venture builder working at the intersection of blockchain, education, and emerging markets. With experience mentoring startups and authoring peer-reviewed research, he focuses on how new technologies are adopted in vulnerable communities. He is currently pursuing an ALM in Global Development Practice at Harvard University. Paolo is the founder of CryptED, a platform that bridges the gap between enthusiasm and literacy in Web3, helping users engage with crypto more critically and responsibly.

**Dale Neal** — *Ph.D. Student, Information Management, National Taiwan University of Science and Technology (NTUST); MCU Alumnus*

Dale Neal is a Doctoral Researcher in Information Management at NTUST and an MCU alumnus. His research examines Human-AI Interaction and the digital divide, focusing on socio-technical barriers to AI adoption in education. A "researcher-builder," Dale developed the award-winning *Myogai* platform, an AI virtual companion for instructors that serves as the primary data-collection instrument for his research on role theory and AI adoption intentions. His recent scholarship includes a 95,000-user case study on "vibe coding" in production and studies on AI within Indonesian educational systems. Recipient of the 2025 MOEA Best AI Award, Demo Day (NTUST), and the NTUST Silicon Valley Award, Dale bridges theoretical role-analysis with high-scale practical application and edge computing.

**Tilo Yeh** — *Chairperson, Taiwan Indigenous Sustainable Development Association (TISDA)*

Tilo Yeh is Chairperson of TISDA, integrating indigenous knowledge with modern technology for sustainable development and net-zero transition. A pioneer in indigenous agricultural revitalization since 2012, he led TISDA's 2025 MOU with Canadian AI company RUNWITHIT Synthetics — Taiwan's first indigenous-led international technology collaboration.

**Jen Hsieh (謝秉真)** — *E-Commerce Manager, LUSH Taiwan*

Jen Hsieh oversees LUSH Taiwan's online retail operations. She holds an MSc in Marketing Communications from Birkbeck, University of London (Best Dissertation Award) and a BSc in Economics from National Taipei University. Previously at Charles & Keith Group and YOOX Net-A-Porter Group, she brings deep expertise in digital consumer engagement across the Asia-Pacific.

## MORNING SESSIONS

10:30 – 12:30 | Rooms: J403, J404, J405, J604

### S1: AI & Digital Consumer Behavior

Room: J403 | Morning (10:30–12:30) | 5 papers

Moderator: Pamela Tung | Discussant: Dr. Xin-Jean Lim

<b>S1-01</b>	<b>A Study of AI-Generated Food Imagery Practice in Michelin-Starred Restaurants: From Restaurant Management and Consumers' Perspective</b> Pei-Ju Tung*, Dave Pearce William, Thi My Han Tran <i>Ming Chuan University</i>
<b>S1-02</b>	<b>The Impact of AI-Assisted Decision-Making on Consumers' Purchase Intention: The Mediating Role of Satisfying Consumer Experience</b> Min-Shi Liu <sup>1</sup> , Jun-Jie Yeh <sup>2</sup> <sup>1</sup> National Chung Cheng University; <sup>2</sup> Kang Chiao International School
<b>S1-03</b>	<b>How AI-Assisted Shopping Shapes Consumer Decision Processes: The Mediating Role of Consumer Experience</b> Min-Shi Liu <sup>1</sup> , Kang-Po Hsiung <sup>2</sup> <sup>1</sup> National Chung Cheng University; <sup>2</sup> Asia American International Academy
<b>S1-04</b>	<b>Applying Neuromarketing to Analyze and Improve Shopee's User Interface</b> Dao Xuan Mai*, Lai Thi Xuan Mai <i>Ming Chuan University</i>
<b>S1-05</b>	<b>The Effect of AI-Personalized Rewards and Challenges on Brand Loyalty and Value Co-Creation in Gamified Mobile Apps</b> Tran Le Quoc Bao, Ong Gia Boi, La Hoang Bao Ngan, Bui Vinh Van Anh, Thanh-Sang Ngo* <i>Ming Chuan University</i>

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### S2: Sustainable Consumer Choices

Room: J404 | Morning (10:30–12:30) | 5 papers

Moderator: David Tsai | Discussant: Paolo Lising

<b>S2-01</b>	<b>Transformative Experiences in Gen Z Solo Travelers: The Role of Low-Cost, Ethical Choices, Minimalist Travel Habits, and Exposure to Short-Form Videos</b> Dang Truong An*, Napat Sirichutiwong <i>Ming Chuan University</i>
<b>S2-02</b>	<b>Exploring Cognitive Dissonance in Fast Fashion Consumption Among Fashion Students in Taiwan</b> Liz Pamela Horn Balmaceda*, Yu-Chen Hsu, Angelica Yuki Tanabe Kurata <i>Ming Chuan University</i>
<b>S2-03</b>	<b>Sustainability vs. Convenience: A Study of Taiwan's Beverage Culture</b> Wan-Yan Hsieh, Ning-Jui Tsao, Santiago Cabrera Grajeda, Hsin-Yueh Cho, David H. T. Tsai* <i>Ming Chuan University</i>
<b>S2-04</b>	<b>Ethical Considerations and Consumer Psychology: Explaining Variations Among Young Adults in the Sunscreen Industry</b> Nutch Kitwaoratanon*, Pornphachnan Chaiyodburana, Audrey Khoo Jia Jie, Tushig Nomin <i>Ming Chuan University</i>
<b>S2-05</b>	<b>When Talk Isn't Walked: Employee Perceptions and Reactions to Corporate Greenwashing in Taiwan's Convenience Store Industry</b> Voranut Rattthan, Nguyen Thi Thuy Trang*, Phatcharaporn Salarad, Hoang Anh Quang <i>Ming Chuan University</i>

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### S3: Influencer Marketing & Brand Communication

Room: J405 | Morning (10:30–12:30) | 5 papers

Moderator: Richard Ngo | Discussant: Dr. Amy Wong

<b>S3-01</b>	<b>Examining the Impact of Influencer Traits on Brand Evangelism through Brand Trust and Brand Love: A Study of Beauty Influencer-Led Brands in Indonesia</b> Thanh-Sang Ngo*, Elizabeth Xia, Stephanie Eliana, Angelique Margareth, Michelle Amanda <i>Ming Chuan University</i>
<b>S3-02</b>	<b>The Effect of Influencer Type and Content Type on Vietnamese Gen Z's Engagement and Purchase Intention in the Skincare Industry</b> Dien Thi Thanh Thao*, Le Ngo Thuy Trang, Nguyen Thi Ha, Trinh Thi Thu Huong <i>Ming Chuan University</i>
<b>S3-03</b>	<b>Creating Connections Through Characters: An Integrated Study on Brand Mascots and Their Influence on Gen Z Purchase Behavior in the Food and Beverage Industry</b> Yotsavadee Pontip*, Sirapattorn Satrasakul, Sutima Lertpongsopon, Kodchakorn Wiseswong <i>Ming Chuan University</i>
<b>S3-04</b>	<b>From Ordinary to Iconic: Media Construction of Everyday Heroes in WeChoice Awards</b> Nguyen, Thai Hoang Hanh* <i>Ho Chi Minh City University of Foreign Languages – Information Technology</i>
<b>S3-05</b>	<b>The Role of Media and Advertising in Facilitating the Penetration of Indonesian Products into Global Markets</b> Lestari Nurhajati*, Xenia Angelica Wijayanto <i>LSPR Institute of Communication and Business</i>

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### S4: Media, Culture & Critical Discourse

Room: J604 | Morning (10:30–12:30) | 5 papers

Moderator: Roberto Spiezio | Discussant: Dr. Chulmo Koo

<b>S4-01</b>	<b>Cultural Branding and National Image: Vietnam and Taiwan in the Global Media Landscape Since 2021</b> Truong Thi Le Hong*, Thai Hoang Hanh Nguyen <i>Ho Chi Minh City University of Foreign Languages - Information Technology (HUFLIT), Vietnam</i>
<b>S4-02</b>	<b>Natural Disaster or Governance Failure? Media Framing and Responsibility Attribution in the Hualien Flood Crisis</b> An-Chun Teng*, Chia-Ju Lin <i>Ming Chuan University</i>
<b>S4-03</b>	<b>At the Other Side of the Battlefield: A Multimodal Critical Discourse Analysis of Vietnam and Iraq War Films</b> Bui Ngoc Phuong Uyen*, Nguyen Vo Uyen Thi, Leann Williams, Roberto Spiezio <i>Ming Chuan University</i>
<b>S4-04</b>	<b>Digital Shadows and Workplace Engagement: Addressing Bedtime Procrastination and Burnout in the Gen Z Workforce</b> Conna Yang* <i>Ming Chuan University</i>
<b>S4-05</b>	<b>How Doomscrolling Shapes Gen Z's Willingness to Engage in Long-Term Relationships</b> Shanice Tanika Cadle*, Roberto Spiezio <i>Ming Chuan University</i>

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## AFTERNOON SESSIONS

14:15 – 16:15 | Rooms: J403, J404, J405, J604, J605

### S5: Sustainability & Environmental Policy

Room: J403 | Afternoon (14:15–16:15) | 5 papers

**Moderator:** Bruno Di Giusto | **Discussant:** Tilo Yeh

<b>S5-01</b>	<b>Building Organizational Green Innovation Capability through ESG Digital Transformation</b> <b>Lin Jui Hua*</b> <i>St. John's University, Taiwan</i>
<b>S5-02</b>	<b>The Role of Ethnic Minorities in Sustainable Tourism Development: Toward a Digitally-Integrated Tourism Ecosystem in Dak Lak Province, Vietnam</b> <b>Nhu-Hang Ha*</b> , Thanh-Thang Tran, Duc-Tho Le, H-Chinh Nie, H-Misa ENUol <i>Dong A University, Vietnam</i>
<b>S5-03</b>	<b>Carbon Credits: Lessons from the European Union for Taiwan and Vietnam's Emission Markets</b> <b>Nguyen Van Tan Dat*</b> <i>Ming Chuan University</i>
<b>S5-04</b>	<b>Environmental Knowledge and Inequality in Green Consumption: Evidence from Ho Chi Minh City</b> <b>Nguyen Hong Kieu Tram (Eden Nguyen)*</b> , Le Dam Mai Thy (Graciana Le) <i>Ming Chuan University</i>
<b>S5-05</b>	<b>How Does Environmental Corporate Social Responsibility Influence Employee Green Behavior? The Mediating Role of Environmental Passion</b> Trieu Tri Cuong, <b>Hui-Ling Tung*</b> , Sian-Peng Chen <i>Da-Yeh University</i>

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### S6: Consumer Culture, Fashion & Trends

Room: J404 | Afternoon (14:15–16:15) | 5 papers

**Moderator:** Chen Ho | **Discussant:** Jen Hsieh

<b>S6-01</b>	<b>The Extended Self and Fashion Consumption: A Mixed-Methods Study of MBTI Personality Types, Identity Congruence, Social Belongingness, and Impulsive Buying among Generation Z</b> <b>Fan, Ming-Wei*</b> , Huang, Yu-Lun <i>Ming Chuan University</i>
<b>S6-02</b>	<b>Mobile Game Experience and Player Satisfaction: Evidence from Mobile Game Users in Asian Markets</b> <b>Yu-Chieh Wu*</b> <i>Ming Chuan University</i>
<b>S6-03</b>	<b>Artificial Intelligence-Driven Recommendations and Consumer Repurchase: The Mediating Role of Consumer Autonomy</b> Min-Shi Liu <sup>1</sup> , <b>Natalie (Pei-Ru) Shiao*</b> <sup>2</sup> <i><sup>1</sup>National Chung Cheng University; <sup>2</sup>Asia American International Academy</i>
<b>S6-04</b>	<b>Performing Scarcity: Fear of Missing Out in Contemporary Consumer Culture</b> Tsai Yi Chen, Hsu Chia Chen, Cheung Wing Yin, <b>Wendy Hsiao Chun Chou*</b> <i>Ming Chuan University</i>
<b>S6-05</b>	<b>Fashion Color Trends as Indicators of Social Mood and Socioeconomic Change</b> I-Chieh Huang, Chen-Ting Chang, <b>Wendy Hsiao Chun Chou*</b> <i>Ming Chuan University</i>

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## S7: AI, Education & Digital Divide

Room: J405 | Afternoon (14:15–16:15) | 5 papers

**Moderator:** Jeremy Mandelkern | **Discussant:** Dale Neal

<b>S7-01</b>	<b>Mapping Technological Inequality for Bridging the Digital Divide in Vietnam: Insights from PISA 2022</b> <b>Le Bao Chau*</b> , Huynh Ngoc Khanh, Hoang Thuy Minh Anh, Nguyen Ngoc Quynh Nhi, Joseph Lavallee <i>Ming Chuan University</i>
<b>S7-02</b>	<b>Measuring the Digital Age: Benchmarking Frontier AI Models Against Occupational Abilities</b> <b>Truong Gia Bao*</b> , Nguyen Nu Nguyet Ninh <i>Ming Chuan University</i>
<b>S7-03</b>	<b>The Development of AI-Related Curriculum in Taiwanese Universities</b> <b>Kevie Frederick*</b> , Zwele Mtsetfua <i>Ming Chuan University</i>
<b>S7-04</b>	<b>Digital Tools Shape AI Use Patterns: Evidence from 70 Countries</b> <b>Joseph Lavallee*</b> <sup>1</sup> , Scott Sommers <sup>1</sup> , Amy Shumin Chen <sup>2</sup> , Bruno Di Giusto <sup>1</sup> <sup>1</sup> <i>Ming Chuan University</i> ; <sup>2</sup> <i>National Tsing Hua University</i>
<b>S7-05</b>	<b>ChatGPT-Assisted Learning: AI Characteristics, Usage, and International Students' Creativity and Resilience in Taiwan</b> Ho Ly Nguyet Van, Nguyen Ngoc Bao Tran, Nguyen Quoc Nam, Trang Dinh Khanh, <b>Chen Ho*</b> <i>Ming Chuan University</i>

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## S8: Cross-Border Workforce & International Mobility

Room: J604 | Afternoon (14:15–16:15) | 5 papers

**Moderator:** Maria Tu | **Discussant:** Dr. Amy Wong

<b>S8-01</b>	<b>The Impact of Language and Cultural Distance on Manufacturing Productivity: The Mediating Role of Managerial Adaptation in Taiwanese FDI Enterprises in Vietnam</b> <b>Yung-Kuei Liang*</b> , Tran Thanh Dat <i>Tatung University</i>
<b>S8-02</b>	<b>An Integrated TPB-SCCT Analysis of Career Choice Determinants: A Comparative Study of Local and International Students at Ming Chuan University</b> Angelil Parrado Sisor, Gabriela Alejandra Flores, <b>Tracy Wang*</b> <i>Ming Chuan University</i>
<b>S8-03</b>	<b>Language Barrier of International Students in Taiwan: The Effects on Job-Finding Outcomes</b> <b>Ngo Le Quynh Nhu*</b> , Tien Tam Dan <i>Ming Chuan University</i>
<b>S8-04</b>	<b>Exploring the Sense of Meaninglessness Among International Students in Taiwan: The Interplay of Fear of Missing Out, Educational Stressors, Homesickness, and Family Expectations</b> Doan Tan, Tran Gia Bao, Nguyen Thanh Tai, Mai Duc Nguyen Vu, <b>Chen Ho*</b> <i>Ming Chuan University</i>
<b>S8-05</b>	<b>Motivations for Joining the Gojek Delivery Platform: A Study of Driver Perceptions in the Gig Economy</b> <b>Raifan Syahman Zein*</b> , Kelvin Chandra Ho, Gendy V, Gracelynn Febisca Goldy <i>Ming Chuan University</i>

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## S9: Global Trade, Tourism & Emerging Topics

Room: J605 | Afternoon (14:15–16:15) | 5 papers

**Moderator:** Rolando Chang | **Discussant:** Dr. Chulmo Koo

<b>S9-01</b>	<b>Balancing Growth and Green: The Effects of Oil Price Shocks on GDP and Ecological Footprint in Latin American Oil Exporters</b> <b>Sandra Lizbeth Pinargote Acuna*</b> <i>Ming Chuan University</i>
<b>S9-02</b>	<b>Firm Performance Determinants under the 2025 U.S. Reciprocal Tariff Shock: Evidence from Vietnamese Firms</b> Duong Muon Trieu, Nguyen Thi Hoa, Tran Huynh Kim Ngoc, Nguyen Nhu Anh, <b>Tracy Wang*</b> <i>Ming Chuan University</i>
<b>S9-03</b>	<b>How Small Taiwanese Businesses Restructure Their Sales Teams to Better Connect with Latin American Clients</b> <b>Mongelos Fernandez Manuel Arsenio*</b> , Izaguirre Cardenas Carlos Andres, Marcellinus Michael Kurniawan <i>Ming Chuan University</i>
<b>S9-04</b>	<b>Enhancing Student Learning in an EMI Management Course through Problem-Based Learning</b> <b>Pei-Chen Chang*</b> <i>Ming Chuan University</i>
<b>S9-05</b>	<b>Impact of Cheerleader Involvement and Team Image on Attendance Intentions: The Moderating Role of South Korean Cheerleaders in Taiwan</b> Chung-Hsuan Wu, I-No Huang, I-Shan Tu, <b>David H. T. Tsai*</b> <i>Ming Chuan University</i>

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## Poster Session

Displayed during breaks and lunch | Hallway | 2 posters

<b>P-01</b>	<b>Total Cost of Ownership Analysis for Distributed CBRS Sensing Using Low-Cost Software-Defined Radios</b> <b>Yungliang Lai*</b> <i>Nanya Institute of Technology</i>
<b>P-02</b>	<b>Can Environmental, Social, and Governance (ESG) Disclosure Reduce Regulatory Risk? Evidence from Taiwan's Banking Industry</b> Chia-Ching Lin <sup>1</sup> , <b>Szu-Hua G. Fu</b> <sup>2</sup> <sup>1</sup> Ling Tung University; <sup>2</sup> Ming Chuan University

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# Abstracts

Papers are listed in code order (S1-01 through S9-05, then P-01 and P-02). Abstract text is provided by the authors.

## S1: AI & Digital Consumer Behavior

Room: J403 | Morning (10:30–12:30)

Moderator: Pamela Tung | Discussant: Dr. Xin-Jean Lim

### S1-01

#### A Study of AI-Generated Food Imagery Practice in Michelin-Starred Restaurants: From Restaurant Management and Consumers' Perspective

Pei-Ju Tung\*, Dave Pearce William, Thi My Han Tran

Ming Chuan University

##### Introduction

The use of Artificial Intelligence in marketing is growing, with an increasing number of businesses now using AI to create marketing content. In the food industry, visual appeal is essential for attracting customers. However, Michelin-Starred Restaurants rely heavily on prestige and a sense of luxury or exclusivity. While AI can create attractive images, consumers may feel uncomfortable or lose trust when they discover an image is AI-generated. This creates a research gap regarding whether AI-generated visuals help or hurt businesses. This study investigates two main questions: 1. How do AI images compared to real photos affect consumer perceptions of authenticity, preference, and purchase intention? 2. What are the views of Michelin restaurant managers on the ethics and costs of using AI? This research explores if the visual image of AI can make up for a lack of authenticity. The findings will provide practical advice for MICHELIN restaurants and the broader high-end restaurants on how to use AI technology for their business operation.

##### Methodology

**Methodology:** This study employs a mixed methods approach, combining a quantitative experiment with qualitative interviews. The quantitative phase uses a between-subject experimental design to test the impact of image labeling on consumer perception. Participants are randomly assigned to one of the two survey groups. Both groups view the same authentic food images sourced from the MICHELIN Guide website. However, Group A is informed that the images are real, while Group B is told they are AI generated. Participants evaluate the images based on perceived authenticity, visual preference, and purchase intention using 7-point Likert scales. To ensure ethical standards, Group B receives a debriefing after the survey explaining that the images were real. In the qualitative phase, semi-structured interviews are conducted with management representatives from MICHELIN-starred restaurants in Taiwan. These interviews explore the operational feasibility and ethical implications of using AI in high-end marketing. Quantitative data is analyzed using descriptive statistics and t-tests to compare group differences, while qualitative data is coded through thematic analysis to identify key industry perspectives.

##### Results

**Interview Results:** Preliminary qualitative findings indicate that Michelin restaurant managers consider AI-generated food imagery unsuitable for fine-dining marketing due to strong requirements for authenticity, artistic integrity, and consistency between online visuals and actual dining experiences. Visual discrepancies may cause customer dissatisfaction and weaken brand trust. AI is currently used only for text-related tasks such as translation and marketing content refinement, and its use in imagery is viewed as ethically sensitive and requires disclosure. Managers also acknowledged AI as a supplementary tool for creative brainstorming in menu development, but not as a replacement for human culinary expertise.

**Expected Survey Results:** The consumer survey is expected to show AI-generated food images may receive comparable or higher ratings in terms of visual attractiveness; they will be perceived as significantly lower in authenticity once their artificial origin is disclosed. Perceived authenticity is anticipated to exert a positive effect on image preference, which in turn is expected to predict consumers' purchase intention toward Michelin-starred restaurants. Furthermore, the relationships among authenticity, preference, and purchase intention are expected to differ significantly between AI-generated and traditional photographs, with traditional images likely to elicit stronger trust and a higher willingness to dine.

##### Discussion / Conclusion

The anticipated findings suggest that authenticity is likely to function as a critical mechanism linking visual marketing to consumer trust and behavioral intention in fine-dining contexts. Although AI-generated images offer potential advantages in cost reduction and production efficiency, managerial insights and prior literature imply that authenticity may outweigh visual enhancement when consumers evaluate luxury dining experiences. This expectation aligns with signaling and authenticity theories, which propose that consumers rely on credible visual cues to infer service quality and brand standards. From a practical perspective, the study is expected to indicate that Michelin-starred restaurants should exercise caution when considering AI-generated food images for core menu representation, as potential reputational risks and diminished trust may offset marketing benefits. Instead, AI adoption is more likely to be appropriate in auxiliary domains such as marketing copywriting, multilingual communication, seasonal campaign design, and creative ideation support. In contrast, casual and small-scale restaurants may derive greater value from AI imagery due to lower sensitivity to authenticity and stronger budget constraints. By integrating consumer-side experimental expectations with management perspectives, the study is expected to demonstrate that acceptance of AI-based marketing tools is highly context-dependent and constrained by brand positioning in luxury service environments.

**Keywords:** Artificial Intelligence (AI), Michelin-Starred Restaurants, Consumer Perception, Food Imagery, Authenticity, Purchase Intention.

## S1-02

# The Impact of AI-Assisted Decision-Making on Consumers' Purchase Intention: The Mediating Role of Satisfying Consumer Experience

Min-Shi Liu\*<sup>1</sup>, Jun-Jie Yeh<sup>2</sup>

<sup>1</sup>National Chung Cheng University; <sup>2</sup>Kang Chiao International School

### Introduction

The contemporary digital landscape is undergoing a profound ontological shift, characterized by the transition of Artificial Intelligence (AI) from a peripheral analytical tool to a central, agentic actor within the consumer decision-making ecosystem (Liu et al., 2025). As AI-assisted decision-making systems attain unprecedented levels of predictive sophistication, they do more than merely facilitate transactions; they redefine the psychological architecture of the choice environment. From an organizational behavior perspective, this integration introduces a complex interplay between algorithmic efficiency and human cognition. While AI-assisted decision-making systems promise to enhance decision quality by mitigating the "choice overload" inherent in data-dense environments, they simultaneously challenge the user's sense of autonomy. Consequently, the challenge for modern firms is no longer just technological deployment, but the management of the human-AI dyad in a way that preserves the consumer's psychological investment in the decision process (Akdin et al., 2022).

### Methodology

To understand and examine these phenomena, this study explores the impact of ai-assisted decision-making on consumers' purchase intention via satisfying consumer experience. In this process, we conducted a quantitative study using a questionnaire-based survey and collecting from February to March 2026. The structural equation model (SEM) is built to analyze the model of this study. The finding of this research shall facilitate to understand the impact of AI-assisted decision-making on consumers' purchase intention via satisfying consumer experience.

### Results

Drawing upon Self-Determination Theory, this research posits that the impact of AI-assisted decision-making on purchase intention is contingent upon the preservation of the user's perceived competence and autonomy (Liu et al., 2025). When AI provides high-quality heuristic cues that streamline the cognitive process without stripping the user of their final "veto power," it fosters a satisfying consumer experience. This experience is characterized by a state of "psychological flow," where the friction of choice is removed while the satisfaction of ownership is retained. We argue that AI does not directly "trigger" a purchase; rather, it cultivates a psychological environment where the consumer feels empowered and satisfied with the decision-making process itself (Yue & Li, 2023). This satisfaction reduces post-purchase dissonance and increases the probability of behavioral intent, as the consumer perceives the choice as a collaborative achievement rather than an algorithmic imposition.

### Discussion / Conclusion

This study offers two primary theoretical contributions. First, it advances the literature on human-computer interaction and organizational behavior by establishing a dual-pathway model that moves beyond functionalist views of automation. By identifying the satisfying consumer experience as a critical mediator, we provide a more granular understanding of the affective mechanisms that translate algorithmic efficiency into firm behavioral outcomes. We demonstrate that AI's value is not

merely in its computational power, but in its ability to enhance the user's subjective state of "well-being" during the decision journey. This shifts the focus from "machine performance" to the "human experience of machine performance," offering a more human-centric view of digital transformation. Second, from a managerial and ethical perspective, our findings offer a roadmap for the design of "agency-preserving" AI interfaces. We provide strategic implications for developers (Lysaght et al., 2019), suggesting that transparency and user-centric calibration are not just ethical requirements but are, in fact, functional prerequisites for driving purchase intentions. By optimizing for the "satisfaction of the experience" rather than just the "speed of the click," firms can build sustainable, trust-based relationships in an increasingly automated marketplace.

**Keywords:** *AI-assisted Decision-Making, Consumers' Purchase Intention, Satisfying Consumer Experience*

## S1-03

# How AI-Assisted Shopping Shapes Consumer Decision Processes: The Mediating Role of Consumer Experience

Min-Shi Liu<sup>1</sup>, Kang-Po Hsiung<sup>\*2</sup>

<sup>1</sup>National Chung Cheng University; <sup>2</sup>Asia American International Academy

### Introduction

In recent years, artificial intelligence (AI) has emerged as a pivotal mechanism bridging the gap between technological innovation and consumer decision-making processes. Organizations have increasingly leveraged social media platforms to engage broader demographic segments, for example Amazon, Instagram...and so on (Yeo et al., 2022). The integration of AI and sophisticated algorithmic architectures within these platforms enables firms to provide enhanced assistance and high levels of personalization to potential consumers (Zaman et al., 2022). As these technologies proliferate, consumers demonstrate a heightened propensity for online commerce, utilizing AI-driven tools to optimize both functional efficiency and hedonic satisfaction. Serving as a mediating tool for consumers, AI eases the choice anxiety and difficulty experienced by multiple consumers. AI as a mediator has shown positive effects on consuming experience: higher responsiveness, arousal, and trust (Wen & Li, 2025). It is a probable sign that AI has become a trustworthy advisor in online shopping through offering an easier and more personalized shopping experience. Consequently, to maintain a competitive advantage, firms must continuously refine and integrate AI capabilities within the marketplace. Empirical evidence suggests that consumers exhibit significant trust in AI-mediated recommendations and predictive insights; however, the precise boundary conditions and mechanisms of this influence remain nascent (Kim et al., 2021). Accordingly, the present study investigates the extent to which AI-assisted shopping environments fundamentally alter consumer decision-making and purchasing behaviors.

### Methodology

To understand and examine these phenomena, this study explores how AI-assisted shopping shapes consumer decision processes via satisfying consumer experience. In this process, we conducted a quantitative study using a questionnaire-based survey and collecting from February to March 2026. The structural equation model (SEM) is built to analyze the model of this study. The finding of this research shall facilitate how AI-assisted shopping shapes consumer decision processes via satisfying consumer experience.

### Results

By empirically testing the mediating role of the consumer experience, this research contributes to the literature in three ways: first, by elucidating the psychological pathways of AI influence; second, by identifying the specific dimensions of AI assistance that maximize consumer satisfaction; and third, by providing organizational leaders with a theoretical roadmap to refine AI capabilities for competitive advantage. Ultimately, this inquiry seeks to uncover whether the "intelligence" in AI-assisted shopping lies in the algorithm itself or in its ability to foster a psychological environment where consumers feel more empowered and satisfied in their elective behaviors.

### Discussion / Conclusion

Current organizational behavior and marketing scholarship has yet to fully reconcile the tension between AI's role as a functional tool and its role as a "social actor" or "trustworthy advisor." Although

AI eases choice anxiety and decision fatigue, the boundary conditions under which AI-driven personalization transitions from "helpful" to "overwhelming" remain nascent (Hollebeek & Belk, 2021; Teng et al., 2022). This research addresses these gaps by positioning the Satisfying Consumer Experience—characterized by the mitigation of cognitive load and the elevation of emotional arousal—as the primary conduit through which AI shapes consumer finality. Drawing upon Cognitive Load Theory and the Stimulus-Organism-Response (S-O-R) framework, the present study investigates the extent to which AI-assisted shopping environments fundamentally restructure the consumer's decision-making process (Akdim et al., 2022). We argue that AI does not merely facilitate a transaction; it redefines the consumer's perception of agency and satisfaction.

**Keywords:** *AI-Assisted Shopping, Satisfying Consumer Experience, Consumer Decision Processes*

## S1-04

### Applying Neuromarketing to Analyze and Improve Shopee's User Interface

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#### Introduction

After the COVID-19 pandemic, E-commerce has experienced rapid growth and fundamentally transformed consumer behavior. This shift has not only diminished the role of traditional markets in Vietnam but also exposed limitations in product quality and pricing at night markets in Taiwan. In an increasingly competitive landscape where platforms such as Amazon, Lazada, and Shopee compete intensely to attract users, user interface (UI) and user experience (UX) design have become critical determinants of engagement and conversion. Modern consumers are influenced not only by price but also by how interfaces guide attention, evoke emotions, and reduce cognitive load. However, traditional evaluation methods reveal significant limitations; previous research indicates that "perceived" UI quality alone fails to fully explain user satisfaction, and that self-reported surveys (such as Likert scales) often yield contradictory feedback because consumers cannot articulate subconscious cognitive loads. Existing studies examine marketing strategies or purchasing behavior in isolation, whereas works on the direct integration of neuromarketing principles into Shopee's core UI analysis and optimization remain limited. Therefore, this study aims to analyze the integration of neuromarketing principles into Shopee's UI design and propose evidence-based improvements. Specifically, it seeks to address two main research questions: 1. To what extent are neuromarketing principles applied in Shopee's user interface design to influence users' cognitive and emotional processes during online shopping? 2. What UI design improvements can be proposed for Shopee based on neuromarketing principles to optimize user engagement?

#### Methodology

This study implements a mixed-methods approach to answer research questions related to how Shopee applies neuromarketing principles in its user interface and to what extent those principles impact user attention and emotions. The study included a sample of 100 users aged 18 to 30, representing the core customer group of mobile e-commerce platforms. Of these, 80 were previous Shopee users (40 using the Shopee Vietnam interface and 40 using the Shopee Taiwan interface), and 20 were non-users at the time of the study. Participants were recruited through a purposive sampling to ensure relevance to the research objectives, and all candidates completed a screening questionnaire to confirm their online shopping frequency, familiarity with the Shopee interface, and any visual or neurological conditions that might affect the accuracy of eye-tracking data. Instrumentally, the study employed semiotic analysis to decode how visual elements on the Shopee interface function as persuasive communication signals (red and orange colors, countdown timer, discount icon), thereby constructing visual-stimulus maps and identifying areas of interest. Eye-tracking devices recorded gaze fixation duration, number of fixations, first-glance time, heat maps, and eye scans to describe the distribution and sequence of visual attention. Eye-tracking metrics (gaze-fixation, heat maps) were selected based on visual attention measurement standards in the field of neuromarketing, helping to quantify the attractiveness of interface elements. Simultaneously, emotional journey mappings were performed to record levels of interest, trust, time pressure, and decision-making confidence at each stage throughout the shopping process. The process consisted of three steps: device introduction and calibration; shopping task execution and data recording; and emotional assessment and short interviews. Data was analyzed by comparing eye-tracking results with semiotic meanings and emotional variability to evaluate the effectiveness of neuromarketing factors.

#### Results

We expect to find indications that the neuromarketing principles applied by Shopee in its interface design actually and substantially impact users' visual attention and emotional responses. Specifically, urgent elements such as discount icons, timers, the dominant colors red and orange, and the "Buy Now" action button are focused on analyzing the distribution of viewing times across urgent elements, with higher fixation times and shorter initial viewing times compared to normal information areas. The heat map is expected to focus strongly on Flash Sale, discounted price, and star rating areas, suggesting that these persuasive signals truly guide visual behavior. Simultaneously, the expected emotional curve will record increased excitement and a sense of urgency at times with promotional elements, and trust increases when users observe the authentication badge and product reviews. The study also expects differences between familiar and new user groups: new users might react more strongly to persuasive signals, whereas long-time users allocate attention according to their existing navigation habits. Additionally, results between the Shopee Vietnam and Shopee Taiwan interfaces may show a certain degree of similarity in visual responses, but slight differences in emotional intensity due to differing cultural contexts and market experiences.

#### Discussion / Conclusion

This study holds significant academic and practical importance in the highly competitive e-commerce landscape following the pandemic. Its unique contribution lies in its multi-layered analytical framework, directly linking visual stimuli, attention distribution, and user emotional fluctuations, rather than simply assessing satisfaction based on subjective perceptions as in previous studies. By applying objective biometric measurements instead of relying on self-assessment, the study helps bridge the gap between behavioral neuroscience theory and digital interface design practices. A parallel comparison between two cultural contexts (Vietnam and Taiwan) and two user groups (new and established) allows for the separation of user experience influences from the practical impact of design elements. This approach helps assess the cultural specificity of neuromarketing principles in the mobile environment, rather than applying them mechanically. As a result, the research not only contributes to the theory of user interface as a "neural stimulus" but also proposes interface improvements based on empirical data, with the potential for direct application to optimize attention span, emotional engagement, and purchasing behavior on e-commerce platforms.

**Keywords:** Neuromarketing, User Interface Optimization, E-commerce User Experience, Eye-Tracking Analysis, Consumer Decision-Making, Digital Platform Design

## S1-05

### The Effect of AI-Personalized Rewards and Challenges on Brand Loyalty and Value Co-Creation in Gamified Mobile Apps

Tran Le Quoc Bao, Ong Gia Boi, La Hoang Bao Ngan, Bui Vinh Van Anh, Thanh-Sang Ngo\*  
Ming Chuan University

#### Introduction

Taiwan's mobile-first e-commerce market is becoming increasingly competitive, with smartphones accounting for 55.12% of e-commerce transaction value in 2025. To move beyond price-based competition, e-commerce platforms in Taiwan have begun integrating gamification and data-driven personalization to boost engagement. Public disclosures also suggest that AI is beginning to shape platform-side digital commerce, as Momo uses AI technologies such as voice and image search, along with LLM-based applications for recommendation and smart marketing. At the same time, these developments are increasingly reflected in consumers' shopping journeys, suggesting growing openness toward AI-assisted shopping experiences. Despite such practical developments, limited research has examined how specific gamification elements, particularly rewards and challenges, influence customer engagement or whether AI-powered personalization strengthens these relationships in app-based shopping environments. Conceptually, this study draws on the S-O-R model, while Self-Determination Theory and Flow Theory help explain how rewards and challenges drive customer engagement. Therefore, this study addresses three related questions: (1) how rewards and challenges influence customer engagement on Taiwan's e-commerce platforms, (2) how customer engagement mediates their effects on brand loyalty and value co-creation behaviors, and (3) how AI-powered personalization moderates the relationships between rewards and challenges and customer engagement.

#### Methodology

This study adopts a mixed-methods approach, combining qualitative and quantitative phases. In the qualitative stage, the scales of measurement were selected based on prior studies and then refined and validated through expert review with four experts from different fields, including two professors with expertise in digital marketing and consumer behavior and two industry experts with marketing department experience in the e-commerce and HR services industries. Based on expert feedback, the final questionnaire was developed with six constructs: Reward, Challenge, Customer Engagement, Brand Loyalty, Value Co-creation Behavior, and AI-powered Personalization, comprising 34 items measured on a five-point Likert scale. To ensure respondent suitability, screening questions were included in the demographic section to confirm that participants were currently living in Taiwan and had prior experience using e-commerce platforms and gamification features. The questionnaire was then translated into English, Vietnamese, and Traditional Chinese, followed by a pilot test before the main survey. The quantitative phase involves a large-scale survey of online shoppers in Taiwan, including foreign residents, targeting at least 500 valid responses. SPSS will be used for descriptive analysis and data screening, while SmartPLS 4 will be used to conduct PLS-SEM for hypothesis testing, including structural relationships, mediation, and moderation effects.

#### Results

This research aims to demonstrate the effectiveness of gamification elements, specifically rewards and challenges, in enhancing customer engagement. It is expected that consumer interaction with these elements will increase engagement levels, ultimately fostering brand loyalty and value co-creation behaviors. According to the Stimulus-Organism-Response (S-O-R) framework, increased levels of engagement are anticipated to foster enhanced brand loyalty and facilitate value co-creation behaviors. Furthermore, AI-powered personalization is expected to strengthen these effects by tailoring challenges and rewards to individual preferences and behavioral patterns. AI enhances the perceived relevance and psychological impact of the experience, thereby strengthening the relationship between gamification and long-term brand equity.

#### Discussion / Conclusion

For e-commerce companies in Taiwan's competitive market, gamification must evolve from a novelty into a core brand experience. When rewards and challenges are embedded directly into the shopping journey, they effectively reduce customer churn and encourage repurchases. However, design quality matters more than simply adding game elements. By integrating AI-powered personalization, firms can optimize challenge timing and difficulty based on individual behavior. This adaptive strategy enhances users' sense of competence and perceived relevance, doing more than boosting sales; it builds a self-sustaining community where users generate content and refer friends, lowering acquisition costs and deepening loyalty. From a theoretical perspective, this research advances digital marketing literature by clarifying how gamification and AI jointly shape consumer behavior. It establishes customer engagement as a key mediator between gamified stimuli and purchasing outcomes, extending the S-O-R framework within e-commerce. A primary contribution is identifying AI-driven personalization as a moderator of gamification's effectiveness. The study also synthesizes Flow Theory and Self-Determination Theory into a unified model, revealing that internal psychological states, autonomy, and optimal challenge determine user responses. This integration moves beyond simple reward mechanics toward a deeper understanding of technologically mediated consumer motivation.

**Keywords:** AI-powered personalization, gamification elements, customer engagement, brand loyalty, value co-creation behavior, e-commerce

## S2: Sustainable Consumer Choices

Room: J404 | Morning (10:30–12:30)

Moderator: David Tsai | Discussant: Paolo Lising

### S2-01

#### Transformative Experiences in Gen Z Solo Travelers: The Role of Low-Cost, Ethical Choices, Minimalist Travel Habits, and Exposure to Short-Form Videos

Dang Truong An\*, Napat Sirichutiwong  
Ming Chuan University

##### Introduction

Generation Z travelers are increasingly associated with independent travel, sustainability consciousness, minimalist consumption patterns, and strong engagement with short-form digital platforms. Prior tourism research suggests that meaningful travel experiences can foster personal growth, identity development, and perspective transformation (Reisinger, 2013). Sustainable travel behaviors have been linked to value alignment and ethical self-expression (Dickinson, J., & Lumsdon, L., 2010), while digital media plays an important role in shaping travel expectations and experiential framing (Zeng & Gerritsen, 2014). However, existing studies typically examine sustainable behavior, social media influence, or transformative experiences separately. Limited research integrates sustainable consumption, minimalist travel habits, and short-form digital media exposure into a unified model explaining transformative travel experiences among Gen Z independent travelers. Furthermore, little is known about how these relationships may vary across demographic contexts such as gender, travel companions, and financial status. This study addresses these gaps by asking: (1) Do low-cost sustainable travel choices, minimalist travel habits, and short-form video exposure predict transformative travel experience among Gen Z independent travelers? (2) Do these relationships differ across gender, travel companions, and financial status?

##### Methodology

This study employed a quantitative survey design targeting Generation Z individuals (born 1997–2012) who had engaged in independent travel, defined as traveling alone or with one or two companions. Data were collected through an online questionnaire, yielding 204 valid responses. All constructs were measured using five-point Likert scales adapted from established tourism and consumer behavior literature. Low-cost sustainable travel choices assessed environmentally responsible and budget-conscious behaviors. Minimalist travel habits measured intentional simplicity and reduced material consumption during travel. Exposure to short-form videos evaluated the extent to which respondents relied on platforms such as TikTok and Instagram Reels for travel inspiration and planning. Transformative travel experience captured perceived personal growth, self-reflection, and perspective change resulting from travel experiences. Exploratory factor analysis was conducted to examine construct validity, and reliability coefficients met acceptable standards. Pearson correlation analysis was used to assess relationships among variables. Multiple regression analysis tested the predictive effects of the three independent variables on transformative travel experience. Additional subgroup regression analyses were performed across gender, travel companion type, and financial status to examine potential group-based differences.

##### Results

The multiple regression analysis indicates that the proposed model explains approximately 29% of the variance in transformative travel experience. All three predictors—low-cost sustainable travel choices, minimalist travel habits, and exposure to short-form videos—demonstrate positive and statistically significant effects. Low-cost sustainable travel choices emerge as the strongest predictor of transformative travel experience, suggesting that environmentally responsible and value-aligned behaviors substantially enhance perceived personal growth and meaningful change. Minimalist travel habits also show a significant positive effect, indicating that intentional simplicity may facilitate reflection and deeper experiential engagement. Exposure to short-form travel videos further contributes positively, suggesting that digital media influences expectation formation and experiential interpretation. Subgroup analyses reveal contextual differences. Short-form video exposure significantly predicts transformative travel experience among male respondents but not among female respondents. Among travelers accompanied by one or two companions, digital media exposure shows a strong positive effect, whereas the relationship is not significant among solo travelers. Regarding financial status, short-form video exposure is significant among financially independent respondents, while low-cost sustainable travel choices remain particularly influential among those who are not financially independent.

##### Discussion / Conclusion

This study contributes to sustainable tourism and youth travel research by integrating sustainable behavior, minimalist consumption, and short-form digital media exposure into a unified explanatory model of transformative travel experience. While prior studies have examined these dimensions separately, this research demonstrates their combined influence among Generation Z independent travelers. The findings highlight that transformative travel is not primarily driven by luxury consumption but by value alignment and intentional engagement. Low-cost sustainable travel choices emerge as the strongest predictor, suggesting that environmentally responsible and budget-conscious behaviors reinforce identity development and meaningful reflection. Minimalist travel habits further support experiential depth by reducing distraction and encouraging purposeful engagement. In addition, short-form digital media exposure plays a contextual role, particularly among financially independent and group-traveling segments, indicating that digital framing shapes expectation formation and experiential interpretation. The study provides practical implications for destination marketers and tourism planners by emphasizing the importance of affordable sustainable options and authentic local experiences in fostering meaningful travel outcomes. By clarifying how behavioral sustainability and digital influence jointly shape transformation, this research advances understanding of value-driven tourism among emerging generations.

**Keywords:** Solo Travel, Gen Z, Transformative Experiences, Sustainable Travel, Minimalism, Short-form Videos

## S2-02

# Exploring Cognitive Dissonance in Fast Fashion Consumption Among Fashion Students in Taiwan

Liz Pamela Horn Balmaceda\*, Yu-Chen Hsu, Angelica Yuki Tanabe Kurata  
*Ming Chuan University*

### Introduction

The fast-fashion industry has become a dominant force in the global clothing market despite increasing concerns about its environmental and social impacts, including textile waste, carbon emissions, and labor conditions. Although consumers are increasingly aware of these issues, demand for fast fashion continues to grow, raising the question of why sustainability concerns often fail to change into more responsible consumption. This study explores this topic through the theory of cognitive dissonance, a psychological discomfort that arises when individuals act in ways that conflict with their values or knowledge. This tension is particularly relevant for fashion students, who are likely to receive formal education on the business model of fast fashion and its impact, while some continue to participate in its consumption. While existing literature has examined young consumers broadly, limited research explores how fashion students in Taiwan navigate, justify, or reduce this tension in their purchasing decisions.

### Methodology

Grounded in Cognitive Dissonance Theory, this study examines how fashion students experience and manage the conflict between their sustainability values and fast-fashion purchasing behavior. A qualitative research design is adopted, using semi-structured interviews with undergraduate students, enrolled in fashion-related programs at universities in Taiwan, with fast fashion consumer experience. The study aims to gain insights into participants' thoughts, feelings, and justifications. The interviews examine participants' awareness of the environmental and social impacts of fast fashion, their purchasing motivations, emotional responses following purchases, and the strategies they use to manage psychological discomfort. The data are analyzed using thematic analysis following a six-step framework to identify recurring patterns related to awareness, dissonance triggers, and dissonance-reduction strategies.

### Results

Emotional responses such as guilt, regret, or internal tension may arise, particularly among students with greater sustainability awareness. To manage this discomfort, participants are likely to employ various dissonance-reduction strategies, including attitude adjustment, minimizing personal responsibility, or engaging in compensatory behaviors such as recycling or thrifting. However, these strategies may alleviate psychological discomfort without necessarily leading to sustained changes in purchasing behavior. Overall, the results are expected to highlight the complexity of managing attitude-behavior conflicts, suggesting that awareness alone does not automatically result in more sustainable consumption.

### Discussion / Conclusion

The findings of this study will offer an opportunity to understand how fashion students in Taiwan deal with the tension between understanding the importance of sustainability and engaging in fast-fashion consumption, and could enable those involved in the education system to better address the emotional and psychological challenges linked to fashion-related decision-making. This study may also help inform future research exploring the relationship between education, awareness, and consumer behavior in sustainable fashion, an area that remains relatively underexplored. However, several limitations should be acknowledged. Due to time and budget constraints, the study focused only on undergraduate fashion students in Taiwan. This limits the generalizability of the findings. Additionally, participants' responses were self-reported and may be influenced by personal interpretation or social desirability. Future research can include graduated fashion students or adopt mixed-method approaches to expand understanding of cognitive dissonance in sustainable fashion consumption.

**Keywords:** *fast fashion, sustainable consumption, cognitive dissonance theory, attitude-behavior gap, fashion students.*

## S2-03

### **Sustainability vs. Convenience: A Study of Taiwan's Beverage Culture**

Wan-Yan Hsieh, Ning-Jui Tsao, Santiago Cabrera Grajeda, Hsin-Yueh Cho, David H. T. Tsai\*

*Ming Chuan University*

#### **Introduction**

In Taiwan, the iconic tea shop is a cultural staple, yet this tradition generates a staggering 4 billion disposable cups annually. This massive waste stream contributes significantly to plastic pollution, impacting both marine ecosystems and human health. To address this, the government mandated a NT\$5 discount for reusable cup users in 2022. Despite these financial incentives and accessible rental infrastructure, the adoption of sustainable alternatives remains surprisingly low. While global research highlights the environmental damage caused by single-use plastics, there is a significant gap in understanding the specific psychological and behavioral barriers that lead Taiwanese consumers to prioritize convenience over sustainability. This research seeks to fill that gap by investigating why disposables remain the preferred choice despite existing incentives. By identifying the practical and psychological hurdles unique to Taiwan's consumer landscape, this study aims to provide actionable insights for policymakers and businesses. Ultimately, the goal is to normalize eco-friendly habits and enhance the effectiveness of sustainability initiatives, supporting Taiwan's transition toward a circular consumption model and aligning with SDG 12: Responsible Consumption and Production.

#### **Methodology**

This study employs a quantitative case study design to investigate consumer choices between disposable and reusable cups in Taiwan. A case study approach is particularly suitable for gaining an in-depth understanding of the behavioral and psychological factors that influence consumer decisions in a real-world context. The research focuses on Taiwanese customers in Taipei who purchase beverages at beverage shops. This study uses purposive sampling, using a maximum variation strategy based on age demographics. Purposive sampling enables the selection of information-rich participants who can provide meaningful insights into behavioral differences between age groups regarding sustainability practices. This study uses Theory of Planned Behavior (TPB) model and draws on measurement items from prior studies.

#### **Results**

This study has completed data collection and is currently conducting data analysis. In total, we collected data from 183 participants via Google Forms, including 61 male participants (33.3%), 120 female participants (65.5%), and 2 participants who did not wish to disclose their gender. 44.8% of participants are under 30 years of age, and 38.3% are over 45 years of age. Only 28.4 % of participants said they rarely purchase drinks from cafés/tea shops. 71.6% of participants purchase drinks from cafés/tea shops. Interestingly, 24% of participants said they do not own a reusable cup, while 76% said they do. Initial results indicate that Attitude for Disposable Cup, Attitude for Reusable Cup, Subjective Norm, Perceived Behavior Control, Convenience, Environment Concerns, and Ethical Belief and Visual Display all have correlations with User Intention.

#### **Discussion / Conclusion**

This study anticipates that a significant proportion of participants will remain unaware of discount policies and circular rental systems, primarily due to insufficient promotion and low visibility. Participants are expected to identify several barriers to adoption, including hygiene concerns, limited accessibility, and the social perception of shared items. Conversely, the research explores whether enhanced financial incentives, aesthetically pleasing designs, or limited-edition collaborations might catalyze a shift toward sustainable alternatives. Theoretically, this research seeks to deepen the understanding of consumer decision-making and the hurdles to sustainable transitions. Practically, it aims to provide stakeholders with actionable strategies—such as optimized signage and targeted campaigns—to refine rental logistics. Finally, the study remains attentive to unexpected variables, including cultural resistance to shared goods or high awareness levels that do not translate into behavioral change.

**Keywords:** *Theory of Planned Behavior, Consumer Preferences, Disposable Cups, Reusable Alternatives, Behavioral Barriers, Sustainable Practices, Policy Effectiveness*

**S2-04****Ethical Considerations and Consumer Psychology: Explaining Variations Among Young Adults in the Sunscreen Industry**

Nutcha Kitwaoratanon\*, Pornphachnan Chaiyodburana, Audrey Khoo Jia Jie, Tushig Nomin  
*Ming Chuan University*

**Introduction**

The global cosmetics market is growing with sunscreen acting as a daily health necessity. Young adult consumers increasingly prioritize sustainability and ethical production alongside product effectiveness, but they remain a highly price-conscious demographic. This intersection of ethical consumption and budget constraints creates a conflict. Key concerns in the sunscreen market include ocean-friendly formulas, cruelty-free production, and recycled packaging. Despite the trend toward green cosmetics, it is unclear how these specific ethical attributes interact with young adults' price sensitivity. This study investigates how these consumers balance ethical considerations against cost when purchasing sunscreen. Specifically, it determines which ethical attributes justify higher prices and when affordability overrides ethical preferences. By examining these trade-offs, this research addresses a gap at the intersection of health, environmental sustainability, and consumer economics, clarifying the psychological factors underlying these purchasing choices.

**Methodology**

This study uses a quantitative, cross-sectional research design with a survey-based conjoint analysis to evaluate how price influences consumer preferences for sustainable sunscreen. The target population is young adult consumers globally, with a target sample size of 250 participants. Data is collected through a structured online questionnaire containing demographic questions, attitudinal scales, and a conjoint evaluation task. The conjoint design uses hypothetical sunscreen profiles varying across three ethical attributes: animal testing policy, ocean/coral friendly certification, and packaging sustainability. Respondents rate each profile for perceived value and purchase intention. The survey also measures individual variables, including Sustainable Buying Behavior, Environmental Concern, Cosmetics and Health Concerns, and Willingness to Buy. Conjoint analysis is used to estimate part-worth utilities and relative importance scores for each attribute level. Finally, cluster segmentation identifies distinct consumer groups based on their sensitivity to price versus sustainability, enabling cross-regional comparisons.

**Results**

Due to the ongoing data collection, expected preliminary results are presented. Initial conjoint analysis shows that ocean-friendly formulation and cruelty-free status are the most important ethical attributes influencing purchase intention in young adults. However, the influence of these attributes decreases as price increases beyond standard market levels. Expected utility estimates indicate consumers will pay a moderate premium for certified reef-safe and cruelty-free products, while fully recycled packaging yields lower implicit monetary values. Cluster analysis is expected to reveal two distinct consumer segments: eco-driven buyers who are less price-sensitive for sustainable options, and price-focused buyers whose ethical preferences change based on budget constraints. Early segmentation suggests that individual differences, especially high levels of Environmental Concern and Sustainable Buying Behavior, predict a consumer's tolerance for premium pricing. Ultimately, the results will provide rank-ordered attribute importance scores and specific price thresholds for this demographic.

**Discussion / Conclusion**

The expected findings highlight the trade-offs young adults make between their environmental values and economic limits. Although this group seeks ethical sunscreen products, price sensitivity remains a limiting factor, indicating that sustainability alone does not overcome high price premiums. By quantifying the implicit monetary value of specific ethical attributes, this study offers practical data for cosmetics brands. Companies can use these utility estimates to improve formulation, labeling, and pricing strategies, positioning sustainable products for both premium and value-oriented markets. For example, brands can target budget-conscious buyers with cruelty-free options while reserving sustainable packaging for premium lines. Academically, this research advances behavioral pricing and perceived value theories by empirically detailing how specific psychological variables moderate the relationship between price and ethical product cues. Understanding the connection between what consumers say they value and what they actually buy provides the real-world data needed to create business plans that are both truly sustainable and profitable.

**Keywords:** *Sustainable Cosmetics, Conjoint Analysis, Ethical Consumption, Price Sensitivity, Sunscreen Market*

## S2-05

### When Talk Isn't Walked: Employee Perceptions and Reactions to Corporate Greenwashing in Taiwan's Convenience Store Industry

Voranuch Ratthan, Nguyen Thi Thuy Trang\*, Phatcharaporn Salarad, Hoang Anh Quang  
Ming Chuan University

#### Introduction

In the modern corporate landscape, environmental sustainability has transitioned from a voluntary gesture to a core institutional expectation. In Taiwan, this shift is most visible in the convenience store industry, where market leaders like 7-Eleven and FamilyMart—operating over 11,000 stores combined—aggressively promote initiatives such as plastic reduction, circular cup systems, and energy-saving protocols. However, a tension often exists between high-level corporate messaging and daily operational realities. When these environmental claims fail to align with practice, the resulting "greenwashing" is noticed first by those responsible for executing it: the frontline employees. While existing literature extensively covers consumer reactions to greenwashing, the internal consequences for staff remain under-researched. Frontline workers are uniquely positioned as "organizational insiders" who witness sustainability efforts firsthand. In the fast-paced, service-intensive environment of Taiwan's retail sector, these perceptions are critical. This study addresses this gap by examining how perceived corporate greenwashing influences organizational pride, job performance, and turnover intention. Furthermore, it examines the moderating role of green awareness, investigating whether employees with greater environmental consciousness respond more strongly to perceived corporate hypocrisy. Theoretically, this research advances the field by identifying organizational pride as a key emotional mechanism that translates environmental cues into behavioral outcomes. By focusing on the esteem-based dimension of the employee-organization relationship, the study clarifies how perceived insincerity erodes an employee's sense of meaning and belonging. In practice, the research aligns with United Nations Sustainable Development Goal (SDG) 8, which promotes decent work and economic growth. By helping organizations align their environmental "talk" with their "walk," this study provides managers with insights to foster a more motivated, stable, and proud workforce, ensuring that sustainability strategies are internally credible and conducive to long-term productivity.

#### Methodology

This study uses a quantitative cross-sectional survey design to examine how employees' perceptions of corporate greenwashing influence their organizational pride and, in turn, their job performance and turnover intention in Taiwan's convenience store industry. This design is appropriate because it allows for the examination of both direct and indirect relationships among variables within a single time frame. The study includes one independent variable, one mediating variable, two dependent variables, and one moderating variable. Specifically, the independent variable in the current research is perceived corporate greenwashing; the mediating variable is organizational pride; the two dependent variables are job performance and turnover intention; and the moderating variable is employee green awareness. Additionally, demographic characteristics such as age, education level, gender, tenure, position and employment type will serve as control factors in the analysis. To obtain reliable information from a large, geographically dispersed population in Taiwan, the researcher plans to engage a professional survey company to collect the data. The research focuses on frontline employees at 7-Eleven and FamilyMart stores who regularly interact with customers and are frequently exposed to their employers' environmentally related marketing messages or green claims.

#### Results

This study has completed data collection and is currently conducting data analysis. In total, we collected data from 250 participants through a professional survey platform, Survey Cake, including 50.8% male participants and 43.2% female participants. 48.8% of participants are under 34 years of age, and 38.4% are between 35-44 years of age, 28.4% are above 45 years of age. After initial reliability analysis, all variables' Cronbach's Alpha Value are above .70, between .81 and .937 indicate good reliability.

#### Discussion / Conclusion

Although prior research on greenwashing has mostly focused on consumers and external reputation, little is known about how employees interpret and respond to perceived greenwashing in their everyday work. Existing employee-focused studies rarely examine organizational pride as a core emotional mechanism linking perceived greenwashing to work outcomes, and the moderating role of employees' green awareness is still not well understood. In addition, there is a lack of empirical research on these issues in Taiwan's convenience store sector, where frontline staff in chains such as 7-Eleven and FamilyMart both implement and witness highly visible environmental initiatives. By addressing these gaps, this study contributes to micro-level CSR and greenwashing literature by clarifying how perceived greenwashing affects organizational pride, job performance, and turnover intention among frontline convenience store employees, and how these effects vary depending on employees' green awareness.

**Keywords:** *perceived greenwashing, organizational pride, job performance, turnover intention, green awareness, convenience stores*

# S3: Influencer Marketing & Brand Communication

Room: J405 | Morning (10:30–12:30)

Moderator: Richard Ngo | Discussant: Dr. Amy Wong

## S3-01

### Examining the Impact of Influencer Traits on Brand Evangelism through Brand Trust and Brand Love: A Study of Beauty Influencer-Led Brands in Indonesia

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Ming Chuan University

#### Introduction

The rapid growth of online platforms has significantly impacted the beauty industry, with consumers shifting their attention from traditional advertising strategies towards social media influencers. Influencers are considered a significant contributor in influencing consumers' perceptions, product evaluations, and purchasing behaviors, especially for young consumers who are largely influenced by online content and peer recommendations. In Indonesia, the beauty market has shown significant growth with the expansion of the Internet and social media usage. Influencer-led brands like BLP Beauty, Secondate, and MOP Beauty are examples of successful market presence for beauty influencer-led brands. Despite the increasing importance of influencer marketing, limited research has examined how influencer traits influence deeper consumer behaviors such as brand evangelism. Previous studies have primarily focused on outcomes such as purchase intention or brand loyalty. However, less attention has been paid to the emotional mechanisms that lead consumers to develop strong attachment to a brand and actively promote it to others. Therefore, this study investigates how influencer traits, specifically physical attractiveness, credibility, and trustworthiness, affect brand trust, which subsequently influences brand love and ultimately leads to brand evangelism. By examining these relationships, this research aims to explain how cognitive and emotional processes contribute to the development of brand evangelists among followers of influencer-led beauty brands in Indonesia.

#### Methodology

This research adopts a quantitative approach to examine consumers of influencer-led beauty brands. Data will be collected through an online survey targeting individuals aged 18 and above who follow beauty influencers and have purchased products from influencer-owned beauty brands within the past three months. Data will be collected through an online survey using convenience sampling, aiming for 500 valid responses after screening out incomplete or ineligible submissions. The survey questionnaire consists of 27 items that are measured using a five-point Likert scale. The constructs measured include influencer attractiveness, influencer credibility, influencer trustworthiness, brand trust, brand love, and brand evangelism. Measurement items are adapted from established scales in previous studies to ensure reliability and validity. In addition to the main constructs, demographic information such as gender, age, occupation, income level, and social media usage will be collected. The data analysis will be done in two stages. First, SPSS will be used for data screening and descriptive statistics. Second, PLS-SEM technique using the SmartPLS software will be employed to evaluate the measurement model, test the hypothesis, and carry out the structural relationship between the constructs, including the mediation effect.

#### Results

This study anticipates that influencer characteristics, including attractiveness, credibility, and trustworthiness, would positively impact brand trust among consumers of an influencer-owned brand in the beauty industry. Among these characteristics, credibility and trustworthiness are hypothesized to exert a more substantial impact on brand trust than attractiveness, as these traits are more fundamentally aligned with the concept of authenticity. While an attractive appearance is expected to have a positive correlation with brand trust, its relative impact is predicted to be lower, as physical appeal alone does not guarantee long-term consumer confidence. Furthermore, the results are expected to demonstrate that brand trust acts as a key role for the development of brand love because of the transition from cognitive processing to emotional processing. Consequently, brand love would have a strong impact on brand evangelism because consumers develop positive emotions toward a brand and are more likely to engage in proactive word-of-mouth advocacy. Therefore, brand trust and brand love are anticipated to function as sequential mediators, explaining how influencer traits first build trust, then create emotional attachment, and ultimately encourage consumers to become brand evangelists.

#### Discussion / Conclusion

The integration of a novel variable bridges identified gaps in previous research, resulting in a more comprehensive theoretical framework. This framework highlights how brand trust and brand love act as critical mediators in the development of brand evangelists. By examining these sequential roles, the research provides a roadmap for how cognitive trust transitions into emotional attachment. These insights offer a more comprehensive understanding of the consumer-influencer relationship within the Indonesian beauty industry. This study offers a new perspective on how influencer characteristics influence brand evangelism in the context of influencer-led beauty brands. It examines how key influencer traits such as attractiveness, credibility, and trustworthiness shape consumers' perceptions of a brand and contribute to the development of brand trust and brand love. Also, emphasizes the sequential roles of brand trust and brand love in explaining how influencer influence can lead to brand evangelism. These insights provide useful guidance for marketers and influencers in designing more effective influencer marketing strategies that strengthen consumer trust, build emotional connections, and encourage consumers to actively advocate for the brand.

**Keywords:** *Influencer Marketing, Influencer Characteristic, Brand Trust, Brand Love, Brand Evangelism*

## S3-02

# The Effect of Influencer Type and Content Type on Vietnamese Gen Z's Engagement and Purchase Intention in the Skincare Industry

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Ming Chuan University

### Introduction

In recent years, Vietnam's skincare market has become increasingly competitive, driving brands to seek new ways to engage young consumers. Influencer marketing on short-form platforms like TikTok has emerged as a crucial tool to capture Generation Z, a demographic highly receptive to digital content. However, despite the widespread use of influencer marketing, existing studies have yet to clarify how to strategically align Influencer Type (Macro vs. Micro) with Content Type (Storytelling vs. Argumentative) to optimize psychological responses and purchase intention among Gen Z consumers in the skincare industry. Specifically, there is a lack of empirical evidence on whether storytelling-based content and argumentative-based content differentially influence emotional contagion and perceived information value, as well as the roles of micro-influencers and macro-influencers in triggering these emotional and cognitive responses. Therefore, this study aims to address the following research questions: (1) How storytelling and argumentative content influence emotional contagion (2) How these content types affect perceived information value, and (3) How influencer type impacts both emotional contagion and perceived information value among Vietnamese Gen Z skincare consumers. The findings aim to clarify emotional and cognitive persuasion pathways, offering insights for theory and practical influencer marketing strategies.

### Methodology

This study employed a 2 × 2 between-subjects experimental design to examine the effects of influencer-generated TikTok content on Vietnamese Gen Z consumers. Influencer type (micro vs. macro) and content type (storytelling vs. argumentative) were manipulated to form four experimental conditions. Gen Z was selected as the target population due to their intensive use of TikTok and high involvement with skincare-related content. Prior to the main experiment, a pretest was conducted to confirm that participants could clearly distinguish between storytelling and argumentative message styles. Based on the pretest results, four video stimuli were finalized for the main experiment. All videos featured the same skincare product and were controlled for duration, format, and presentation style to reduce extraneous influences. Storytelling videos emphasized personal experiences and emotional narratives, whereas argumentative videos focused on factual information such as ingredients, usage, and functional benefits. Participants were randomly assigned to view one video and then completed an online questionnaire. The survey measured perceived credibility, message persuasiveness, and purchase intention using established Likert-scale measures adapted from prior influencer marketing studies. All materials were presented in Vietnamese to ensure comprehension and minimize language-related bias.

### Results

The study confirms that content type and influencer type interactively shape the emotional and cognitive responses of Vietnamese Gen Z toward skincare marketing on TikTok. Pre-test results verified a clear distinction between storytelling and argumentative content formats. Experimental findings reveal that storytelling content delivered by micro-influencers generates stronger emotional contagion, while argumentative content presented by macro-influencers enhances perceived information value. Moreover, the results identify two distinct persuasion mechanisms: emotional contagion drives purchase intention through emotional brand engagement, whereas perceived information value influences purchase intention via cognitive brand engagement. These findings demonstrate that the effectiveness of influencer marketing depends on the strategic alignment between the influencer tier and content style in activating either emotional or cognitive pathways.

### Discussion / Conclusion

This study elucidates the interactive effects of Influencer Type and Content Type on the purchase intentions of Vietnamese Generation Z within the skincare sector. Findings demonstrate that Micro-influencers optimally trigger Emotional Contagion through Storytelling, whereas Macro-influencers maximize perceived Information Value via Argumentative content. Consequently, consumer persuasion operates through two distinct mechanisms: an emotional pathway mediated by Emotional Brand Engagement, and a rational pathway mediated by Cognitive Brand Engagement. Theoretically, this research advances the ongoing 'Micro vs. Macro' discourse by empirically identifying Content Type as a crucial moderating variable that dictates influencer efficacy. Practically, it delivers a strategic framework for marketers, resolving the empirical ambiguity regarding which content format (storytelling vs. argumentative) best aligns with specific influencer tiers (micro vs. macro) to stimulate purchase intentions. Ultimately, these insights equip brands to abandon uniform approaches, strategically leveraging Micro-influencers to cultivate authentic emotional connections and Macro-influencers to establish cognitive trust, thereby optimizing targeted consumer engagement.

**Keywords:** *Influencer Marketing, Gen Z, Skincare, Purchase Intention, Brand Engagement.*

### S3-03

## Creating Connections Through Characters: An Integrated Study on Brand Mascots and Their Influence on Gen Z Purchase Behavior in the Food and Beverage Industry

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Ming Chuan University

### Introduction

In the highly competitive food and beverage (F&B) industry, brands increasingly rely on creative marketing strategies to differentiate themselves and build stronger emotional connections with consumers. One widely used strategy is the use of brand mascots—character-based symbols designed to represent a brand's identity, personality, and values. Through elements such as anthropomorphism and personification, mascots can create emotional engagement, strengthen brand recognition, and enhance the memorability of marketing messages. Generation Z has become an important target market for the F&B industry. As digital natives, Gen Z consumers frequently interact with brands through social media platforms and are highly responsive to visual storytelling and character-based branding. As a result, brand mascots are widely used in advertising campaigns to capture attention and shape consumer perceptions. Previous research suggests that brand mascots can influence consumer perceptions through attributes such as brand awareness, personification, self-congruence, intimacy, anthropomorphism, uniqueness, and consistency. These attributes allow mascots to function as effective communication tools that shape how consumers interpret advertising messages and form emotional connections with brands. However, limited research has examined how these specific mascot attributes influence advertising attitudes and purchase intention among Generation Z consumers in the food and beverage industry. Therefore, this study examines the relationship between brand mascot attributes, ad attitude, and purchase intention among Generation Z consumers.

### Methodology

This study adopts a quantitative research approach to examine the relationship between brand mascot attributes, advertising attitude, and purchase intention among Generation Z consumers. Data were collected through an online questionnaire distributed via social media platforms and university networks. The target participants were Generation Z individuals aged between 18 and 27 who have previously encountered brand mascots used in food and beverage marketing campaigns. A structured survey questionnaire was designed to measure seven brand mascot attributes, including brand awareness, personification, self-congruence, intimacy, anthropomorphism, uniqueness, and consistency. Advertising attitude was examined as a mediating variable, while purchase intention was treated as the dependent variable. Measurement items were adapted from established marketing research and evaluated using a five-point Likert scale ranging from strongly disagree to strongly agree. The collected data were analyzed using statistical software such as SPSS and AMOS. The analysis included descriptive statistics, reliability testing, confirmatory factor analysis (CFA), and structural equation modeling (SEM) to examine the relationships among the variables and test the proposed research model.

### Results

The expected results suggest that brand mascot attributes significantly influence Generation Z consumers' attitudes toward advertisements in the food and beverage industry. Mascot characteristics such as personification, anthropomorphism, and uniqueness are expected to have strong positive effects on advertising attitudes because these features make mascots appear more human-like, engaging, and memorable to young consumers. The findings are also expected to show that advertising attitude plays a mediating role between brand mascot attributes and purchase intention. When consumers develop positive attitudes toward advertisements featuring brand mascots, they are more likely to form favorable perceptions of the brand and show stronger intention to purchase its products. Furthermore, the results are expected to indicate that emotionally engaging mascot designs can enhance brand communication effectiveness in digital marketing environments. These findings highlight the importance of creative visual branding strategies for attracting and influencing Generation Z consumers in the competitive food and beverage market.

### Discussion / Conclusion

This study contributes to the literature on brand mascots, advertising effectiveness, and consumer behavior by examining how mascot attributes influence advertising attitudes and purchase intention among Generation Z consumers. The results highlight the importance of emotional engagement in marketing communication and demonstrate that mascots can function as strategic branding tools rather than merely decorative elements. From a theoretical perspective, this research expands existing studies on brand anthropomorphism and advertising effectiveness by integrating multiple mascot attributes into one analytical framework. The study provides a deeper understanding of how character-based branding influences consumer perceptions and behavioral intentions. From a managerial perspective, the findings offer practical implications for marketers in the food and beverage industry. Companies can enhance marketing effectiveness by designing mascots that are relatable, expressive, unique, and consistent across communication channels. Such mascots can strengthen emotional connections with consumers and improve brand recognition, advertising effectiveness, and purchase intention among Generation Z audiences.

**Keywords:** Brand Mascots, Generation Z, Advertising Attitude, Purchase Intention, Food and Beverage Marketing

## S3-04

# From Ordinary to Iconic: Media Construction of Everyday Heroes in WeChoice Awards

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### Introduction

Media has been sharpening public values as well as constructing symbolic figures in our modern society. In Vietnam, WeChoice Awards has emerged as a media event that celebrates “ordinary individuals” with inspirational stories, transforming them into widely recognized moral icons. There might have some exiting studies on promoting storytelling in digital industry which are portrayed and focused on celebrity culture, entertainment industries, or state-led narratives. WeChoice Awards is a different lens of media construction, since its media initiatives construct everyday heroism and mobilize public participation through digital platforms. This study addresses this gap by examining how WeChoice Awards produces, frames, and circulates narratives of “ordinary heroes” within Vietnam’s contemporary media. This research aims to answer the three following questions: (i) How does WeChoice construct the image of “everyday heroes”?; (ii) What PEST factors shape its communication strategies?; (iii) What does this case reveal about changes in Vietnam’s media landscape?

### Methodology

This study adopts a qualitative case study approach to examine WeChoice Awards as a representative media event in Vietnam’s digital landscape. Materials include official nomination articles, campaign videos, promotional content, and voting announcements published on digital platforms such as Facebook and YouTube in 2025. Procedures involved purposive sampling of awardees categorized as “ordinary individuals” rather than celebrities. Campaign content was systematically coded based on narrative themes, value framing, emotional appeals, and visual representation. Analysis was conducted using a PEST framework to identify Political, Economic, Social, and Technological factors shaping communication strategies. Narrative analysis was also applied to examine how inspirational identities were constructed and circulated within Vietnam’s contemporary media environment.

### Results

Expected findings suggest that WeChoice Awards constructs “everyday heroes” through emotionally driven storytelling and value-based framing. First, narratives consistently highlight resilience, sacrifice, compassion, and community contribution, positioning awardees as embodiments of shared moral values rather than individual success. Second, visual and narrative techniques - such as cinematic videos, personal testimonies, and motivational language - enhance emotional engagement and audience identification.

### Discussion / Conclusion

This study highlights how a commercial media initiative can shape moral discourse and public values in contemporary Vietnam. Unlike celebrity-centered media culture, WeChoice Awards demonstrates a hybrid model in which digital platforms, audience participation, and corporate sponsorship collectively construct symbolic recognition for ordinary individuals.

**Keywords:** *PEST analysis, media construction, Vietnam, digital media*

## S3-05

### The Role of Media and Advertising in Facilitating the Penetration of Indonesian Products into Global Markets

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#### Introduction

Indomie, an Indonesian instant noodle brand produced by PT Indofood CBP Sukses Makmur Tbk, has transformed from a domestic product into a global phenomenon. Its presence in more than 80 countries marks the extraordinary success of a brand from a developing country in penetrating the competitive international market. This success is not only based on product excellence but is also supported by a sophisticated and adaptive marketing strategy, as a vital instrument for building brand awareness, shaping consumer perception, and driving purchase decisions. Advertising plays a central role in building 'Acceptability' by communicating the unique taste, quality, and cultural relevance of the product to consumers in various parts of the world. From iconic television to viral digital campaigns on social media, Indomie has consistently leveraged the power of media to embed its image in the minds of consumers. Therefore, this research aims to fill this gap by conducting a Systematic Literature Review (SLR) to map and analyze the media and advertising strategies that have enabled Indomie to successfully penetrate Asian and global markets. The research problem is: "How are media and advertising strategically utilized by Indomie to achieve penetration and success in Asian and global markets?"

#### Methodology

This study uses the Systematic Literature Review (SLR) method to identify, evaluate, and synthesize research evidence relevant to the topic under review. SLR is a transparent and systematic method to minimize bias and provide a comprehensive overview of a research area. The literature for this review was obtained from a provided collection of research documents, totaling 41 files consisting of journal articles, conference proceedings, theses, and research reports from google scholar search engine. The selection process was carried out based on established inclusion and exclusion criteria to ensure the relevance and quality of the analyzed studies. Data were systematically extracted from each selected study. The information collected included: author and year of publication, research objectives, methodology, geographical context (country), media platform analyzed (TV, Instagram, etc.), identified advertising strategies, and key findings related to the impact on consumers or brand performance. The extracted data was then synthesized narratively and grouped into themes aligned with the research questions, namely: (1) The Role of Media Channels (Traditional vs. Digital); (2) Effectiveness of Advertising Strategies and Messages; (3) Localization and Cultural Adaptation; and (4) The Influence of Brand Ambassadors and Brand Image.

#### Results

The result reveals that Indomie implements an integrated media strategy that combines the strength of traditional media (television) to build mass awareness and target family demographics, with digital media (Instagram, YouTube, TikTok) to reach younger audiences and create engagement. Effective advertising strategies include the use of emotional messaging, 'slice of life' narratives, and multimodal adaptations that synergistically combine verbal and visual elements. Furthermore, the localization of advertising content, including the use of local languages, cultural contexts, and relevant brand ambassadors (such as the K-Pop group NewJeans), has proven crucial in building acceptance and relevance in international markets. In conclusion, Indomie's global success is significantly driven by its advertising's ability not only to promote the product but also to build a strong brand image, resonate emotionally and culturally with diverse consumers, and adapt to the ever-evolving media landscape.

#### Discussion / Conclusion

Based on this systematic literature review, it can be discussed that media and advertising play a fundamental and strategic role in facilitating the penetration of Indomie products in Asian and global markets. Indomie's success is not the result of a single tactic, but rather the fruit of an integrated, adaptive, and well-executed marketing communication strategy. First, Indomie effectively utilizes a dynamic media mix, shifting from a reliance on traditional media like TV for building mass reach to adopting digital media for deeper engagement with younger audiences. Second, its advertising strategy successfully creates an emotional connection through "slice of life" narratives and personally resonant messages, supported by strong multimodal creative execution. Third, the key to acceptance in international markets lies in Indomie's ability to perform careful localization, both in terms of product adaptation and culturally relevant advertising content, from using local dialects in Africa to leveraging K-Pop trends in Asia. Lastly, the strategic use of brand ambassadors has proven effective in driving awareness and trial of new products, but its ultimate strength still rests on a solid brand image and consumer trust built over decades through consistent quality and communication.

**Keywords:** *Indomie, Global Marketing, Advertising Media, Systematic Literature Review*

## S4: Media, Culture & Critical Discourse

Room: J604 | Morning (10:30–12:30)

Moderator: Roberto Spiezio | Discussant: Dr. Chulmo Koo

### S4-01

#### Cultural Branding and National Image: Vietnam and Taiwan in the Global Media Landscape Since 2021

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##### Introduction

In the contemporary digital era, cultural industries have increasingly become important instruments of national branding and soft power. Through films, music, television dramas, and online media content, countries seek to shape international perceptions of their culture, creativity, and social values. While previous research has widely explored the global influence of major cultural exporters in East Asia, such as South Korea and Japan, less scholarly attention has been given to emerging cultural producers whose media industries are expanding through digital platforms. Vietnam and Taiwan represent two dynamic cases in this regard. Since 2021, the rapid growth of streaming services and social media platforms has enabled cultural products from both societies to circulate more widely across borders. Despite this development, limited research has examined how these cultural products contribute to the construction of national image in the global media landscape. This study therefore investigates how cultural branding strategies in Vietnam and Taiwan operate through contemporary media environments and how cultural production contributes to shaping international perceptions of these two societies since 2021.

##### Methodology

This research employs a qualitative comparative approach to examine cultural branding in Vietnam and Taiwan from 2021 to the present. The study analyzes selected cultural products that have gained regional or international visibility, including films, television series, music productions, and digital media content distributed through global streaming platforms and social media networks. Data sources include media industry reports, public communication materials from cultural institutions, and promotional campaigns related to cultural production and distribution. The research also considers how cultural producers, entertainment companies, and cultural promotion initiatives communicate national identity and cultural narratives through media content. Through comparative analysis, the study identifies patterns in how the two societies utilize cultural industries as part of broader national image-building strategies. Particular attention is given to the role of digital platforms in facilitating cross-border cultural circulation and shaping audience engagement in the global media landscape.

##### Results

Preliminary findings suggest that digital media platforms play a crucial role in expanding the international visibility of cultural products from both Vietnam and Taiwan. Taiwan's cultural industries benefit from relatively established creative infrastructures and stronger integration with global streaming platforms, enabling Taiwanese films, television dramas, and music to reach international audiences more consistently. Vietnam, meanwhile, has experienced rapid growth in digital cultural production, particularly in online music, short-form video content, and youth-oriented entertainment distributed through social media platforms. The analysis indicates that cultural producers in both contexts combine elements of local cultural identity with globally recognizable popular culture in order to enhance international appeal. However, differences remain in terms of industry development, institutional support, and global distribution networks. These findings highlight the growing role of digital media ecosystems in shaping how cultural products contribute to national visibility and recognition.

##### Discussion / Conclusion

The findings demonstrate that cultural industries increasingly function as important tools of national branding in the global media environment. By examining Vietnam and Taiwan, this study contributes to expanding scholarly discussions of cultural branding beyond the dominant cases in East Asia. The comparative perspective reveals how emerging and mid-sized cultural producers strategically employ media content to shape international perceptions of national culture and creativity. The study also highlights the transformative role of digital media platforms in enabling broader global circulation of cultural products and in facilitating new forms of cultural influence. At the same time, differences in industry structure, policy support, and media infrastructure affect how effectively cultural production contributes to national image construction. Understanding these dynamics offers valuable insights for scholars studying media globalization and cultural diplomacy, as well as for policymakers and cultural industry stakeholders seeking to strengthen cultural visibility in the global media landscape.

**Keywords:** Cultural branding; National image; Cultural industries; Vietnam; Taiwan; Digital media platforms

## S4-02

# Natural Disaster or Governance Failure? Media Framing and Responsibility Attribution in the Hualien Flood Crisis

An-Chun Teng\*, Chia-Ju Lin  
Ming Chuan University

### Introduction

In late September 2025, torrential rains brought by a typhoon (Super Typhoon Ragasa) severely impacted the mountainous areas of Hualien County in the eastern Taiwan. Landslides blocked river channels, forming a landslide dam along the upper reaches of the Mataian River. As the heavy rainfall continued, water levels rose rapidly, and the dam overtopped and collapsed on the 23 September. Floodwaters mixed with large amounts of mud and debris surged downstream, devastating the urban area of Guangfu Township in Hualien. Roads were cut off, bridges were destroyed, and numerous homes were inundated. The disaster resulted in 19 fatalities, several injuries, and multiple people reported missing. According to statistics from the Hualien County Government, agricultural losses were estimated at NT\$330 million. The core issues raised by this disaster are whether the event was a natural disaster or a preventable man-made failure, and who should be held responsible for the crisis. Media reports presented various perspectives on the attribution of responsibility, pointing to the central government, local government, or even the Hualien County Magistrate's personal political responsibility. Therefore, this study examines media narratives to understand how media reports framed the causes of the disaster and how they constructed accountability. This study has two main objectives. First, through media framing analysis, this study explores how the media constructs the causes and attribution of responsibility for the Hualien typhoon crisis, in order to analyze and understand the media's representation and narrative of crisis management and responsibility attribution. Second, this study compares differences in how various media outlets construct responsibility attribution, in order to further understand how media framing shapes public evaluation of the government crisis management and governance capabilities.

### Methodology

This study employs quantitative content analysis to examine how the Taiwanese media coverage framed the causes and accountability of the Hualien flood disaster. Based on the research objectives, the study focuses on news articles that represented of the crisis. The sample consists of three mainstream Taiwanese newspapers: the China Times, the Liberty Times, and the United Daily News. The sampling period was from 23 September 2025, when the typhoon disaster occurred, to 23 October 2025. This period covers both immediate crisis responses and subsequent recovery work. Therefore, this period is considered an appropriate time frame for data collection. This study retrieved full-text newspaper items provided by three newspaper databases: Liberty Times Net, Knowledge Management Winner, and United Daily News Database. Using keywords such as 'Hualien Typhoon', 'Mataian River', 'Landslide Dam', 'Guangfu Township', 'Typhoon', 'Heavy Rain', 'Attribution of Responsibility', and 'Accountability', a total of 175 related accountability news articles were collected, including 30 from the China Times, 50 from the United Daily News, and 95 from the Liberty Times.

### Results

First, regarding the causal framing of the crisis, the chi-square test result indicates a significant correlation between newspaper type and crisis causes ( $\chi^2(6) = 23.97, p < .001$ ). Overall, media outlets most frequently attributed crises to 'natural disasters' (46.3%), followed by 'not clearly specified' (41.1%), while the proportion explicitly pointing to 'policy or governance failures' was relatively low (10.3%). Second, as to the attribution of responsibility, the results show highly significant differences among different newspapers in attributing responsibility ( $\chi^2(12) = 83.72, p < .001$ , Cramer's  $V \approx .49$ ). Overall, the local government was the most frequently blamed (26.3%), followed by the specific political figures (21.7%), and the central government accounted for 18.3%. Furthermore, significant differences were observed across newspapers. The China Times more often attributed responsibility to the central government; the Liberty Times illustrated a stronger tendency to attribute responsibility to the local government. In contrast, the United Daily News showed more multi-level attribution of responsibility (both the central and local governments). Third, the analysis of politicization tendencies also showed statistical significance ( $\chi^2(2) = 11.84, p = .003$ , Cramer's  $V \approx .26$ ). Overall, approximately 68.6% of news articles contained politicized language, whereas 31.4% did not show a clear politicization. Also, the politicization tendencies varied among newspapers. The China Times had the highest proportion of political accusations, and the Liberty Times also showed a relatively high degree of politicization. In contrast, the United Daily News had relatively more non-politicized media coverage.

### Discussion / Conclusion

These findings indicate that disaster-related media coverage is not purely descriptive but rather influenced by different media framing and issue construction. Furthermore, different newspapers vary in their attribution of responsibility and degree of accountability to actors, which may affect the public's understanding of accountability in crisis situations. The findings also illustrate that disaster-related news items can be politicized, reflecting the diversity of media stances and political contexts. In conclusion, this study highlights the crucial role of media framing in constructing and shaping public understanding of crisis responsibility and governance.

**Keywords:** crisis communication; media framing; accountability; attribution of responsibility

**S4-03****At the Other Side of the Battlefield: A Multimodal Critical Discourse Analysis of Vietnam and Iraq War Films**

Bui Ngoc Phuong Uyen\*, Nguyen Vo Uyen Thi, Leann Williams, Roberto Spiezio  
*Ming Chuan University*

**Introduction**

Throughout American cinema history, Hollywood has on many occasions demonstrated a close relationship with the Pentagon, in which artistic, recreational and political values become intertwined and indistinguishable. Hollywood plays a role in polishing the image of the United States' military forces and shaping global perception of the country's political actions. The Vietnam War and the Iraq War marked two important milestones in both American and Hollywood history. Subsequently, there are existing studies that have investigated the representation and stereotypes that Hollywood imposed on the Vietnamese and the Iraqis. However, not many have looked into the stereotypes of the two groups using both critical discourse analysis and multimodality. In order to address this gap, this paper employs a Multimodal Critical Discourse Analysis approach to examine 4 feature films about the mentioned wars, including *Apocalypse Now*, *Full Metal Jacket*, *Green Zone*, and *The Wall*. The study focused on verbal, visual, and narrative elements of the movies to understand how Vietnamese and Iraqis characters are represented on-screen. The paper expects to find recurring patterns of representation and stereotypes used by Hollywood to depict these groups, reflecting the underlying American political and cultural perspective within its war-genre productions.

**Methodology**

The methodological approach for this paper is Multimodal Critical Discourse Analysis (MCDA). It will be conducted on two Hollywood films about the Vietnam War and two about the Iraq War. The elements that are analyzed include characters' language and discourse and the visual arrangements in filming and post-production, using thematic analysis, the cognitive-linguistic approach, social actors analysis, and conceptual metaphors and blends. Finally, the prominent patterns are interpreted and explained in the discussion section. In terms of discourse, two commonly used English dictionaries including the Oxford English Dictionary (<https://www.oed.com/>) and the Cambridge Dictionary (<https://dictionary.cambridge.org/>) will mainly be used to compare pronunciation, meaning, history, and the agenda behind the discourse if necessary. Discourses will be analyzed not only by themselves but also within their context. In addition, the characters' physical appearance and actions will also be analyzed as part of the discourse. Regarding visual arrangements, the elements analyzed include setting, camera angles, and metaphors and imagery.

**Results**

Through the analysis of interactions between American and Vietnamese/Iraqi characters, the study is expected to identify the recurring stereotypes of Vietnam and Iraq as expressed in both language and visual arrangements. The analysis of two films from different periods aims to determine whether this representation has changed over time. Finally, the stereotypes between the two countries will be compared to find similarities and differences that the US chose to portray in film between two of their "enemies". By analyzing the recurring stereotypes in Hollywood depictions of the Vietnam War and the Iraq War, this study can contribute to media literacy education by helping viewers recognize stereotypical portrayals of foreign cultures in war films, thereby encouraging them to question biased narratives and promote more critical thinking in film in particular and media in general.

**Discussion / Conclusion**

Aside from its initial purpose to serve as art and recreation, Hollywood has also played a strong role in establishing the US influence in the global cultural sphere as well as the spreading of US political ideas, especially during wars. Despite a number of studies addressing war theme movies from Hollywood, relatively few have thoroughly analysed the repetitive tropes projected onto the Vietnamese and Iraqis by American cinema. Among this limited body of research, even fewer studies have been able to do so combining critical discourse analysis with multimodality, taking into account the verbal, non-verbal, visual, and other aspects. This is especially true for the Vietnam War movies, as there are few papers examining the Vietnamese representation trend within war-central feature films using this particular approach. Thus, this study will add to the literature on media representation, ideology, and the construction of Vietnam and Iraq in particular, and a country in general in wartime movies.

**Keywords:** *Hollywood, Vietnam, Iraq, MCDA, stereotypes, war movies*

## S4-04

### Digital Shadows and Workplace Engagement: Addressing Bedtime Procrastination and Burnout in the Gen Z Workforce

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Ming Chuan University

#### Introduction

Quiet quitting poses significant challenges for employers and policymakers in Taiwan. Understanding the underlying factors driving quiet quitting among these workers is essential to developing effective interventions that foster an inclusive and supportive work environment. Addressing the root causes—such as promoting ethical leadership, enhancing psychological safety, and providing opportunities for personal and professional development—can help mitigate the risk of quiet quitting, ultimately benefiting both workers and the broader Taiwanese economy. By prioritizing the needs and well-being of its workforce, Taiwan can create a more engaged, committed, and productive workforce, which is crucial for sustaining its economic growth in an increasingly competitive global landscape. Recently, post-COVID-era studies have shown that a phenomenon has quietly gripped workplaces, which is called "Quiet Quitting." During the COVID-19 pandemic of recent years, the constant changes and psychologically stressful conditions in the workplace are also likely to increase in relevant areas of an individual's life, resulting in a "fight or flight or freeze" response. While turnover intention has often been seen as the worst outcome employees may display when facing undesired circumstances at work, scholars now aim to discuss whether keeping an unmotivated and low-engaged employee in the organization is worth the cost. This study aims to contribute to the relevant field of employee well-being in several ways. Firstly, this study contributes to the growing body of literature on ethical leadership and employee engagement by illuminating the indirect pathways through which ethical leadership impacts quiet quitting. While prior research has explored the direct effects of ethical leadership on employee attitudes and behaviors, this study goes further by incorporating trust, psychological safety, and burnout as mediating variables. By doing so, the research provides a more comprehensive understanding of how ethical leadership can mitigate quiet quitting, a relatively new concept in organizational behavior that has significant implications for employee engagement. Second, we hope this research will offer insights for managers and organizational leaders seeking to address and reduce quiet quitting within their teams. By emphasizing the role of ethical leadership in promoting trust and psychological safety, the study provides evidence that leaders who model ethical behavior can significantly enhance employee engagement. For example, organizations can leverage these findings to develop leadership training programs focused on ethical decision-making, transparency, and fairness, equipping leaders with the tools needed to build trust and psychological safety within their teams.

#### Methodology

This research will employ a survey study design to investigate the relationship between ethical leadership, psychological safety, and quiet quitting among Gen Z workers. The questionnaire will include validated scales tested for reliability and proven robust in previous studies, with all items measured on a 5-point Likert scale (ranging from 1 = "Strongly Disagree" to 5 = "Strongly Agree"). To ensure the instrument is accessible and culturally suitable for Gen Z migrant workers in Taiwan, a rigorous back-translation process will be employed; original scales will be translated into Chinese and then back into English by organizational behavioral experts to ensure consistency. The Ethical Leadership Scale (ELS) will measure perceptions of leaders' moral behavior, while the Psychological

Safety Scale (PSS) will assess employees' comfort in expressing thoughts without fear of reprisal. Employee burnout will be measured with the Maslach Burnout Inventory (MBI) (Maslach & Jackson, 1981), covering emotional exhaustion, depersonalization, and personal achievement. Digital wellness factors include the 10-item Smartphone Addiction Scale (SAS-SV) (Kwon et al., 2013) and the 9-item Bedtime Procrastination Scale (Kroese et al., 2014). Quiet quitting behaviors will be assessed using the 10-item scale developed by Karrani et al. (2024). To improve model accuracy, control variables such as gender, age, organizational tenure, and industry type will be included in the analysis. Participants are assured of complete anonymity and confidentiality to promote honest feedback. Statistical analyses will be conducted using SPSS and AMOS. To address potential Common Method Variance (CMV) inherent in cross-sectional, self-reported data, the study employs both Harman's Single Factor Test and the Blue Marker Method (including a theoretically unrelated marker variable to statistically remove method-related variance). To ensure data quality and timeliness, the project has partnered with Tatoh, a professional and ethically recognized data collection company in Taiwan, to accelerate recruitment while maintaining high methodological standards.

#### Results

The study expects to find that ethical leadership significantly reduces quiet quitting through several indirect pathways. Specifically, it is hypothesized that ethical leaders foster trust and psychological safety, which serve as critical mediators that enhance engagement. Furthermore, positive environments are expected to decrease employee burnout and smartphone addiction, effectively repairing the social exchange relationship. The results should demonstrate that by improving these mediating factors, organizations can successfully lower the risk of disengagement among Gen Z workers

#### Discussion / Conclusion

This study aims to contribute to the literature on ethical leadership and employee well-being by identifying the specific indirect pathways—trust, psychological safety, and burnout—through which leaders mitigate the "quiet quitting" phenomenon. Unlike previous research that focused on direct effects, this study provides a more comprehensive understanding by incorporating cognitive dissonance and the unique digital dependency of the Gen Z workforce, such as smartphone addiction and bedtime procrastination. This research also extends Social Exchange Theory by demonstrating how ethical leadership acts as a mechanism to repair "broken" reciprocal relationships in the modern workplace. We expect the findings to offer useful insights for Taiwanese organizations to develop leadership training programs centered on fairness, transparency, and integrity. By fostering supportive and psychologically safe work environments, the study aims to decrease burnout and disengagement, ultimately enhancing workforce productivity and supporting Taiwan's economic growth in an increasingly competitive global landscape

**Keywords:** *Quiet-quitting, Ethical leadership, Gen Z, Social Exchange theory, Smartphone addiction, Burnout*

**S4-05****How Doomscrolling Shapes Gen Z's Willingness to Engage in Long-Term Relationships**

Shanice Tanika Cadle\*, Roberto Spiezio  
*Ming Chuan University*

**Introduction**

This thesis investigates the relationship between doomscrolling and Generation Z's (Gen Z) willingness to pursue and engage in long-term romantic relationships. Doomscrolling was initially defined as the act of continually scrolling through and reading depressing or worrying content online, often leading to "brain rot". The term brain rot, however, describes the cognitive decline and mental exhaustion one experiences due to excessive exposure to low-quality online materials. The research question is "To what extent does doomscrolling predict willingness to pursue long-term relationships among Gen Z?"

**Methodology**

While existing research emphasizes the psychological outcomes of doomscrolling, such as anxiety and stress, there are a few studies that have examined its interpersonal and relational implications. This study will address this gap by using a completely qualitative research design with semi-structured interviews targeting Gen Z participants aged 18-26 (n = 10-12). The research is framed by the Cognitive Load Theory, Parasocial Relationship Theory, and Social Cognitive Theory as a guide to understand how the participants narrate the multiple ways in which they are affected by excessive consumption in regards to relational behaviours.

**Results**

Rather than predicting outcomes, this study aims to collect in-depth qualitative insights into how Gen Z makes sense of the relationship between doomscrolling and romantic commitment. The findings are expected to highlight the processes of emotional fatigue, avoidance and the shift in relationship values within the digital environment.

**Discussion / Conclusion**

This study is significant because it examines the possible social consequences of doomscrolling related to emotional intimacy and relational behaviour. By combining concepts from digital media and mass communication with psychology, this study can show how media consumption can influence relational avoidance and dynamics, intimacy, and human connections. It can also help future scholars to explore the cross-section of technology and modern relationships, therapeutic practice and digital literacy awareness interventions designated for young adults.

**Keywords:** *Doomscrolling, Social media, Generation Z, Emotional availability*

# S5: Sustainability & Environmental Policy

Room: J403 | Afternoon (14:15–16:15)

Moderator: Bruno Di Giusto | Discussant: Tilo Yeh

## S5-01

### Building Organizational Green Innovation Capability through ESG Digital Transformation

Lin Jui Hua\*

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#### Introduction

As sustainability pressures intensify globally, organizations are increasingly adopting Environmental, Social, and Governance (ESG) practices to enhance long-term competitiveness. While prior research confirms the strategic importance of ESG and green innovation, many firms still face difficulties in systematically transforming ESG initiatives into tangible innovation outcomes. Existing studies largely examine ESG performance and financial outcomes independently, but limited research explores the underlying capability mechanisms that link ESG maturity to green innovation performance. Digital transformation capability may serve as a critical organizational bridge, enabling firms to integrate sustainability objectives into data-driven processes, operational innovation, and strategic decision-making. However, empirical evidence explaining this mediating role remains insufficient. This study addresses the following research questions: (1) Does ESG implementation maturity enhance digital transformation capability? (2) Does digital transformation capability improve green innovation performance? (3) Does digital transformation capability mediate the relationship between ESG maturity and green innovation? By proposing and testing a structured capability-based framework, this research contributes to the management science literature on sustainability-driven organizational transformation.

#### Methodology

This study adopts a quantitative research design to examine the proposed structural relationships. Participants will be managers and senior professionals responsible for ESG implementation, sustainability strategy, or digital transformation within medium- and large-sized enterprises. A target sample of approximately 200–300 valid responses will be collected using purposive sampling. Measurement instruments will be developed based on established scales from prior literature. ESG implementation maturity, digital transformation capability, green innovation performance, and top management support will be measured using multi-item constructs on a five-point Likert scale. The questionnaire will be pre-tested with experts to ensure content validity and clarity. Data collection will be conducted through an online survey platform. After screening for incomplete or invalid responses, statistical analyses will be performed using SPSS and AMOS (or SmartPLS). Reliability will be assessed using Cronbach's alpha and composite reliability. Confirmatory factor analysis (CFA) will evaluate construct validity. Structural equation modeling (SEM) will be employed to test the hypothesized relationships, including mediation and moderation effects. This methodological approach ensures rigor and empirical robustness.

#### Results

As this study is currently in the data collection phase, the findings reported here are preliminary and theoretically expected. It is anticipated that ESG implementation maturity will demonstrate a significant positive effect on digital transformation capability. Firms with more structured ESG governance mechanisms are expected to exhibit stronger data integration, process digitalization, and strategic alignment capacities. Furthermore, digital transformation capability is expected to positively influence green innovation performance, including eco-friendly product development, process efficiency improvements, and sustainable business model innovation. The mediation analysis is expected to show that digital transformation capability partially mediates the relationship between ESG maturity and green innovation performance, indicating that ESG initiatives contribute to innovation outcomes primarily through capability development mechanisms. Additionally, top management support is expected to strengthen the relationship between ESG maturity and digital transformation capability, highlighting the strategic importance of leadership commitment in sustainability-driven transformation. These expected results provide empirical support for a capability-based framework of ESG-driven green innovation.

#### Discussion / Conclusion

This study contributes to the sustainability and management science literature in several significant ways. First, it advances existing ESG research by moving beyond performance-based evaluations and proposing a capability-driven framework that explains how ESG maturity translates into green innovation outcomes. By positioning digital transformation capability as a mediating mechanism, this study provides a more process-oriented understanding of sustainability-driven organizational change. Second, this research integrates dynamic capability theory with ESG and digital transformation studies, offering a unified perspective on strategic adaptation under sustainability pressures. The findings highlight that ESG initiatives alone may not guarantee innovation success unless supported by digital integration and organizational capability development. From a managerial perspective, the study underscores the importance of aligning ESG governance with digital strategy and leadership commitment. Firms seeking sustainable competitive advantage should prioritize digital infrastructure, cross-functional data systems, and top management engagement in ESG initiatives. Overall, this research offers a structured and empirically testable framework that bridges sustainability strategy and green innovation capability, contributing to both theory development and practical implementation.

**Keywords:** ESG, Green Innovation, Digital Transformation, Dynamic Capabilities, Sustainability Strategy

## S5-02

# The Role of Ethnic Minorities in Sustainable Tourism Development: Toward a Digitally-Integrated Tourism Ecosystem in Dak Lak Province, Vietnam

Nhu-Hang Ha\*, Thanh-Thang Tran, Duc-Tho Le, H-Chinh Nie, H-Misa Enuol  
Dong A University, Vietnam

### Introduction

Community-based tourism (CBT) is an economic model that has been applied in many regions to improve the local economy, especially in the context of rapid technological and economic changes. However, in sensitive regions like Vietnam's Central Highlands (Dak Lak Province), local communities such as the Ede and M'ngong are usually positioned as passive service providers rather than active managers in tourism. Thus, traditional CBT frameworks often limit the local income and make cultural assets too commercialized. In this paper, we propose a new way to look at sustainable tourism by combining resource allocation and technology. Furthermore, we investigate the connection between cultural asset management, economic participation, and digital transformation. By evaluating the current value chains and operational barriers, this paper explores how local people can change from low-value providers to direct managers of their own cultural assets. Consequently, we propose a theoretical framework for a new model: "Digitally-Integrated Community-Based Tourism" (Smart CBT).

### Methodology

By using a qualitative integrative review approach, this empirical study was conducted in three representative sites: the Dray Nur-Dray Sap-Gia Long Waterfall Complex, Lak Lake, and Elephant Rock Mountain. The data was collected from policy frameworks, academic literature, and digital footprints to evaluate how local communities engage in the economy and use their resources. Then, the data were evaluated through an "Integrated Economic Resilience Framework." This framework assesses each destination based on three main things: collaborative asset management, the way they apply local ecological knowledge into tourism operations, and their readiness for digital market integration.

### Results

The results of this study show that there are some operational problems across the three evaluated dimensions. First, regarding resource management, the control of natural assets by external enterprises at the Dray Nur Waterfall Complex limits the economic benefits of the Ede and M'ngong people. Their participation is mainly in low-wage informal labor, which shows a lack of collaborative operation and benefit-sharing. At Lak Lake, although cooperative structures exist, local livelihoods suffer from administrative delays when applying local ecological knowledge into tourism operations. We also found a major "digital divide." While local youth at Elephant Rock Mountain have strong potential for making cultural products, they cannot reach the market directly due to poor digital infrastructure and skills. Consequently, these communities remain dependent on intermediaries, making their cultural products commercialized and their economies vulnerable to market changes.

### Discussion / Conclusion

To deal with these issues, we propose a Smart CBT model that combines collaborative management with digital capacity building. For policymakers, they should treat local enterprises as key partners when sharing resources. Also, bringing local knowledge into daily operations will help improve both nature and the economy. Lastly, building a localized smart tourism ecosystem is necessary to address the technology limits. By equipping local people with digital skills, they can skip middlemen and earn more. In addition, this shift helps market and save their culture, keeping these places safe from too many tourists. Based on these results, our findings give locals and the government practical ways to build sustainable tourism that supports everyone, protects the environment, and keeps the local economy strong.

**Keywords:** Collaborative asset management, Digital market integration, Smart community-based tourism, Local ecological knowledge, Market disintermediation, Vietnam

## S5-03

# Carbon Credits: Lessons from the European Union for Taiwan and Vietnam's Emission Markets

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Ming Chuan University

### Introduction

Climate change and environmental degradation have become major global challenges affecting ecosystems, economies, and societies. The Paris Agreement set a goal of achieving net-zero emissions by mid-century, encouraging countries to develop carbon pricing mechanisms and emissions trading systems. Among these, the European Union Emissions Trading System (EU ETS) is widely recognized as the most advanced compliance-based carbon market. Through strong verification procedures, regulatory enforcement, and transparency mechanisms, the EU ETS has achieved a compliance rate of approximately 98.8% among regulated installations (Calel et al., 2025). In contrast, emerging carbon markets such as those in Taiwan and Vietnam are still in early stages of development, often relying on voluntary or hybrid credit systems that face challenges related to transparency, governance, and credibility. This study, therefore, investigates how institutional design and governance mechanisms influence the legitimacy of carbon credit systems across different market contexts. The research addresses three main questions: (1) How do transparency and governance integrity affect the legitimacy of carbon credit systems in the EU, Taiwan, and Vietnam? (2) Are there significant differences in transparency and governance structures across these markets? (3) What lessons from the EU ETS can help emerging markets strengthen the credibility and effectiveness of their carbon trading systems?

### Methodology

This study adopts a mixed-methods research design, combining quantitative analysis with qualitative insights, to examine the legitimacy of carbon credit systems in the EU, Taiwan, and Vietnam. Quantitatively, the study constructs a Carbon Transparency Index (CTI) based on six indicators: MRV transparency, registry openness, reporting quality, verification and compliance strictness, oversight integrity, and policy coordination. These indicators are grouped into two dimensions: a Transparency Index and a Governance Integrity Index. Data are collected from publicly available sources, including EU ETS compliance reports, ICAP ETS Status Reports, World Bank MRV guidelines, OECD governance datasets, and UNFCCC submissions. Panel data covering 2020–2025 will be used to evaluate institutional performance across jurisdictions. ANOVA will compare transparency and governance performance among the EU, Taiwan, and Vietnam. In addition, a panel regression model will test whether transparency and governance influence the legitimacy of carbon markets, measured by a Legitimacy Index comprising public trust, compliance rate, investor confidence, and governance effectiveness. Qualitatively, semi-structured interviews with 5–8 university professors and research students will explore perceptions of governance credibility and the challenges of transparency in emerging carbon markets. Thematic analysis will be applied to identify key governance barriers and policy lessons from the EU ETS applicable to Taiwan and Vietnam.

### Results

The study is expected to reveal clear differences in transparency, governance integrity, and perceived legitimacy among the EU ETS, Taiwan, and Vietnam. Markets with stronger disclosure practices, stricter verification procedures, and more coherent regulatory oversight are likely to demonstrate higher levels of trust, compliance, and policy credibility. In contrast, emerging markets with weaker transparency or fragmented governance structures may face challenges in establishing the legitimacy of their carbon credit systems. When comparing transparency and governance indicators across jurisdictions, the EU ETS is expected to achieve higher scores across most components of the Carbon Transparency Index (CTI). Taiwan and Vietnam, meanwhile, may show varying levels of performance in areas such as MRV implementation, enforcement strictness, registry openness, and inter-agency coordination. These differences will help identify the institutional gaps between mature and emerging carbon markets. Based on these findings, the research aims to provide practical policy insights for emerging carbon markets seeking to improve transparency and credibility. Potential recommendations include strengthening MRV systems, clarifying governance responsibilities, enhancing enforcement mechanisms, and improving public access to carbon market information. Overall, the study contributes analytical insights and policy guidance for developing more transparent, credible, and well-governed carbon market systems.

### Discussion / Conclusion

This research contributes to the literature by providing the first comparative analysis of carbon market governance across the EU, Taiwan, and Vietnam. It introduces a Carbon Transparency Index (CTI) and Legitimacy Index to empirically evaluate how transparency and governance affect carbon market credibility. The findings offer practical policy insights for emerging carbon markets seeking to strengthen transparency, institutional coordination, and public trust.

**Keywords:** *transparency, EU ETS, Taiwan, carbon market*

**S5-04****Environmental Knowledge and Inequality in Green Consumption: Evidence from Ho Chi Minh City**

Nguyen Hong Kieu Tram (Eden Nguyen)\*, Le Dam Mai Thy (Graciana Le)  
*Ming Chuan University*

**Introduction**

Growing environmental awareness has increased demand for environmentally friendly products in emerging markets. However, adoption of these products remains uneven, particularly in rapidly developing urban economies. Existing research often emphasizes psychological drivers of green purchasing, such as attitudes and norms, while giving less attention to structural constraints that shape consumers' ability to act on environmental intentions. This study examines how income constraints interact with psychological determinants to shape green purchasing intentions in Ho Chi Minh City, Vietnam.

**Methodology**

The study applies the Theory of Planned Behavior to examine determinants of green purchasing intention for environmentally friendly household cleaning products. A total of 500 valid responses were collected from consumers in Ho Chi Minh City, Vietnam. The survey used quota convenience sampling, structured across three income groups (low, middle, and high), to capture socioeconomic variation in purchasing conditions. The model includes environmental knowledge, attitude, subjective norms, environmental concern, and perceived behavioral control as predictors of green purchasing intention. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). To explore potential inequalities in green consumption, the analysis was conducted separately within each income group.

**Results**

Preliminary results indicate that environmental knowledge emerges as a significant predictor of green purchasing intention among respondents. Perceived behavioral control also shows a positive effect on green purchasing intention. When the model is estimated separately for each income group, environmental knowledge remains a consistent predictor across low-, middle-, and high-income respondents. Perceived behavioral control shows a stronger relationship with purchase intention in the higher-income group.

**Discussion / Conclusion**

These findings challenge the common assumption that lower-income consumers lack environmental awareness. Environmental knowledge emerges as a consistent predictor of green purchasing intention across income groups, suggesting that awareness is widespread. However, differences in perceived behavioral control may reflect inequalities in access to, affordability of, or availability of green products. Together, these results highlight the importance of considering both awareness and structural constraints when promoting sustainable consumption in emerging markets.

**Keywords:** *Green purchase intention, environmental knowledge, perceived behavioral control, sustainable consumption, emerging markets, Vietnam.*

## S5-05

# How Does Environmental Corporate Social Responsibility Influence Employee Green Behavior? The Mediating Role of Environmental Passion

Trieu Tri Cuong, Hui-Ling Tung\*, Sian-Peng Chen  
Da-Yeh University

### Introduction

Organizations increasingly face intense criticism regarding environmental degradation, positioning Environmental Corporate Social Responsibility (ECSR) as a critical strategy for mitigating ecological impacts (Ali et al., 2023; Rahman & Post, 2012). Because organizational success relies on translating high-level policies into individual actions, fostering employee pro-environmental behavior (PEB) is essential for achieving long-term sustainability goals (Raineri & Paillé, 2016; Ramus & Steger, 2000). However, a significant research gap persists as the specific psychological mechanisms through which ECSR drives these voluntary behaviors remain insufficiently understood (Luu, 2017). To address this, this study investigates the research question of how ECSR influences PEB by adopting the S-O-R model (Mehrabian & Russell, 1974) to examine the mediating role of environmental passion. We propose that ECSR initiatives act as an external stimulus (S) that ignites employees' intrinsic environmental passion (O) which refers to a self-defining commitment and emotional attachment to ecological protection (Gousse-Lessard et al., 2013). This internal state subsequently manifests as a response (R) through active engagement in PEB (Shah et al., 2021). By validating this integrated model, this research elucidates the internal process through which organization can leverage CSR to cultivate a green workforce (Ying et al., 2020).

### Methodology

This study surveyed employees in company issued its 2024 ESG Sustainability Report. Data were collected in two waves to reduce common method variance (Podsakoff et al., 2012). In the first wave, employees were asked to report on environmental CSR and control variables.; one month later, environmental passion and pro-environmental behavior were conducted. The final sample comprises 246 employees (54.67%) with an average age of 42.49 years (SD=14.76 years). Among the employees, 137(57.3%) were male, and predominantly at the university level (n=137, 55.7%). Length of service is most frequently distributed between 4–11 years (41.50%). The majority of 86 employees (35%) have worked with their current supervisor for over 10 years. Participants provided their responses on scale items in regards to ECSR, environmental passion, and PEB on a five-point Likert scale of 1 'strongly disagree' to 5 'strongly agree'. ECSR was measured via the 4-item scale of ethical CSR developed by De Roeck and Farooq (2018) based on the earlier works by Turker (2009). Environmental passion was assessed through Robertson and Barling (2013) ten-item scale. Pro-environmental behavior was assessed using the eight-item scale derived from the Workplace Environmentally Friendly Behavior Scale proposed by Robertson and Barling (2013).

### Results

From Table 3 that shows zero-order Pearson correlations of variables. ECSR was found to be positively correlated with environmental passion ( $r = .670, p < .01$ ) and PEB ( $r = .578, p < .01$ ). Environmental passion was found to be positively correlated with PEB ( $r = .172, p < .01$ ). PEB was regressed on ECSR with control variables of gender, age, working with the current supervisor and social desirability shown as Table 3 (M2:  $\beta = .496, p < .001$ ). H1 (ECSR on PEB) was supported. Environmental passion was regressed on ECSR with control variables (M1:  $\beta = .617, p < .001$ ). H2 (ECSR on environmental passion) was supported. PEB was regressed on environmental passion with control variables (M3:  $\beta = .628, p < .001$ ). H3 (environmental passion on PEB) was supported. Furthermore, to test the mediating effect of environmental passion (H4), M4 showed that, when environmental passion was included as mediator, the direct impact of ECSR on PEB changed from .496 ( $p < .001$ ) to .147 ( $p < .01$ ), environmental passion has a significant positive effect on PEB ( $\beta = .513, p < .001$ ), which does satisfy the requirement of the Baron and Kenny's (1986) analysis principle, thereby supporting H4.

### Discussion / Conclusion

Environmental CSR significantly fosters employees' environmental passion, confirming prior findings that CSR is not only an external image-building tool for stakeholders but also an internal motivator for employees (Shah et al., 2023; Yassin and Beckmann, 2025). By embedding sustainability into corporate strategy, organizations encourage employees to act responsibly and internalize CSR as a guiding principle, creating a unified green culture. Environmental passion, defined as emotional commitment to ecological issues, mediates the link between CSR and pro-environmental behavior within the S-O-R framework. When employees perceive CSR initiatives, this external stimulus triggers internal states of passion, driving behaviors such as energy saving, recycling, and active participation in environmental advocacy. Thus, passion transforms CSR from policy into lived practice, strengthening employees' sense of mission and aligning personal values with organizational goals. This mechanism highlights the critical role of emotional factors in promoting sustainable workplace behavior and validates the applicability of the S-O-R model in organizational environmental research. Clear ECSR policies, sustainability plans, and employee-focused training foster identification, emotional engagement, and pro-environmental behavior, aligning personal traits with organizational values for lasting ecological commitment. Future studies should adopt dynamic designs and broader samples to capture evolving psychological and behavioral responses across industries.

**Keywords:** S-O-R model, environmental corporate social responsibility, environmental passion, pro-environmental behavior

# S6: Consumer Culture, Fashion & Trends

Room: J404 | Afternoon (14:15–16:15)

Moderator: Chen Ho | Discussant: Jen Hsieh

## S6-01

### The Extended Self and Fashion Consumption: A Mixed-Methods Study of MBTI Personality Types, Identity Congruence, Social Belongingness, and Impulsive Buying among Generation Z

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Ming Chuan University

#### Introduction

In recent years, Generation Z's purchase behavior has increasingly emphasized self-expression and identity construction. Fashion choices are closely linked to self-image, self-concept alignment, and self-esteem. Although the concept of the extended self has been widely discussed in consumer research, limited studies examine how everyday fashion consumption functions as a concrete form of identity expression among Generation Z. In particular, the role of personality-based self-perception in shaping fashion preferences and impulsive buying remains underexplored. Existing research mainly focuses on aesthetic, social, or cultural factors, while internal psychological mechanisms—such as identity congruence and social belonging—receive less attention. Moreover, many prior studies rely on single quantitative methods, which cannot fully capture consumers' subjective interpretations of fashion products. To address these theoretical and methodological gaps, this study adopts a mixed-methods approach, using MBTI as a socially recognized identity marker among Generation Z. The study investigates: (1) the relationship between personality characteristics and fashion preferences; (2) how MBTI-based styling relates to self-congruence and social belonging; (3) whether MBTI labels function as social currency linked to impulsive buying; and (4) how Taiwanese Generation Z integrate MBTI concepts into fashion practices under social media influence.

#### Methodology

This study adopts an explanatory sequential mixed-methods design to examine how MBTI-labelled fashion marketing influences self-congruence, extended self, social belonging, and impulse buying among Taiwanese Generation Z (born 1997–2012). Approximately 100 participants will be recruited through online convenience sampling for the quantitative phase. Participants will complete an online experimental survey using a between-subjects design. They will be randomly assigned to view fashion product pages with either neutral descriptions or MBTI-based personality descriptions. After a brief product simulation task, respondents will answer 5-point Likert scale items measuring perceived MBTI labeling, self-congruence, extended self, social belonging/social currency, purchase intention, and impulsive buying tendency. Quantitative data will be analyzed using SPSS, including descriptive statistics, reliability analysis, correlation, ANOVA, and regression to test relationships among variables. In the qualitative phase, 5–10 participants will be purposively selected based on survey results (e.g., high vs. low MBTI perception). Semi-structured interviews (30–60 minutes) will explore emotional reactions, identity interpretation, and social influence in fashion consumption. Interview data will be analyzed using thematic analysis. Findings from both phases will be integrated to provide a comprehensive interpretation of the psychological mechanisms underlying MBTI-based fashion marketing.

#### Results

This research contributes at theoretical, empirical, and practical levels. Theoretically, it applies Extended Self Theory to fashion consumption by linking MBTI personality types with identity congruence, social belonging, and impulsive buying, addressing gaps in prior studies that focus on external factors. Empirically, it examines differences among personality types in fashion preferences, self-congruence, social needs, and impulse buying tendencies. Quantitative results are expected to reveal how MBTI types relate to key consumer psychology variables, while qualitative interviews may uncover how Generation Z expresses and negotiates identity through clothing and purchasing behavior. Practically, findings can guide fashion brands in designing personality-oriented products, tailoring marketing strategies, and enhancing consumer engagement by understanding how clothing supports self-expression and social connection. Overall, the study anticipates providing a comprehensive understanding of the psychological mechanisms linking personality, identity, and fashion consumption among Generation Z, with implications for marketing and future cross-cultural research.

#### Discussion / Conclusion

This study examines how MBTI personality types shape fashion consumption among Taiwanese Generation Z, exploring links between personality, style preferences, self-congruence, social belonging, and impulsive buying. It uniquely integrates MBTI as a socially recognized identity marker into fashion research, addressing gaps in previous studies that focused mainly on aesthetics or external influences. Using a mixed-methods design—combining an MBTI-labelled product page experiment, questionnaire surveys ( $n=100$ ), and semi-structured interviews—this research investigates how personality-based identity cues influence consumer psychology and behavior. Statistical analyses via SPSS will identify key relationships, while qualitative insights will reveal how Gen Z integrates MBTI into daily fashion and social interactions under social media influence. The findings are expected to contribute theoretically by linking Extended Self and identity-congruence frameworks to personality-driven fashion choices, and practically by guiding brands in designing personality-oriented products and marketing strategies. Overall, this study offers a novel perspective on MBTI as a fashion-based social signal, bridging personality psychology, consumer behavior, and marketing in Taiwan.

**Keywords:** *Extended Self, MBTI Personality Types, Identity Congruence, Social Belongingness, Impulsive Buying, Generation Z*

**S6-02****Mobile Game Experience and Player Satisfaction: Evidence from Mobile Game Users in Asian Markets**

Yu-Chieh Wu\*

*Ming Chuan University***Introduction**

Artificial intelligence (AI) has increasingly influenced the development of digital entertainment industries, particularly within the mobile gaming sector. In Asian markets, where mobile gaming adoption is among the highest globally, AI technologies have been integrated into game design, recommendation systems, user behavior analytics, and adaptive gameplay mechanics. These technological innovations aim to enhance user experience and increase player engagement.

**Methodology**

This study investigates how game experience factors influenced by technological adaptation—such as visual design, gameplay mechanics, network performance, audio quality, and narrative design—affect player satisfaction and recommendation intention in mobile games. A questionnaire survey was conducted to collect data from mobile game users. The study employs descriptive statistics, correlation analysis, and regression analysis to explore the relationships among game experience factors, overall satisfaction, and recommendation intention.

**Results**

The results indicate that gameplay design and visual aesthetics have the strongest influence on overall player satisfaction. Furthermore, player satisfaction significantly affects recommendation intention. These findings suggest that AI-driven technological adaptation in game design can enhance player experience and improve market competitiveness in Asian digital entertainment industries.

**Discussion / Conclusion**

The study provides insights for game developers and digital platform managers seeking to integrate AI technologies to improve player engagement and retention.

**Keywords:** *Artificial Intelligence, Mobile Gaming, Player Satisfaction, Technology Adaptation, Asian Digital Markets*

## S6-03

## Artificial Intelligence-Driven Recommendations and Consumer Repurchase: The Mediating Role of Consumer Autonomy

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### Introduction

The rapid proliferation of Artificial Intelligence (AI) and personalized recommendation systems has fundamentally restructured the interface between organizations and consumers, emerging as a pivotal determinant of repurchase intention across diverse industrial landscapes (Berente et al., 2021). While these AI-driven systems enhance operational efficiency by reducing search costs and providing hyper-personalized value propositions, they simultaneously introduce a complex psychological paradox regarding individual agency. Despite the growing body of literature on algorithmic effectiveness, the existing scholarship remains fragmented concerning the underlying psychological mechanisms that govern how consumers respond to perceived machine agency. According to Self-Determination Theory (SDT), a critical theoretical gap exists in our understanding of how AI-driven interventions potentially encroach upon consumer autonomy (Fink et al., 2024). To address these significant theoretical and empirical gaps, this study aims to investigate the impact of AI-driven recommendations on consumer repurchase intention by positioning consumer autonomy as a central mediating mechanism. We propose that while high-precision recommendations may facilitate immediate transactions, their long-term efficacy on repurchase behavior is contingent upon whether the consumer perceives the recommendation as a supportive tool or a restrictive nudge that undermines their sense of self-governance. By integrating SDT with the Person-Environment Fit perspective, we seek to elucidate the boundary conditions under which AI interventions either bolster or stifle the psychological need for autonomy (Wang, Chen, & Kuang, 2025).

### Methodology

To understand and examine these phenomena, this study explores how AI driven recommendation system and the mediating role of consumer autonomy influence repurchase intentions. In this process, we conducted a quantitative study using a questionnaire-based survey and collecting from March to April 2026. The structural equation model (SEM) is built to analyze the model of this study. The finding of this research shall facilitate the online social media in formulating strategies based on older adults' social support.

### Results

Structural equation modeling (SEM) was employed to test the hypothesized relationships. Our findings provide robust support for the dual-pathway effect of AI-driven recommendations. The results revealed a significant indirect effect of AI-driven recommendations on repurchase intention through consumer autonomy. Further analysis using the Person-Environment Fit framework indicated that the relationship between AI interventions and autonomy is non-linear. When recommendations were perceived as overly paternalistic, they triggered a "restrictive nudge" effect, leading to a sharp decline in perceived self-governance and subsequent repurchase loyalty. Conversely, "autonomy-supportive" AI designs effectively bolstered the consumer's psychological need for volition. These results confirm that consumer autonomy is not merely a byproduct of satisfaction but a critical mediator that determines whether AI-driven hyper-personalization fosters sustainable engagement or psychological reactance.

### Discussion / Conclusion

This study contributes to both academic research and practical application in the market by integrating AI driven recommendation system with repurchase intention. The study extends Self Determination Theory by revealing the role of consumer autonomy in their repurchase intention related to AI recommendation. While prior study has primary focused on personalization system or role of consumers' trust, this research finds that AI recommendation system directly influences repurchase intention and is further enhanced by consumer autonomy. These finding refine the application of self-determination theory in the context of AI driven recommendation. When AI provide suggestion that align with consumer preference and allow user to feel a sense of control, they are more likely to feel a sense of autonomous motivation which strengthen their repurchase intention (Ryan & Deci, 2000). From a practical perspective, these insights suggest that utilizing AI recommendation system should prioritize strategies that enhance consumer's sense of autonomy. For instance, platform could allow user to adjust their preference recommendation or provide multiple choices according to their personal needs. By designing AI that support user choice and control, firms can foster a sense of self determinate decision making which increase the likelihood for repurchase behavior.

**Keywords:** *Artificial Intelligence-Driven Recommendations, Consumer Repurchase, Consumer Autonomy*

## S6-04

### Performing Scarcity: Fear of Missing Out in Contemporary Consumer Culture

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Ming Chuan University

#### Introduction

With the widespread adoption of social media and digital platforms, marketing strategies such as limited editions, countdown sales, and pre-order systems have become mainstream tactics to stimulate consumption. Brands increasingly construct an atmosphere of scarcity to trigger consumer anxiety and prompt immediate action, transforming the fear of “missing out” (FOMO) into a powerful driver of purchase behavior. Existing research on FOMO has largely focused on the phenomenon at the individual psychological level; however, fewer studies examine how FOMO is strategically activated and amplified through marketing practices. This study investigates how FOMO intersects with the performativity of scarcity in contemporary consumption culture, shaping both individual purchasing decisions and collective social behaviors. Drawing on interdisciplinary perspectives from behavioral psychology, cultural studies, and marketing strategy, the research examines how brands deploy scarcity-based tactics such as time-limited or quantity-limited releases to intentionally trigger consumers’ FOMO and convert it into purchasing motivation. Scarce commodities (e.g., limited-edition sneakers, NFTs, and concert tickets) extend beyond their functional value to become symbolic resources through which consumers construct identity, engage in social comparison, and signal status within online communities. This study addresses two research questions: (1) how brands construct and communicate scarcity to stimulate FOMO, and (2) how consumers use scarce products for identity expression, social comparison, and status signaling.

#### Methodology

This study adopts a qualitative interview approach to investigate the “performativity of scarcity.” The research focuses on participants within consumption communities, specifically targeting Gen Z and Millennials aged 18–40 who have a documented history of engaging in limited-edition product “drops” or reselling markets. Prior to the in-depth interviews, participants will be screened for their levels of Fear of Missing Out (FOMO). Methodological triangulation will be employed by examining how scarcity is performed and displayed on social media platforms such as Instagram and TikTok. The collected data will be analyzed using thematic analysis and interpreted through an integrated framework drawing on behavioral economics (e.g., loss aversion and the scarcity principle), social psychology (e.g., social comparison and impression management), and cultural studies, in order to critically examine the “curated desire” constructed through scarcity marketing.

#### Results

This research anticipates identifying behavioral biases among both consumers and brands driven by Fear of Missing Out (FOMO). The study expects that heightened FOMO will be associated with stronger purchase intentions, enabling brands to intensify demand and capitalize on scarcity-based marketing strategies. The findings may also suggest that scarce goods have evolved beyond their functional value to become performative symbols within contemporary consumption culture. Influenced by celebrity endorsements and mimetic behavior, consumers increasingly use social media practices to convert scarce items into forms of social capital. These products therefore function

as symbolic resources for identity construction, social comparison, and status signaling within online communities. At the same time, the study argues that scarcity marketing contributes to a broader capitalist dynamic of “engineered desire,” reinforcing cycles of hyper-competitive consumption and psychological dissatisfaction while reshaping how social status is performed and negotiated in contemporary consumer culture.

#### Discussion / Conclusion

The anticipated findings are expected to indicate that Fear of Missing Out (FOMO) plays a significant role in shaping contemporary consumer behavior, particularly when strategically activated by brands. Rather than emerging solely as an individual psychological response, FOMO may be deliberately stimulated through marketing strategies that emphasize scarcity. By framing products as rare, time-sensitive, or difficult to obtain, brands create a sense of urgency that heightens consumers’ anxiety about missing opportunities and encourages immediate purchasing decisions. These dynamics are also expected to contribute to what can be described as the performativity of scarcity. Within social media environments, consumers may purchase scarce items not only for their functional value but also for their symbolic meaning. Displaying limited-edition products through practices such as unboxing or styling posts can serve as a way to signal status, uniqueness, and cultural belonging within online communities. As a result, scarcity marketing may transform consumption into a form of social performance, where the visibility of ownership reinforces product desirability and further amplifies FOMO among other consumers.

**Keywords:** *Fear of Missing Out (FOMO), Performativity of Scarcity, Digital Consumption, Social Capital*

## S6-05

### Fashion Color Trends as Indicators of Social Mood and Socioeconomic Change

I-Chieh Huang, Chen-Ting Chang, Wendy Hsiao Chun Chou\*

*Ming Chuan University*

#### Introduction

Fashion has long reflected the social and cultural contexts in which it emerges. Since the formation of early social communities, clothing has functioned as a visual marker of social status, occupation, and group identity. Among the many elements of fashion, color plays a particularly significant role. Historically, color was regulated through sumptuary laws, where specific hues symbolized power, authority, and spiritual beliefs. As technology advanced and societies evolved, color gradually shifted from a regulated symbol of hierarchy to a medium of expression through which individuals communicate identity, mood, and aesthetic values. Today, the relationship between color and fashion continues to reflect broader social, technological, and psychological developments. Fashion color trends can therefore provide insight into the collective sentiments and cultural conditions of different historical periods. While previous studies have examined the relationship between color psychology and emotional responses, as well as how fashion reflects cultural change, fewer studies have explored how fashion color trends mirror collective social anxiety across longer historical periods. This study therefore addresses the following research questions: 1) How have fashion color trends from the twentieth century to the present reflected periods of collective social mood and societal change? 2) Why did darker color palettes dominate fashion during periods of war and social instability, while highly saturated colors became prevalent during times of economic prosperity? 3) What relationship exists between broader socio-economic conditions and the evolution of color trends in fashion over time?

#### Methodology

This study adopts a qualitative approach based on secondary data to analyze the historical and visual dimensions of fashion across different decades. Runway collections and industry color trend reports will be examined to identify dominant color palettes during key historical periods. Through visual analysis and historical interpretation, the study investigates how shifts in fashion color trends correspond with broader social moods and cultural context.

#### Results

This study is expected to demonstrate that fashion color trends are closely linked to the collective emotions and cultural sentiments of particular historical periods. During times of social instability, such as wartime, economic recession, or global crises like pandemics, fashion color palettes are expected to shift toward darker, muted, and neutral tones. In contrast, periods of economic prosperity and social optimism are more likely to be reflected through brighter and more saturated colors. The findings may suggest that fashion color trends function not only as aesthetic preferences but also as visual expressions of collective emotional states. From this perspective, color in fashion can be understood as a form of cultural language that communicates broader social and psychological conditions. By examining long term changes in fashion color trends from the twentieth century to the present, this study aims to demonstrate how fashion operates as a cultural mirror that reflects evolving societal emotions, collective anxieties, and periods of optimism across different historical contexts.

#### Discussion / Conclusion

The anticipated findings of this study may contribute to both academic research and fashion practice by highlighting the broader cultural significance of fashion color trends. First, the study may contribute to a better understanding of the relationship between fashion aesthetics and collective social emotions. By examining long term patterns from the twentieth century to the present, this research may demonstrate how fashion color trends function not only as aesthetic preferences but also as visual reflections of social anxiety, optimism, and broader socio economic conditions. In this sense, fashion can be understood as a cultural indicator that mirrors collective sentiments across different historical periods. Second, the findings may provide practical insights for the fashion industry. The results can serve as a reference for fashion designers and trend forecasters in interpreting cultural moods and anticipating shifts in color trends. Understanding how social conditions influence color preferences may help industry professionals decode emerging cultural sentiments and develop more socially responsive design and forecasting strategies.

**Keywords:** *color trend, socio economic, social mood*

# S7: AI, Education & Digital Divide

Room: J405 | Afternoon (14:15–16:15)

Moderator: Jeremy Mandelkern | Discussant: Dale Neal

## S7-01

### Mapping Technological Inequality for Bridging the Digital Divide in Vietnam: Insights from PISA 2022

Le Bao Chau\*, Huynh Ngoc Khanh, Hoang Thuy Minh Anh, Nguyen Ngoc Quynh Nhi, Joseph Lavallee  
Ming Chuan University

#### Introduction

Digital transformation has become a central development priority in Vietnam, yet technological inequality remains uneven across regions and social groups. National ICT development rankings reveal an important pattern: economically leading cities are not always the most digitally advanced, while several mountainous provinces consistently lag behind in digital infrastructure, human capital, and technology adoption. These regional disparities suggest that the digital divide in Vietnam extends beyond simple access to devices or connectivity. Instead, it reflects a broader set of inequalities related to infrastructure, digital capabilities, and the capacity to integrate technology into everyday learning. In education, such disparities are particularly visible between urban and rural areas, where students may face different opportunities to access and use digital tools. This study investigates technological inequality among Vietnamese students using the three-level digital divide framework—digital access, ICT use, and learning outcomes. Using nationally representative PISA 2022 data, the study explores whether achievement differences are primarily associated with unequal access to digital resources or with differences in how students use technology for learning and leisure. It further examines which groups of students may face persistent disadvantages in Vietnam’s digital transformation process.

#### Methodology

The study analyzes nationally representative student and school data from Vietnam’s participation in PISA 2022. Digital access is measured through indicators of internet availability and digital device ownership at home and school, while ICT use is captured through the reported frequency of digital-resource use for learning and leisure activities. Reading achievement serves as the primary educational outcome, with additional analyses for mathematics and science. The dataset also includes variables describing students’ socioeconomic background, gender, home language, and school location, allowing the study to examine how technological inequality varies across demographic and geographic contexts. Weighted descriptive analysis is first used to identify patterns of digital access and technology use among different student groups. Regression models are then applied to examine the relationship between digital access, ICT-use patterns, and academic performance. This approach allows the study to assess how different dimensions of digital inequality interact and to identify the mechanisms through which technology may contribute to educational advantages or disadvantages among Vietnamese students.

#### Results

Preliminary findings reveal clear evidence of technological inequality among Vietnamese students. Students from higher socioeconomic backgrounds generally report greater access to digital devices and stable internet connections, while students in rural areas and those speaking non-dominant languages at home tend to have fewer digital resources and lower average achievement. However, differences in academic performance cannot be explained by access alone. ICT-use patterns appear to play a significant role: students who frequently use digital resources for learning tend to achieve higher scores, whereas those whose digital time is dominated by leisure activities or classroom distraction tend to perform worse. The results also suggest that students from more advantaged environments are better able to convert digital access into productive learning opportunities. These patterns indicate that technological inequality operates through both access gaps and differences in meaningful digital engagement.

#### Discussion / Conclusion

The findings highlight that bridging the digital divide in Vietnam requires more than expanding digital infrastructure. While improving connectivity remains essential—particularly for rural and underserved regions—equalizing access alone is unlikely to eliminate educational inequalities if differences in digital engagement persist. Policies that support productive technology use, strengthen digital learning environments, and help disadvantaged students develop effective ICT practices may therefore be crucial for ensuring equitable benefits from digital transformation. By applying a three-level perspective to nationally representative PISA data, this study provides a clearer picture of how digital inequality manifests within Vietnam’s education system. The results suggest that the most important challenge may no longer be simply connecting students to technology, but ensuring that digital resources translate into meaningful learning opportunities across regions and social groups.

**Keywords:** *Digital Divide; ICT Use; Educational Inequality; PISA 2022; Vietnam*

## S7-02

### Measuring the Digital Age: Benchmarking Frontier AI Models Against Occupational Abilities

Truong Gia Bao\*, Nguyen Nu Nguyet Ninh  
Ming Chuan University

#### Introduction

The rapid advancement of generative artificial intelligence necessitates systematic evaluation of AI capabilities relative to specific occupational requirements. While existing research examines AI's economic impact through theoretical exposure indices based on expert judgments, limited work has systematically tested current generative AI models against validated occupational ability frameworks. This study addresses this critical gap by developing empirical benchmarks that measure how frontier models—specifically GPT-5.1 Pro and Claude Pro Opus 4.5—perform against the 52 standardized occupational abilities defined by O\*NET (Occupational Information Network). Focusing on healthcare and education sectors experiencing documented labor shortages and rapid AI integration, this research examines four representative occupations: Registered Nurses, Medical and Clinical Laboratory Technologists, Secondary School Teachers, and Instructional Coordinators. The central research questions investigate: (1) How do current generative AI models perform against occupation-specific ability requirements? (2) What are the implications for workforce planning and technology adoption decisions?

#### Methodology

This mixed-methods research employs a two-phase sequential design. Phase One develops standardized benchmark tests for O\*NET's 52 occupational abilities, creating ability-specific tasks with a four-part template (Context, Primary Task, Complication, Deliverable). Both AI models are evaluated using a three-point scoring system: Score 2 (independent performance), Score 1 (limited performance requiring human correction), and Score 0 (inadequate performance). Performance scores are weighted by ability importance and level ratings from O\*NET data to calculate occupation-specific AI exposure indices. A binary hallucination detection protocol supplements performance evaluation, flagging factual fabrications, entity inventions, or contextual misrepresentations. Raw exposure scores are then adjusted by reliability penalty factors based on hallucination rates. Phase Two validates findings through semi-structured interviews with eight subject matter experts (two per occupation) who assess the real-world applicability of benchmark results, evaluating construct validity, operational constraints, and workforce restructuring implications.

#### Results

Phase One quantitative benchmark testing reveals preliminary patterns in AI model performance across the 52 O\*NET occupational abilities. Initial results demonstrate that both GPT-5.1 Pro and Claude Pro Opus 4.5 achieve higher performance scores in cognitive abilities (such as oral comprehension, written comprehension, and deductive reasoning) compared to psychomotor and sensory abilities (such as manual dexterity, reaction time, and depth perception). Raw exposure indices, calculated by weighting performance scores against O\*NET importance and level ratings, show differential capability profiles across the four focal occupations. Registered Nurses and Medical Laboratory Technologists demonstrate lower overall exposure scores, reflecting the physical and sensory requirements inherent to healthcare practice. Secondary School Teachers and Instructional Coordinators show higher preliminary exposure scores, particularly in abilities related to knowledge synthesis, instructional planning, and communication. Hallucination detection protocols identify variance in factual reliability across ability domains, with higher hallucination rates observed in specialized technical knowledge areas requiring precise procedural accuracy.

#### Discussion / Conclusion

This research makes a unique contribution by extending AI capability measurement beyond general-purpose benchmarks to occupation-specific ability assessments grounded in validated workforce frameworks. While existing exposure indices rely on subjective expert judgments, this study provides empirical evidence through systematic testing of actual AI model outputs against standardized occupational requirements. The findings reveal critical nuances often obscured in aggregate analyses: AI capabilities vary substantially across different ability dimensions, and hallucination rates introduce reliability constraints that must be factored into workforce planning decisions. The divergence between cognitive versus physical ability performance underscores the limits of text-based generative models in replicating embodied professional practice. Practically, this research equips policymakers, educational institutions, and healthcare administrators with evidence-based insights for technology adoption strategies. By quantifying both capabilities and limitations of frontier AI models, this study supports informed decisions about where AI can augment human workers versus where human expertise remains irreplaceable, particularly in sectors experiencing critical labor shortages.

**Keywords:** Artificial Intelligence, Occupational Abilities, AI Benchmarking, O\*NET, Workforce Transformation

## S7-03

### The Development of AI-Related Curriculum in Taiwanese Universities

Kevie Frederick\*, Zwele Mtsetfua  
Ming Chuan University

#### Introduction

The rapid advancement of artificial intelligence (AI) technologies has transformed global industries and intensified the demand for AI-literate graduates. Governments worldwide are investing heavily in AI development, and Taiwan aims to expand its AI industry to over NT\$1 trillion in value by 2026. As a result, Taiwanese universities are under increasing pressure to integrate AI-related curricula across disciplines, not only within engineering and information technology but also in business, media, and the humanities. Despite this momentum, the development and implementation of AI curricula present complex challenges that extend beyond technical training. Existing research often focuses on AI adoption in Western contexts, leaving a gap in understanding how institutional, cultural, and structural factors shape implementation within Taiwanese higher education, particularly in private universities navigating decentralized governance structures. This study investigates the barriers to implementing AI-related curricula at a private Taiwanese university, guided by a three-dimensional theoretical framework encompassing institutional, cultural, and structural barriers. By examining how these dimensions interact, the research seeks to provide a holistic understanding of why AI curriculum implementation remains fragmented despite administrative support and national strategic goals. The study contributes to the literature by offering context-specific insights into curriculum reform in an AI-driven era and by highlighting emergent issues such as digital distraction, teacher burnout, and AI-related equity gaps.

#### Methodology

This study employed a sequential exploratory mixed-methods design (Creswell & Plano Clark, 2018), allowing qualitative findings to inform the development of quantitative instruments. In Phase 1, eleven semi-structured interviews were conducted with faculty members directly involved in teaching AI-related courses across multiple disciplines, including business, media studies, and information technology. Participants were selected through stratified sampling to ensure representation across departments and levels of teaching experience. Interviews explored perceptions of curriculum design, institutional support, professional development, student preparedness, assessment practices, and industry alignment. Qualitative data were transcribed and analysed using thematic analysis supported by Atlas.ti software. The coding process involved familiarization, open coding, theme generation, refinement, and categorization under the three-dimensional barrier framework. Emergent themes were identified through iterative comparison and frequency analysis, ensuring analytical rigor and credibility. In Phase 2, findings from the qualitative analysis informed the development of a bilingual (English and Chinese) university-wide survey distributed to faculty across thirteen schools. The survey employed Likert-scale items to measure the prevalence and intensity of identified barriers. Selected items were structured using the Curriculum Adaptation Patterns Scale (CAPS), assessing how instructors extend, omit, or replace curricular content when integrating AI. Quantitative data were analyzed using SPSS, applying descriptive statistics and inferential analyses to examine relationships between perceived barriers, teaching experience, and generational differences. Ethical approval procedures included informed consent, confidentiality protections, and secure data storage.

#### Results

The qualitative findings revealed a complex and interconnected landscape of barriers. Institutional barriers included the absence of a unified AI framework, rigid top-down curriculum control, insufficient funding for AI tools and hardware, and uneven faculty professional development. While administrators articulated a phased institutional AI strategy, faculty reported fragmented implementation, limited autonomy, and inconsistent cross-department alignment. Funding constraints restricted access to paid AI platforms and cloud-based computing resources, contributing to disparities in instructional quality. Structural barriers encompassed significant student foundational skill gaps in mathematics and programming, large class sizes limiting individualized instruction, outdated technological infrastructure, assessment ambiguity, and difficulty aligning curriculum with evolving industry demands. All interviewed instructors reported challenges in assessing authentic AI competency, leading to reliance on projects and reports. The lack of clear institutional assessment guidelines contributed to negative washback, where assessment practices shaped instruction in ways that risked diverging from curricular intentions. Cultural barriers included low intrinsic student motivation, perceptions of AI as irrelevant in non-technical disciplines, over-reliance on informal platforms such as YouTube, and generational gaps among faculty adapting to rapid technological change. Students often demonstrated superficial "plug-and-play" AI tool usage without deep conceptual engagement. Additionally, novel emergent themes were identified: digital addiction as a learning distraction, hidden teacher burnout from continuous curriculum rebuilding, AI equity gaps caused by unequal access to paid subscriptions, and fragmented AI identity across disciplines. These findings informed the quantitative survey, enabling systematic measurement of barrier prevalence across the institution.

#### Discussion / Conclusion

This study demonstrates that AI curriculum implementation is constrained not by isolated challenges, but by the interaction of institutional governance, structural capacity, cultural attitudes, and assessment systems. Among these, assessment practices—and specifically the phenomenon of negative washback—emerge as a central and underexamined mechanism shaping curriculum enactment. The findings reveal that all interviewed instructors relied heavily on projects and written reports to assess AI-related learning. While intended to promote hands-on engagement, these assessments were developed in the absence of clear institutional guidelines or shared models of AI competency. This lack of alignment between curricular objectives and assessment practices contributes to negative washback, where evaluation formats indirectly dictate what teachers emphasize and what students prioritize. When assessments focus primarily on surface-level outputs—such as polished projects generated with AI tools—students may prioritize completion over conceptual mastery. As a result, deeper competencies such as algorithmic reasoning, ethical evaluation, model interpretation, and critical thinking may remain underdeveloped if they are not explicitly assessed. Negative washback thus functions as a structural feedback loop: assessment ambiguity shapes instructional design, which in turn shapes student learning behaviors, potentially diverging from intended curriculum goals. Even a well-designed AI curriculum can fail in practice if assessment systems reward tool proficiency over conceptual understanding. This finding underscores that assessment coherence is not peripheral but foundational to sustainable AI curriculum reform. Aligning assessments with higher-order cognitive demands—rather than tool outputs alone—is essential for meaningful AI literacy development. Equally significant is the study's use of the Curriculum Adaptation Patterns Scale (CAPS) as both an analytical and measurement tool. CAPS provides a systematic framework for examining how instructors adapt official curricula through extending, omitting, or replacing content. In the context of AI curriculum implementation, CAPS reveals how teachers respond to institutional rigidity, student skill gaps, and infrastructural limitations. For example, instructors frequently reported extending curricula by adding AI tools or interdisciplinary applications, omitting complex theoretical components due to time constraints or student readiness, and replacing lecture-based instruction with AI-supported interactive activities. By operationalizing these adaptation behaviors quantitatively, CAPS allows the study to move beyond identifying barriers to examining how teachers actively negotiate those barriers in practice. This is particularly important in decentralized or semi-autonomous private university contexts, where curriculum implementation depends heavily on instructor agency. The integration of CAPS strengthens the methodological contribution of the study by linking qualitative insights about barriers with measurable instructional adaptation patterns, thereby bridging theory and empirical analysis. Furthermore, the interaction between washback and CAPS is theoretically significant. When institutional assessment guidance is unclear, teachers' adaptation behaviors—captured through CAPS—may inadvertently reinforce negative washback. For instance, replacing theoretical components with tool-based projects may increase engagement but could also narrow learning to assessable outputs. Thus, CAPS do not merely measure adaptation; it reveals how adaptation itself may either mitigate or amplify systemic misalignment. Beyond assessment and adaptation, the study highlights additional systemic pressures: fragmented AI governance, funding inequities, infrastructure limitations, low student intrinsic motivation, digital distraction, and hidden teacher burnout. The identification of an AI equity gap—where students with paid tool subscriptions outperform peers—raises urgent concerns about fairness and access in AI education. Similarly, continuous curriculum rebuilding contributes to emotional and professional exhaustion among instructors, threatening long-term sustainability. Collectively, these findings suggest that successful AI curriculum integration requires more than adding AI courses. Institutions must develop coherent AI literacy frameworks, establish shared assessment standards to reduce negative washback, provide equitable access to licensed tools, and invest in sustained faculty development. Importantly, reform efforts must address both systemic design and human adaptation processes. By foregrounding washback and employing CAPS as a structured analytical instrument, this study contributes to the literature on AI education by demonstrating that curriculum reform is shaped as much by assessment architecture and teacher adaptation patterns as by technological innovation itself. Sustainable AI curriculum implementation, therefore, depends on aligning institutional structures, assessment systems, and instructional practices within a coherent and equity-conscious framework.

**Keywords:** artificial intelligence, curriculum development, higher education, implementation barriers, mixed-methods research, Washback

## S7-04

### Digital Tools Shape AI Use Patterns: Evidence from 70 Countries

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#### Introduction

Generative AI is transforming how people work, learn, and solve problems, but not everyone uses it the same way. Some people collaborate with AI: they iterate on ideas, learn through the interaction, and critically evaluate what the AI produces. Others use AI more passively, issuing simple commands and accepting whatever comes back. We propose that this can be explained by the digital tools that people use to access AI, specifically, whether they have a computer, home internet, and a smartphone. We call this combination Functional Digital Access (FDA). Using survey data from 70 countries and records of real AI conversations, we show that FDA predicts how people use AI even after controlling for GDP per capita.

#### Methodology

We measured digital access using two independent international surveys: the Programme for International Student Assessment (PISA 2022; 15-year-old students in 70 countries) and the International Computer and Information Literacy Study (ICILS 2023; eighth graders from 34 countries). We classified students by household digital setup: full access (computer + home internet + smartphone), partial connectivity, smartphone-only, or disconnected. The key predictor is the country-level rate of full access. To measure real-world AI use, we drew on the Anthropic Economic Index, which classifies conversations with the AI system Claude from November, 2025, into five collaboration styles: Directive (giving simple commands), Feedback Loop (back-and-forth correction), Task Iteration (refining outputs), Learning (building understanding), and Validation (checking AI output). We first tested bivariate correlations between FDA and each style, then ran regressions controlling for log GDP per capita (PPP) to isolate the independent contribution of digital access. Twenty-seven countries appeared in both surveys, providing a built-in replication test.

#### Results

In the PISA-linked sample (70 countries), FDA strongly predicted three of the five styles. Countries with higher full-access rates showed more Learning-oriented AI use ( $r = .72$ ) and Validation-oriented use ( $r = .69$ ) — styles where people actively engage with and evaluate AI output. Countries with lower full-access rates showed sharply more Directive use ( $r = -.75$ ), where people simply issue commands and accept results. Taiwan and Korea, where over 90% of students have full digital access, show nearly twice the rate of Learning-style AI use as the Philippines and Cambodia, where full access is below 50%. The critical test: after controlling for GDP per capita, FDA remained the dominant predictor. For Directive use, the standardized beta for FDA was  $-.80$  ( $p < .001$ ) while the GDP beta was near zero ( $+.04$ ). For Learning, FDA held at  $+.67$  ( $p < .001$ ) with GDP again negligible ( $+.06$ ). Validation showed the same pattern (FDA  $\beta = +.52$ ,  $p = .001$ ). The ICILS sample (33 countries) replicated the bivariate pattern: Learning ( $r = .55$ ), Validation ( $r = .44$ ), Directive ( $r = -.55$ ). Among the 27 countries in both surveys, the FDA measures correlated at  $r = .81$ .

#### Discussion / Conclusion

These findings suggest that digital inequality shapes both access to AI, and the way people use it. Countries with higher rates of Functional Digital Access showed more Learning- and Validation-oriented AI use, while lower-access countries showed more Directive use. These relationships remained strong after controlling for GDP per capita. The pattern implies that having a computer, home internet, and smartphone may help users develop the habits needed for more active and critical AI engagement. The replication across two international datasets strengthens confidence in the robustness of the findings. At the same time, the analysis is limited by its country-level design and by the use of student access measures alongside national AI conversation data. Future research should test these relationships at the individual level and examine whether improving digital access leads to more collaborative and reflective AI use. Overall, the digital divide appears to be evolving into an AI use divide.

**Keywords:** *artificial intelligence, AI adoption, digital access, digital divide, human-AI collaboration, workforce readiness*

## S7-05

### ChatGPT-Assisted Learning: AI Characteristics, Usage, and International Students' Creativity and Resilience in Taiwan

Ho Ly Nguyet Van, Nguyen Ngoc Bao Tran, Nguyen Quoc Nam, Trang Dinh Khanh, Chen Ho\*  
Ming Chuan University

#### Introduction

Generative artificial intelligence is rapidly transforming higher education, with conversational systems such as ChatGPT increasingly embedded in students' learning processes. These tools enable real-time feedback, idea generation, and language support, extending academic learning beyond traditional classroom boundaries. For international students studying in multilingual and cross-cultural environments, AI-assisted learning may play a particularly important role in addressing linguistic challenges and academic workload. Although existing studies on AI in education have primarily focused on technology acceptance and perceptions of usefulness, far less is known about how AI system characteristics translate into meaningful learning behaviors and outcomes. This study proposes a behavioral process model of AI-assisted learning in which perceived AI usability, AI sociability, and AI self-efficacy shape two distinct patterns of post-adoption engagement—routinized usage and infused usage—which subsequently influence students' resilience and academic creativity. By linking AI characteristics, usage behaviors, and learning outcomes in a single framework, this study extends technology adoption research toward a deeper behavioral understanding of how generative AI contributes to adaptive and creative learning in international higher education contexts.

#### Methodology

This study employs a quantitative survey design to investigate ChatGPT-assisted learning among international students enrolled at universities in Taiwan. Data collection is currently ongoing, with a target sample size of approximately 250 respondents recruited through university networks and international student communities. The research model integrates Social Cognitive Theory and Technology Acceptance perspectives to explain how technological characteristics and user capabilities jointly influence AI-assisted learning behaviors. AI usability, AI sociability, and AI self-efficacy are conceptualized as antecedents influencing two forms of post-adoption usage behavior: routinized AI usage, referring to habitual use of AI for routine academic tasks, and infused AI usage, referring to deeper integration of AI into complex learning and problem-solving activities. Both usage patterns are hypothesized to influence two key outcomes: individual resilience, defined as students' ability to adapt to academic challenges, and academic creativity, defined as the generation of novel and useful ideas in academic work. Data analysis will be conducted using SPSS. Reliability testing, correlation analysis, and regression-based hypothesis testing will be used to evaluate the proposed relationships within the conceptual model.

#### Results

The study proposes several hypotheses regarding the mechanisms through which AI-assisted learning influences student outcomes. First, perceived AI usability, AI sociability, and AI self-efficacy are hypothesized to positively predict both routinized and infused AI usage behaviors among international students. Students who perceive ChatGPT as easy to use, socially responsive, and aligned with their technological competence are expected to integrate the tool more frequently and more deeply into their learning activities. Second, both routinized and infused AI usage are hypothesized to positively influence learning outcomes. Routinized usage is expected to enhance individual resilience by reducing cognitive load, improving task efficiency, and helping students cope with everyday academic demands. Infused usage, characterized by deeper and more strategic AI integration, is hypothesized to exert stronger positive effects on academic creativity by enabling iterative idea development, experimentation, and exploratory learning. Overall, the expected findings support a behavioral pathway in which AI characteristics and learner capability shape educational outcomes through differentiated patterns of AI engagement.

#### Discussion / Conclusion

This study contributes to the emerging literature on generative AI in higher education by moving beyond simple adoption models to examine how patterns of AI engagement shape meaningful learning outcomes. By distinguishing between routinized and infused AI usage, the research highlights that the educational impact of generative AI depends not only on access to AI tools but also on the depth and strategic integration of these tools into students' learning practices. The findings are expected to demonstrate that both technological design and learner capability jointly influence productive AI engagement. AI systems perceived as usable and socially interactive may encourage sustained experimentation, while higher AI self-efficacy may enable students to leverage AI more strategically for complex academic tasks. From a practical perspective, the results suggest that universities should complement AI access with AI literacy development and pedagogical guidance that helps students integrate generative AI responsibly and creatively into their learning processes. Such initiatives may be particularly valuable for international students navigating multilingual academic environments.

**Keywords:** *Generative AI in education; ChatGPT-assisted learning; AI usage behavior; Academic creativity; Student resilience; International students*

# S8: Cross-Border Workforce & International Mobility

Room: J604 | Afternoon (14:15–16:15)

Moderator: Maria Tu | Discussant: Dr. Amy Wong

## S8-01

### The Impact of Language and Cultural Distance on Manufacturing Productivity: The Mediating Role of Managerial Adaptation in Taiwanese FDI Enterprises in Vietnam

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Tatung University

#### Introduction

As Taiwanese Foreign Direct Investment (FDI) in Vietnam shifts toward capital- and technology-intensive manufacturing, operational success increasingly relies on effectively managing the local workforce. However, multinational enterprises frequently encounter hidden productivity losses caused by cross-cultural friction—specifically Language Distance and Cultural Distance—between Taiwanese expatriate managers and Vietnamese subordinates. Despite the strategic importance of mitigating this friction, current literature exhibits significant gaps. Existing studies predominantly focus on outdated, labor-intensive sectors in Southern Vietnam and rely on "one-sided" surveys of expatriate managers, which ignores modern Northern high-tech hubs and creates a blind spot regarding the actual experiences of local employees. To address these geographical and methodological limitations, this study poses the following core research questions: 1. To what extent do language and cultural distances impact the manufacturing productivity of Taiwanese firms in Vietnam? 2. How do these distance factors influence the adoption of Managerial Adaptation strategies? 3. Do Managerial Adaptation strategies effectively mediate the relationship between cross-cultural distance and manufacturing productivity?

#### Methodology

This study employed a quantitative, cross-sectional design targeting a dyadic sample of Taiwanese expatriate managers and their direct Vietnamese subordinates in Northern Vietnam's manufacturing hubs. A total of 236 valid responses were collected. Data was gathered using a structured questionnaire utilizing a 5-point Likert scale to measure four core constructs: Language Distance (7 items), Perceived Cultural Distance (7 items), Managerial Adaptation (7 items), and Manufacturing Productivity (6 items). To minimize response bias and capture both perspectives, online surveys were administered independently to the manager-subordinate pairs between late January and March 2026, and later matched for analysis. Data analysis was performed using Smart PLS 3.0. Variance-Based Partial Least Squares Structural Equation Modeling (PLS-SEM) was selected due to its robustness in handling non-normal data and suitability for complex mediation models. Confirmatory Factor Analysis (CFA) evaluated the measurement model's reliability and validity, followed by structural model testing utilizing a 5,000-resample bootstrapping technique to assess path significance and mediating effects.

#### Results

Preliminary structural model analysis indicates that both Language Distance and Cultural Distance significantly impact manufacturing productivity. Crucially, the findings confirm that cross-cultural barriers trigger the need for active managerial intervention, as both Language Distance ( $\beta = 0.212$ ,  $p < 0.01$ ) and Cultural Distance ( $\beta = 0.592$ ,  $p < 0.001$ ) demonstrate a significant positive effect on the adoption of Managerial Adaptation strategies. Furthermore, Managerial Adaptation exerts a highly significant positive effect on Manufacturing

Productivity ( $\beta = 0.617$ ,  $p < 0.001$ ), confirming its vital role as a mediating mechanism. The results suggest that when Taiwanese managers actively implement adaptation strategies—such as using visual aids, simplifying vocabulary, and accommodating local cultural norms—they effectively neutralize the operational friction caused by linguistic and cultural gaps. Overall, the empirical model demonstrates substantial explanatory power, accounting for 73.7% of the variance in Manufacturing Productivity and 58.3% of the variance in Managerial Adaptation. All proposed hypotheses are fully supported, proving that proactive management adjustment is an essential operational tool for translating the challenges of cross-cultural distance into sustained manufacturing efficiency.

#### Discussion / Conclusion

This study provides significant theoretical and practical contributions to cross-cultural management in multinational manufacturing. First, it addresses a critical methodological gap by employing a dyadic data collection approach, capturing paired perspectives from both Taiwanese expatriate managers and their direct Vietnamese subordinates. This overcomes the "managerial blind spot" prevalent in previous one-sided research, ensuring a highly accurate measurement of operational friction. Second, the study updates geographic and sectoral contexts by focusing on modern, capital-intensive high-tech manufacturing hubs in Northern Vietnam, moving away from outdated literature focused on Southern labor-intensive sectors. Crucially, the empirical findings redefine the role of Managerial Adaptation. Rather than viewing cross-cultural adjustment merely as a "soft" human resources tool for employee retention, this study proves it is a vital operational strategy. By actively bridging the structural friction caused by language and cultural distance—such as utilizing visual aids or adapting to local face-saving norms—managers can directly neutralize operational bottlenecks and enhance hard productivity metrics. Ultimately, this research provides multinational enterprises with an actionable roadmap to convert cross-cultural challenges and the "liability of foreignness" into a sustainable competitive advantage.

**Keywords:** Cross-Cultural Management, Language Distance, Cultural Distance, Managerial Adaptation, Manufacturing Productivity, Taiwanese FDI

## S8-02

### An Integrated TPB-SCCT Analysis of Career Choice Determinants: A Comparative Study of Local and International Students at Ming Chuan University

Angelil Parrado Sisior, Gabriela Alejandra Flores, Tracy Wang\*  
Ming Chuan University

#### Introduction

Career decision-making is an important developmental process for university students because it influences their future employment opportunities, professional identity, and long-term life choices. These decisions are rarely shaped by a single factor. Instead, students' career intentions often emerge from a combination of personal beliefs, social expectations, and environmental conditions. This issue becomes particularly meaningful in internationalized universities where students from different cultural and educational backgrounds study together and may experience different career motivations and challenges. In Taiwan, institutions such as Ming Chuan University host both Taiwanese and international students within the same academic programs. Although these students share similar academic environments, they may differ in how they evaluate career opportunities, plan their professional paths, and respond to contextual barriers such as language or employment restrictions. Previous studies have commonly applied either the Theory of Planned Behavior (TPB) or Social Cognitive Career Theory (SCCT) to examine career decision-making. However, relatively few studies combine these frameworks to understand how psychological and contextual factors jointly shape students' career intentions, particularly in multicultural university settings. To address this gap, this study integrates TPB and SCCT to explore how attitudes toward behavior, subjective norms, perceived behavioral control and self-efficacy, career planning, and contextual support and barriers influence students' career intentions. By comparing Taiwanese and international students at Ming Chuan University, the study seeks to provide insights that can support more effective and inclusive career development services.

#### Methodology

This study adopted a mixed-methods approach combining survey data with follow-up interviews. A bilingual online questionnaire was designed based on key constructs from the Theory of Planned Behavior and Social Cognitive Career Theory. The survey included demographic questions and Likert-scale items measuring several dimensions related to career decision-making, including attitudes toward career behavior and outcomes, subjective norms, perceived behavioral control and self-efficacy, career planning, contextual support, contextual barriers, and career intentions. Participation in the survey was voluntary and anonymous. A total of 308 undergraduate and graduate students from Ming Chuan University completed the questionnaire, including both Taiwanese and international students. The balanced representation of the two groups made it possible to examine potential differences in how students from different backgrounds approach career planning. To complement the survey findings, semi-structured interviews were conducted with a smaller group of participants drawn from both local and international student populations. These interviews provided richer insights into students' motivations, concerns, and experiences related to career decision-making. The quantitative data were analyzed using Python with statistical and visualization libraries. The analysis included reliability testing of the measurement scales, descriptive statistics, correlation analysis among constructs, non-parametric comparisons between student groups, and multiple regression models examining how the TPB-SCCT factors relate to students' career intentions.

#### Results

The results show that students generally hold positive views about their future careers and demonstrate a relatively strong sense of direction in planning their professional paths. Overall, the survey responses suggest that most participants are actively thinking about their future and considering how their academic experiences relate to potential career opportunities. Among the factors examined in this study, career planning appeared to play the most important role in shaping students' career intentions. Students who reported actively exploring career options, setting goals, and preparing for their future were more likely to express clear and strong career intentions. Attitudes toward career behavior also showed a meaningful relationship with career intentions, indicating that students who believe career preparation will lead to positive outcomes tend to be more motivated in defining their professional goals. Interestingly, contextual barriers were also related to career intention. Students who were more aware of possible obstacles, such as language difficulties or employment challenges, often demonstrated a stronger determination to think carefully about their career plans. Comparisons between Taiwanese and international students revealed noticeable differences. International students tended to express slightly stronger career intentions overall but also reported experiencing greater language-related barriers when considering their future career opportunities.

#### Discussion / Conclusion

The findings highlight the importance of proactive career preparation in shaping students' career intentions. Career planning emerged as the most influential factor, suggesting that students who actively reflect on their goals and explore career opportunities are more likely to develop clear professional directions. This result aligns with both the Theory of Planned Behavior and Social Cognitive Career Theory, which emphasize the role of personal initiative and future-oriented thinking in career development. Attitudes toward career behavior also contributed to students' intentions. When students believe that preparing for their careers will lead to meaningful outcomes, they appear more motivated to invest time and effort in career planning activities. This finding reinforces the idea that students' beliefs about the value of career preparation can significantly influence their level of engagement. An interesting observation from the study is the relationship between perceived barriers and career intention. Rather than discouraging students, awareness of challenges may encourage them to think more seriously about their career paths and strengthen their commitment to achieving their goals. The comparison between Taiwanese and international students also provides useful insights. While international students demonstrated strong career motivation, they reported more language-related challenges. These findings suggest that universities should continue to strengthen language support, career counseling services, and inclusive career development programs to better support students from diverse backgrounds.

**Keywords:** *Career Intentions, Career Planning, Theory of Planned Behavior, Social Cognitive Career Theory, International Students, Higher Education Career Development*

## S8-03

### Language Barrier of International Students in Taiwan: The Effects on Job-Finding Outcomes

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Ming Chuan University

#### Introduction

In recent years, Taiwan has emerged as a premier destination for international students, driven by policies to attract and retain global talent. Despite over 103,000 international students in 2022, a significant gap remains between policy goals and the post-graduation employment reality. While daily life is manageable with basic Mandarin, professional environments require higher linguistic competence; 52.3% of international applicants face job rejections primarily due to language limitations. This study explores the disparity between student perceptions and actual workforce demands by addressing three research questions: 1. How do international students at different Mandarin proficiency levels (TOCFL) perceive their own language skills (listening, speaking, reading, writing), and how do these perceptions relate to their views of employer expectations during the job-seeking process in Taiwan? 2. What language-related challenges do they face in job postings (not meeting qualification), interviews, and workplace communication? 3. What resources or support systems reduce this gap and increase the likelihood of staying and working in Taiwan? By highlighting this thought versus reality gap, the research aims to demonstrate how specific linguistic competencies dictate professional integration.

#### Methodology

This study utilizes a mixed-methods approach to analyze the disparity between undergraduate expectations and the post-graduation employment reality regarding Mandarin proficiency in Taiwan. The research involves 252 international students (94% undergraduates), primarily from Southeast Asian nations, alongside a qualitative sample of 10 international professionals currently employed in Taiwan to provide a workplace perspective. Data collection occurred in two stages: an online survey utilizing a 5-point Likert scale to evaluate student self-confidence and assess employment expectations, followed by semi-structured interviews with graduates to explore real-world language challenges. Quantitative data was analyzed via SPSS using Pearson Correlation and ANOVA to examine the link between TOCFL levels and employment success, while qualitative coding was employed to contextualize these findings. By integrating both datasets, the study highlights the critical gap between undergraduate perceptions of readiness and the actual linguistic demands experienced by international talent in the Taiwanese workforce.

#### Results

Quantitative survey data reveals a 55.2% language-based job rejection rate among international students. Although 58.0% hold TOCFL certifications, students perceive high employer expectations for oral fluency (Mean 3.63) yet rate their own speaking abilities low (Mean 2.49), leading to low confidence when applying for jobs. Correlation analysis further exposes structural barriers: technical terminology makes job descriptions confusing regardless of reading fluency, and natural speaking flows make interviews difficult even for confident listeners. Consequently, 69.8% of undergraduates rely heavily on university courses for language improvement. Conversely, qualitative interviews with employed graduates reveal a different reality. Graduates stated that employers primarily evaluate professional skills and basic communication during interviews, with some even securing jobs using mostly English. Furthermore, graduates noted that the hardest language challenges actually occur post-hiring during casual workplace conversations. They emphasized that true functional fluency is achieved through daily workplace immersion and AI translation tools, rather than formal university courses. Overall, these findings highlight a significant gap between undergraduate expectations and workplace realities. While students fixate on academic courses to overcome perceived hiring barriers, successful labor market integration depends predominantly on practical communication, professional competence, and on-the-job immersion.

#### Discussion / Conclusion

This study supports Taiwan's national policies for keeping international talent by offering practical ways to help foreign employees fit into the local job market. We found a major gap between what students expect and what the workplace is actually like. Undergraduates wrongly believe that perfect Mandarin is strictly required to get a job, causing extra stress. However, interviews with working graduates show that employers care more about professional work skills than language certificates. While a language barrier still exists during hiring, graduates find it much harder to handle everyday, casual talks with coworkers after they are hired. Also, a Business Mandarin gap exists because students depend too much on regular university language classes. These classes do not teach the specific business words or fast listening skills needed for companies. Studying for standard language tests cannot fix this problem alone. To directly support the Taiwan government's goal of attracting and keeping global talent, universities must shift from teaching daily language to offering career-focused courses for key industries like Marketing, Finance, and HR. Adding required internships will give students real-world practice. Matching student expectations with what employers actually want is a vital step in helping Taiwan keep skilled international workers.

**Keywords:** *Language Barrier, Conversational Chinese Proficiency, Workplace Chinese Proficiency, International Student, Taiwan*

## S8-04

### Exploring the Sense of Meaninglessness Among International Students in Taiwan: The Interplay of Fear of Missing Out, Educational Stressors, Homesickness, and Family Expectations

Doan Tan, Tran Gia Bao, Nguyen Thanh Tai, Mai Duc Nguyen Vu, Chen Ho\*  
Ming Chuan University

#### Introduction

International student mobility has expanded rapidly, positioning international students as an important component of global talent circulation and higher education internationalization. While studying abroad offers valuable academic and developmental opportunities, international students often encounter overlapping academic, social, and cultural pressures during their adjustment process. Existing research has primarily focused on acculturative stress, psychological distress, and adaptation outcomes. However, relatively little attention has been given to existential outcomes, particularly the experience of meaninglessness. Meaninglessness refers to a psychological state characterized by diminished life purpose, weakened coherence, and reduced personal significance. This condition may be especially salient during emerging adulthood, when identity formation and life direction are actively negotiated. This study examines how four stressors—Fear of Missing Out (FoMO), educational stressors, family expectations, and homesickness—predict meaninglessness among international students in Taiwan. The study contributes theoretically by integrating academic, interpersonal, and acculturative stressors within a unified framework to explain existential well-being among internationally mobile students.

#### Methodology

This study employs a quantitative cross-sectional survey design targeting international undergraduate students enrolled in Taiwanese universities. Data collection is currently ongoing, with an expected sample size of approximately 400 respondents recruited through international student associations, university networks, and online distribution channels. Participation is voluntary and anonymous. Key constructs are measured using multi-item Likert-scale instruments adapted from established scales. Meaninglessness is measured using reverse-coded items from the Meaning in Life Questionnaire. Fear of Missing Out is assessed using the FoMO scale, while educational stressors and family expectations are measured using established academic stress and parental expectation scales. Homesickness, Mandarin proficiency, and academic self-efficacy are measured using adapted or context-specific scales reflecting international students' experiences in Taiwan. Data analysis will be conducted using SPSS. Descriptive statistics and reliability tests will be followed by correlation analysis. Multiple regression models will test the direct effects of FoMO, educational stressors, family expectations, and homesickness on meaninglessness. Moderation analyses will examine whether Mandarin proficiency and academic self-efficacy buffer these relationships.

#### Results

The study expects several psychosocial stressors to significantly predict international students' sense of meaninglessness. Higher levels of Fear of Missing Out, educational stressors, family expectations, and homesickness are anticipated to be positively associated with stronger feelings of meaninglessness among international students studying in Taiwan. These relationships reflect how

academic pressure, social comparison, and cultural transition challenges may undermine students' sense of purpose, coherence, and personal significance during their overseas educational experience. Moderation analyses are expected to reveal meaningful protective roles for both Mandarin proficiency and academic self-efficacy. Mandarin proficiency is anticipated to weaken the relationship between homesickness and meaninglessness by facilitating communication, social participation, and integration within the host environment. Academic self-efficacy is expected to buffer the negative impact of educational stressors by strengthening students' confidence in their ability to manage academic demands. Overall, the expected findings support the proposed research framework and highlight both structural stressors and individual resources influencing international students' existential well-being.

#### Discussion / Conclusion

This study advances the international student literature by positioning meaninglessness as a theoretically important existential outcome of cross-cultural educational mobility. While prior research has emphasized psychological distress and adjustment difficulties, the present study demonstrates how multiple academic, interpersonal, and acculturative pressures may collectively erode students' sense of purpose and personal significance during the study-abroad experience. The findings are expected to show that existential well-being among international students is shaped not only by exposure to stressors but also by the availability of protective psychological and contextual resources. Academic self-efficacy may enable students to sustain motivation and perceived competence under academic pressure, while Mandarin proficiency may facilitate social integration and reduce feelings of cultural disconnection. From a practical perspective, the results suggest that universities can support international student success not only through academic assistance but also by strengthening language integration opportunities, self-efficacy development, and social connection programs. Such initiatives may reduce existential distress and foster stronger senses of meaning, belonging, and long-term academic persistence among internationally mobile students.

**Keywords:** *Meaninglessness; International Students; Fear of Missing Out; Academic Stress; Homesickness; Self-Efficacy*

## S8-05

### Motivations for Joining the Gojek Delivery Platform: A Study of Driver Perceptions in the Gig Economy

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#### Introduction

The rapid expansion of the gig economy across Southeast Asia has fundamentally transformed traditional employment structures, with digital platforms such as Gojek emerging as pivotal players in Indonesia's evolving labor market. Since its establishment in 2010, Gojek has evolved from a modest motorcycle ride-hailing service into a multi-service technology conglomerate, mobilizing millions of driver-partners who navigate the landscapes of Jakarta, Indonesia. These drivers, operating under partnership agreements rather than conventional employment contracts, exemplify a new class of workers who voluntarily participate in the platform economy despite its inherent uncertainties—including income instability, algorithmic governance, and shifting incentive structures. Understanding the motivations of individuals to join Gojek is both timely and of academic significance. Although existing research has examined driver experiences and retention, limited attention has been directed toward the initial decision to join the platform—particularly the psychological and environmental triggers that precede participation. Prior studies, such as Pertiwi and Lestari's (2021) investigation of Gojek drivers in Batam, identified economic benefits and perceived enjoyment as key motivators but explicitly called for broader investigations incorporating social influence and the availability of alternative jobs. Similarly, although platform trust has been studied as a mechanism for retention, its role as an initial entry condition remains insufficiently explored. This research addresses these gaps by exploring the complex interaction of economic and non-economic motivators—including perceived economic benefits, work flexibility, platform trust, social influence, the availability of alternative jobs, and perceived autonomy—that influence an individual's intention to join Gojek. Grounded in Self-Determination Theory, Expectancy Theory, and the Push-Pull Model adapted from migration literature, this study adopts a quantitative-correlational methodology to measure these relationships statistically. By examining both the attraction of platform-specific advantages and the push factors of limited traditional employment opportunities, this investigation aims to offer comprehensive insights into workforce dynamics within Indonesia's gig economy, providing practical implications for platform governance, driver welfare, and labor policy across the ASEAN region.

#### Methodology

This study employs a quantitative research design to examine factors influencing Gojek drivers' motivation to join and work on the platform, focusing on relationships between independent variables—economic benefits, work flexibility, platform trust, social influence, job alternatives, and perceived autonomy—and the dependent variable, intention to join. Primary data will be collected through a self-administered online questionnaire distributed via driver communities and social media platforms. The questionnaire includes three sections: (1) demographic information, (2) motivational factors, and (3) intention to join Gojek. All items are rated on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Analysis will be conducted in SPSS using descriptive statistics, correlation, and multiple regression.

#### Results

We have also successfully collected responses from around 100 correspondents who participated in our research. The data was gathered using a questionnaire created through Google Forms. This platform allowed us to distribute the survey efficiently and collect responses in an organized digital format. The questionnaire was then shared with drivers working on the Gojek platform, specifically targeting those involved in delivery services. By distributing the form directly to active drivers, we were able to obtain responses from individuals who have real experience working within the gig economy. The responses we received generally align with the expectations and objectives of our study. The participants provided useful information related to their motivations, experiences, and perspectives regarding their decision to join and work on the Gojek delivery platform. This indicates that the sampling and data collection method were appropriate for addressing the research questions. At the current stage of the research, we are in the process of analyzing the collected data. The responses from the drivers are being reviewed and organized to identify patterns, trends, and relationships among the variables studied. This analysis will help us better understand the key factors influencing drivers' motivations and their experiences within the platform. The results of this analysis will later contribute to the discussion and conclusions of the study.

#### Discussion / Conclusion

Our primary expectation is to systematically identify and analyze the complex interplay of economic and non-economic factors that motivate individuals to join the Gojek platform in Indonesia. Moving beyond previous descriptive studies, we expect to establish robust causal relationships by applying a quantitative-correlational design. We anticipate successfully gathering targeted data by surveying around 100 active Gojek drivers in Indonesia capital Jakarta. This will allow us to rigorously test six core variables, including Platform Trust, Work Flexibility, and Job Alternative Availability. Crucially, we expect our findings to transcend academic theory and provide highly actionable, data-driven insights for platform operators. We anticipate delivering concrete recommendations on how Gojek can refine its proprietary algorithms, enhance app features for transparent earnings, and tailor incentive programs to better support its workforce. Ultimately, our group expects this research to serve as a valuable benchmark for shaping sustainable labor practices and forward-looking policies within the broader ASEAN gig economy.

**Keywords:** *Gojek, Gig Economy, Driver Motivation, Platform Trust, Job Retention, Work Flexibility*

# S9: Global Trade, Tourism & Emerging Topics

Room: J605 | Afternoon (14:15–16:15)

Moderator: Rolando Chang | Discussant: Dr. Chulmo Koo

## S9-01

### Balancing Growth and Green: The Effects of Oil Price Shocks on GDP and Ecological Footprint in Latin American Oil Exporters

Sandra Lizbeth Pinargote Acuna\*

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#### Introduction

Economic growth and environmental sustainability present a significant challenge for oil-exporting economies that rely heavily on natural resource revenues. Oil price fluctuations influence fiscal stability, economic performance, and environmental outcomes in resource-dependent countries. Latin American oil exporters such as Brazil, Mexico, Colombia, Venezuela, Ecuador, and Argentina have experienced repeated oil market shocks over the past four decades, highlighting the vulnerability of their economic systems to external commodity price movements. While many studies focus on oil price volatility, relatively limited research examines how oil price returns simultaneously affect both economic growth and environmental pressure. This study addresses this gap by analyzing the relationship between oil price returns, economic growth, and ecological footprint in six Latin American oil-exporting countries between 1980 and 2022. The main research questions are: (1) How do oil price returns influence economic growth and ecological footprint? (2) Do these relationships change across different economic regimes, particularly before, during, and after the 2008 Global Financial Crisis? By integrating economic and environmental perspectives, the study aims to provide insights into how resource-dependent economies can pursue sustainable development while managing exposure to global oil market shocks.

#### Methodology

This study employs a dynamic Panel Vector Autoregression (Panel VAR) framework to examine the interactions between oil price returns, economic growth, and ecological footprint in the six Latin American oil-exporting countries. The analysis uses annual data obtained from international sources including the International Monetary Fund, the World Bank Commodity Price Database, and the Global Footprint Network. The endogenous variables include economic growth (real GDP growth rate), ecological footprint, and oil price returns calculated from Brent crude oil prices. The model also incorporates several exogenous variables, including global economic growth, exchange rate growth, and economic diversification indicators to control for external economic conditions and structural characteristics. The Panel VAR model captures dynamic feedback relationships among variables while allowing for country-level heterogeneity. Additional econometric analyses include Granger causality tests and impulse response functions to examine the direction and persistence of interactions between economic and environmental variables. Finally, a regime-dependent model is estimated to compare the behavior of these relationships across pre-crisis, crisis, and post-crisis periods surrounding the 2008 Global Financial Crisis.

#### Results

The empirical results reveal several important dynamics between oil price returns, economic growth, and ecological footprint. The baseline Panel VAR results show that oil price returns exert a statistically significant but relatively weak negative short-run effect on economic growth. In contrast, no direct significant effect of oil price returns on ecological footprint is observed in the full sample. Instead, environmental pressure appears highly persistent and closely linked to economic growth dynamics. Granger causality tests indicate a bidirectional relationship between economic growth and ecological footprint, suggesting that economic expansion increases environmental pressure while environmental conditions also influence future economic performance. The analysis also identifies bidirectional causality between oil price returns and economic growth, highlighting the strong interaction between oil market movements and macroeconomic performance in resource-dependent economies. The regime-dependent analysis further shows that these relationships change across economic periods. The connection between oil price returns and economic growth weakens during the financial crisis but becomes stronger in the post-crisis period, while environmental responses to oil price shocks appear delayed and indirect.

#### Discussion / Conclusion

This study contributes to the literature by jointly examining the economic and environmental consequences of oil price returns in resource-dependent economies. Unlike most studies that focus primarily on oil price volatility or economic outcomes alone, this research integrates economic growth and ecological footprint within a unified dynamic framework. The results highlight that environmental pressure in Latin American oil-exporting countries is closely linked to economic growth dynamics rather than direct oil price movements. Additionally, the regime-dependent analysis demonstrates that the relationship between oil price shocks and economic growth changes significantly across different economic periods. These findings emphasize the importance of diversification and stronger environmental governance to support long-term sustainable development in resource-dependent economies.

**Keywords:** Oil price returns, economic growth, ecological footprint, Panel VAR, Latin America, resource-dependent economies

## S9-02

### Firm Performance Determinants under the 2025 U.S. Reciprocal Tariff Shock: Evidence from Vietnamese Firms

Duong Muon Trieu, Nguyen Thi Hoa, Tran Huynh Kim Ngoc, Nguyen Nhu Anh, Tracy Wang\*  
Ming Chuan University

#### Introduction

Firm financial performance reflects not only operational efficiency but also a firm's capacity to withstand external economic shocks. This issue is particularly relevant in export-oriented emerging economies such as Vietnam, where firms are deeply integrated into global value chains and remain highly exposed to changes in international trade policy. The introduction of the 2025 U.S. Reciprocal Tariff Regime represents a significant trade-policy shock, imposing the 2025 U.S. reciprocal tariff policy on economies with large bilateral trade surpluses, including Vietnam. As the United States constitutes one of Vietnam's largest export markets, such measures are expected to alter cost structures, market access, and profitability for Vietnamese firms. While existing research has extensively examined the determinants of firm financial performance, most studies focus on stable economic conditions and rely primarily on mean-based empirical approaches. Consequently, limited evidence exists regarding how firm-level financial characteristics influence performance under major trade-policy disruptions, or whether these effects vary across firms with different financial conditions. This study addresses this gap by investigating how key financial determinants—firm size, leverage, liquidity, asset tangibility, sales growth, and interest coverage—affect the financial performance of Vietnamese listed firms and how these relationships change under the 2025 U.S. reciprocal tariff shock.

#### Methodology

This study employs a panel data approach using quarterly financial information from Vietnamese publicly listed firms across the Ho Chi Minh Stock Exchange (HOSE), Hanoi Stock Exchange (HNX), and UPCoM market. The dataset covers approximately 172 non-financial firms over the period from Q1 2021 to Q3 2025, capturing both pre-shock and tariff-shock periods. Financial institutions are excluded due to differences in regulatory structures and financial reporting standards. Firm performance is measured using two accounting-based indicators: Return on Assets (ROA) and Return on Equity (ROE), which collectively capture managerial efficiency, shareholder returns, and operational profitability. Key explanatory variables include firm size, financial leverage, liquidity, asset tangibility, and sales growth. A tariff-shock dummy variable identifies the period associated with the 2025 U.S. reciprocal tariff regime. The empirical strategy proceeds in three stages. First, firm fixed-effects panel regressions estimate baseline relationships between financial determinants and firm performance while controlling for unobserved heterogeneity. Second, interaction models are introduced to assess whether the tariff shock moderates these relationships. Third, panel quantile regression is applied to capture heterogeneous effects across the conditional distribution of firm performance.

#### Results

The empirical results from the panel and quantile regressions identify several key determinants of firm performance among Vietnamese listed firms. Across both ROA and ROE models, leverage exhibits a generally negative relationship with firm performance, indicating that higher debt burdens reduce profitability. In contrast, liquidity shows a consistently positive and statistically significant effect across most quantiles, suggesting that firms with stronger financial flexibility are better able to generate returns. Sales growth also contributes positively to firm performance, particularly at the lower and median quantiles, highlighting the importance of revenue expansion in supporting profitability. The quantile regression results reveal substantial heterogeneity across firms. The negative effect of leverage becomes stronger toward higher quantiles in the ROA model, indicating that debt burdens are increasingly detrimental among higher-performing firms. Liquidity shows increasingly positive effects at higher quantiles, suggesting that financial flexibility becomes more valuable for firms with stronger profitability. Interaction terms with the tariff dummy indicate differences between the pre-tariff and tariff periods. In particular, the interaction between sales growth and the tariff dummy is positive and statistically significant at the lower and median quantiles in both ROA and ROE models, suggesting that firms with stronger revenue growth were better able to sustain profitability during the tariff shock.

#### Discussion / Conclusion

The findings suggest that firm-level financial characteristics play a crucial role in determining corporate resilience to external trade shocks such as the 2025 U.S. reciprocal tariff policy. The negative relationship between leverage and firm performance indicates that firms with higher debt exposure face greater financial vulnerability when trade conditions deteriorate. Tariff shocks can increase production costs, disrupt supply chains, and reduce export demand, thereby placing greater pressure on firms with heavier financial obligations. The positive effects of liquidity and sales growth highlight the importance of financial flexibility and revenue expansion in maintaining profitability during periods of trade uncertainty. Firms with stronger liquidity positions are better able to absorb short-term shocks and sustain operations, while revenue growth reflects stronger market competitiveness and adaptability. The quantile regression results further indicate that the effects of firm characteristics vary across performance levels. Lower-performing firms rely more heavily on revenue growth to maintain profitability, while financial flexibility becomes increasingly important for higher-performing firms. Comparisons between the pre-tariff and tariff periods suggest that firms with stronger sales growth were better able to sustain performance during the tariff shock. Overall, the results underscore the importance of prudent financial management and revenue expansion strategies in enhancing firm resilience to trade policy disruptions.

**Keywords:** Firm Performance, U.S. Reciprocal Tariff Shock, Vietnamese Firms, Trade Policy Uncertainty, Financial Determinants

## S9-03

### How Small Taiwanese Businesses Restructure Their Sales Teams to Better Connect with Latin American Clients

Mongelos Fernandez Manuel Arsenio\*, Izaguirre Cardenas Carlos Andres, Marcellinus Michael Kurniawan  
*Ming Chuan University*

#### Introduction

Taiwanese small and medium-sized enterprises (SMEs) are gradually finding ways to expand abroad, but entering different markets, especially like Latin America is not easy. Cultural differences, language barriers, and unfamiliar business styles are the reasons for companies to make new clients difficult. This case study shows how Shang Dao Food Co., Ltd., a small Taiwanese food company, is changing its sales team to have a better opportunity in reaching clients from Mexico. This research is built based on three ideas: Cultural Intelligence (CQ), which refers to a person's ability to adapt and work effectively across cultures; Intercultural Communication Competence (ICC), which focuses on how people communicate across cultural differences; and Brand Loyalty, which examines how trust and relationships lead to long-term client commitment. Most of the research on these topics are based on Western companies, leaving a gap in the understanding of how Taiwanese businesses manage these challenges. This case study seeks to fill that gap by showing how a real company is handling cultural differences in its daily operations and what other Taiwanese SMEs can learn from this experience.

#### Methodology

This research uses a qualitative case study approach focused on Shang Dao Food Co., Ltd. We decided to use this method because we wanted to understand how and why processes happen inside the company, not just measure numbers. Data was collected through two sources. First, semi-structured interviews with 4 to 6 participants, including manager, sales representatives, and internal coordination staff. Each interview lasts 20 minutes or less and covers topics like cultural challenges, communication strategies, and client relationship building. Second, one of the authors worked at Shang Dao Food CO., Ltd., before as an international sales representative, so personal observations and experiences were also used as a data source. This firsthand perspective helps us to understand the company's processes more deeply. All the data was analyzed using thematic analysis, where we focus on identifying patterns and recurring themes across interviews. To make sure the findings are accurate and trustworthy, we used multiple data sources so the participants could review their responses and were clear about the researcher's past connection to the company.

#### Results

Considering that this study is still in progress, the results are still not available. However, based on the data collected so far and the theoretical framework guiding this research, we predict that this company faces typical challenges while dealing with Latin America clients, such as language differences, different expectations on times and relationships, and different negotiation styles. We also expect the finding to show that hiring bilingual and culturally aware sales representatives is one of the best company's strategies to overcome these barriers. Internally, knowledge sharing, trial-and-error learning and meetings among team members are expected to play a crucial role to build the team's cultural competence. On the side of client relationships, early observations showed that adapting communication styles and showing cultural awareness helps build trust with Latin American clients, that later on, helps to a stronger brand loyalty.

#### Discussion / Conclusion

This study contributes to existing research by focusing on a small Taiwanese company rather than a large Western corporation, which is where most CQ and ICC studies are concentrated. The case of Shang Dao Food shows that cultural intelligence is not just an individual skill but something that can be built into a team through the right hiring decisions, internal communication, and organizational structure. The relationship between how a sales team communicates internally and how it performs externally with foreign clients is an important insight that other Taiwanese SMEs can apply. This study proves that building brand loyalty in Latin America is not just about the product but also about patience and understanding the culture. There are some limitations to keep in mind such as this is a single company case study, the sample size is small, and one of the researchers has a personal connection to the company. Which could have introduced a positive bias toward the company along with how findings are presented. Given these limitations, Future research should look at multiple companies across different Latin American markets to see if these findings apply more broadly.

**Keywords:** *cultural intelligence, intercultural communication, brand loyalty, Taiwanese SMEs, Latin America, international expansion*

## S9-04

### Enhancing Student Learning in an EMI Management Course through Problem-Based Learning

Pei-Chen Chang\*

Ming Chuan University

#### Introduction

This study aims to enhance student learning outcomes in a second-year undergraduate Management course delivered through English as a Medium of Instruction (EMI). In recent years, declining student engagement and increasing diversity in English proficiency levels have posed challenges for traditional lecture-based instruction. As students must process technical knowledge in a second language, differences in English proficiency may affect their comprehension, participation, and overall learning outcomes in EMI classrooms. To address these challenges, interactive and student-centered teaching approaches are increasingly adopted in college classrooms. Problem-Based Learning (PBL) has been widely recognized as an effective pedagogy that promotes active learning, collaboration, and the application of knowledge to real-world problems. Although previous studies have examined EMI in higher education and the benefits of PBL in various disciplines, few studies specifically explore the integration of PBL in EMI management courses, particularly through instructor-led classroom research. In addition, most EMI research focuses on language-related challenges rather than examining specific pedagogical strategies and their combined effects on student engagement, disciplinary learning, and English proficiency. To address this gap, this study investigates the integration of PBL and EMI strategies in an undergraduate management course. The research addresses the following questions: 1. How does integrating PBL into an EMI management course affect student engagement and participation? 2. How do EMI instructional strategies support students with different English proficiency levels? 3. How do these approaches influence students' learning outcomes and understanding of management concepts?

#### Methodology

This study adopts an action research approach to examine the impact of integrating Problem-Based Learning (PBL) with English as a Medium of Instruction (EMI) in an undergraduate Management course. Participants include approximately 30 to 40 second-year undergraduate students enrolled in an undergraduate program that integrates creativity and business education at a private university in Taiwan. The class consists of both local and international students with diverse academic backgrounds and varying levels of English proficiency. To evaluate students' English ability in the EMI context, pre- and post-course English proficiency tests are administered. These tests measure students' general English skills. The course integrates PBL activities through discussions, case analyses, and a final group project. The final group project adopts a PBL approach in which students identify and analyze a real organizational problem, such as ineffective communication, low employee motivation, or team conflict. Using management theories discussed in class, students diagnose the causes of the problem and propose practical solutions to improve managerial effectiveness. Data collection combines qualitative and quantitative methods, including classroom observations, surveys, and analysis of student performance data such as quizzes, assignments, and final project outcomes. These data are used to evaluate changes in student engagement, English proficiency, and learning outcomes.

#### Results

The study is expected to demonstrate that integrating Problem-Based Learning (PBL) into an English as a Medium of Instruction (EMI) management course can enhance student engagement, critical thinking, and the application of management concepts. PBL activities are anticipated to encourage students to actively participate in discussions, collaborate with peers, and analyze real-world management scenarios, leading to deeper understanding of course material. In terms of language learning, refined EMI strategies (such as structured lecture materials, visual aids, and collaborative learning activities) are expected to support students with varying levels of English proficiency. These strategies may reduce language barriers and improve students' comprehension of management content delivered in English. Quantitative data from quizzes, assignments, and final projects will be analyzed to determine whether students have acquired and applied the professional knowledge and management concepts taught in the course. In addition, survey results may indicate increased levels of student motivation, participation, and perceived learning effectiveness. Overall, the expected findings may suggest that combining PBL with EMI can create a more interactive and inclusive learning environment, helping students better understand management concepts while developing their academic English skills.

#### Discussion / Conclusion

This study contributes to the growing body of research on active learning strategies in English as a Medium of Instruction (EMI) contexts by examining how Problem-Based Learning (PBL) can enhance student learning in a business management course delivered in English. The findings are expected to demonstrate that combining PBL with EMI can create a more engaging learning environment that supports both disciplinary understanding and language development. One key contribution of the study is its focus on balancing content learning with language support in EMI classrooms. By incorporating PBL activities that require students to apply management theories to practical problems, the course design encourages deeper cognitive engagement while allowing students to practice disciplinary communication in English. The research also highlights the importance of instructional scaffolding in EMI courses, particularly for students with diverse language backgrounds. Strategies such as collaborative discussions, structured learning materials, and interactive activities may help reduce language barriers and promote active participation. Overall, the results provide practical insights for instructors teaching business and management courses in EMI settings and may inform curriculum design aimed at strengthening student-centered learning in internationalized higher education programs.

**Keywords:** *Problem-based learning (PBL), English as a medium of instruction (EMI), Business and management education, Student engagement, Learning outcomes*

## S9-05

### Impact of Cheerleader Involvement and Team Image on Attendance Intentions: The Moderating Role of South Korean Cheerleaders in Taiwan

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#### Introduction

In recent years, the Chinese Professional Baseball League (CPBL) has entered a new epoch characterized by an augmented emphasis not solely on athletic events but also on what has been designated as the "Cheerleader Economy." Cheerleaders have transitioned from being mere sidelines supporters to essential assets that integrate entertainment with brand promotion. This advancement has been notably intensified by the recent "Korean wave" (including personalities such as Lee Da-hye), which has ignited substantial enthusiasm and has significantly transformed the fan experience. This progression warrants a critical inquiry: Does the charisma exhibited by cheerleaders genuinely influence fans' perceptions of their team, and does it effectively promote increased ticket sales and merchandise acquisitions? While the majority of extant academic literature concentrates on aspects such as game quality and player performance, there exists a conspicuous gap in systematic research exploring how cheerleaders—who do not directly impact the outcome of the game—affect fan behavior. The present study seeks to address this lacuna by investigating the extent to which fan engagement with cheerleaders influences perceptions of "team image" and "purchase intention." Simultaneously, the study questions the significance of the "nationality" factor: specifically, whether it exerts a measurable impact on fans' perceptions when a cheerleader is local as opposed to Korean. Our research model adopts "team image" as a mediating variable—serving as an intermediary that translates fan enthusiasm into concrete purchasing behavior. Furthermore, we examine whether nationality functions as a moderating variable, potentially augmenting the relationship between fans' affinity for cheerleaders and their identification with the team. In essence, cheerleaders serve as an emotional conduit; when this conduit is strong, fans are more inclined to develop a positive perception of the team's brand and are more willing to increase their financial support.

#### Methodology

study employs a quantitative research design to examine the influence of cheerleaders in professional baseball in Taiwan. Data collection was conducted using a convenience sampling method. To ensure demographic diversity, the survey was distributed via Dcard, the PTT Baseball board, and various fan communities, thereby capturing perspectives from supporters of multiple teams rather than a single entity. All measurement items are derived from prior research to ensure consistency and validity.

#### Results

One hundred fifty-six participants submitted their responses via Google Forms, resulting in the removal of eight incomplete surveys. Consequently, a total of 148 participants were included in the analysis. Among the participants, 57.4% identified as male, while 42.6% identified as female. Over 90% of participants are under 35 years of age. Regarding regional distribution, 51% reside in the northern region of Taiwan, 29.1% in the southern region, and only 15.5% in the central region. Notably, 92.6% of participants reported watching CPBL, whereas only 7.4% reported not watching it. Cheerleader Involvement, Team Image, Cheerleader Nationality, and Brand Attitude all show a correlation ( $p < .001$ ) with Purchase Intention. As for the Reliability Analysis, all Cronbach's Alpha values are above 83%. Model fit test indicates significance ( $p < .001$ ). We are continuing with further analysis.

#### Discussion / Conclusion

Previous research on sports marketing has primarily examined how game quality, team performance, or star players influence fan behavior, rarely considering cheerleaders as independent variables with their own brand value. This study uniquely introduces "nationality" as a moderator within the "Involvement-Image-Intention" model. It makes two key academic contributions: first, by applying the "Country of Origin Effect" from marketing to "Human Brands," it investigates how transnational performers shape local consumer perceptions; second, it broadens the explanatory scope of Social Identity Theory in sports, testing whether fan identification with out-group members (foreign players) can lead to support for the in-group (home team) in a globalized setting. At the socio-cultural level, this study reflects how Taiwan consumes transnational cultural products amidst the wave of globalization. The introduction of Korean cheerleaders is not merely a commercial act but a concrete manifestation of the fusion between "Hallyu" (Korean Wave) culture and local Taiwanese sports culture. By exploring the degree of fan involvement with cheerleaders of different nationalities, this study helps to understand how cross-cultural exchange influences local audiences' aesthetic standards and consumption values. It also analyzes the critical role of sports events as cultural vehicles in facilitating international cultural exchange and shaping new forms of fan economies.

**Keywords:** CPBL, Taiwan, Cheerleaders Involvement, Team Image, Purchase Intention, Nationality

# Poster Session

Displayed during breaks and lunch | Hallway

**P-01**

## Total Cost of Ownership Analysis for Distributed CBRS Sensing Using Low-Cost Software-Defined Radios

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### Introduction

The deployment of wide-area spectrum sensing networks is critical for tiered access environments like the Citizens Broadband Radio Service. These networks are historically constrained by prohibitive infrastructure overhead. While low-cost software-defined radios present a potential solution to democratize sensing, the economic impact of their varying receiver sensitivities on required network density remains poorly quantified. This study addresses the research gap by evaluating 45 commercial software-defined radio platforms to identify a severe infrastructure scaling penalty. The central research question examines the extent to which receiver sensitivity, rather than unit hardware price, drives total network expenditure. Our results prove that prioritizing high-sensitivity front-ends reduces required sensor node density by 60 percent and cuts total deployment costs by over 50 percent. Ultimately, this framework provides spectrum managers with a predictive economic model for hardware procurement, establishing a viable foundation for future large-scale decentralized spectrum analysis and federated learning deployments at the network edge.

### Methodology

To establish a cost-effective physical layer, a market survey evaluated 45 commercial software-defined radio platforms, isolating a low-cost sub-tier priced at 700 USD or less. Candidate hardware was required to tune the 3.55 to 3.7 GHz frequency band and support raw data export. The framework utilizes the maximum detection radius as the primary constraint variable, derived from receiver sensitivity and noise figures. A simulated 625 square kilometer suburban region was modeled with a 30 dB statistical clutter loss. Total required node density was calculated based on the detection area of a single sensor. The economic model separates base hardware price from a fixed, conservative deployment overhead of 2,800 USD per node, covering site leasing, weatherproof enclosures, and power provisioning. Total Cost of Ownership was then calculated as the product of node count and the sum of hardware and overhead expenses. This methodology allows for the mathematical isolation of the scaling penalty by proving how unit savings are negated by forced increases in node density.

### Results

The simulation results define the infrastructure scaling penalty, showing that hardware with higher noise figures necessitates a profoundly denser network to maintain detection reliability. For the 625 square kilometer region, the high-sensitivity bladeRF 2.0 achieves coverage with 40 nodes. The ADALM-PLUTO performs similarly, requiring 42 nodes for a Total Cost of Ownership of 124,950 USD. Conversely, lower-tier hardware forces a density of 105 nodes, which represents a 150 percent increase in infrastructure requirements compared to the ADALM-PLUTO. Despite the RadioHound having the lowest unit price of 100 USD, its Total Cost of Ownership reaches 304,500 USD due to an additional 176,400 USD in pure deployment overhead. These findings prove that base unit price is dwarfed by the 2,800 USD overhead cost associated with each required installation. Prioritizing high-sensitivity front-ends effectively reduces total network expenditure by over 50 percent. These results demonstrate that minimizing node density is the most critical factor in wide-area network design to bypass aggressive scaling of project expenditure.

### Discussion / Conclusion

This study fundamentally challenges prevailing procurement strategies that prioritize the lowest unit cost, as they inadvertently trigger severe infrastructure scaling penalties. The unique contribution of this framework is the identification of the paradox of cheap hardware, where minor per-unit savings can result in hundreds of thousands of dollars in additional project expenditure. Beyond economic optimization, establishing a low-density, high-sensitivity physical layer is a vital prerequisite for managing the computational load of wide-area sensing, which is useful for physical hardware optimization to AI infrastructure.

**Keywords:** CBRS, Cost-Optimization, Distributed Sensing, Edge Computing, Federated Learning, Software-Defined Radio

**P-02****Can Environmental, Social, and Governance (ESG) Disclosure Reduce Regulatory Risk? Evidence from Taiwan's Banking Industry**Chia-Ching Lin<sup>1</sup>, Szu-Hua G. Fu<sup>\*2</sup><sup>1</sup>Ling Tung University; <sup>2</sup>Ming Chuan University**Introduction**

As Environmental, Social, and Governance (ESG) requirements become more prominent in global finance, an important question remains: Does greater ESG disclosure reflect substantive governance quality, or is it mainly symbolic? This issue is especially important in the banking sector, where weaknesses in internal control and compliance often result in regulatory sanctions. While prior research has examined the relationship between ESG and financial performance, less attention has been paid to whether ESG disclosure is associated with lower operational and compliance risk, particularly in Asian markets such as Taiwan. This study addresses this gap by examining whether greater ESG disclosure is associated with a lower incidence and severity of future regulatory sanctions in Taiwan's banking industry.

**Methodology**

The sample includes all listed, over-the-counter (OTC), and publicly issued banks in Taiwan from 2015 to 2024. ESG disclosure intensity is measured using textual analysis of annual reports based on the frequency of ESG-related keywords. Regulatory risk is captured using official sanction records issued by Taiwan's Financial Supervisory Commission (FSC). Three outcomes are examined: sanction occurrence, sanction frequency, and total monetary penalty. The empirical analysis employs panel fixed-effects, logit, and Tobit models, while controlling for board structure, employee composition, bank size, leverage, and other firm-specific characteristics.

**Results**

The results show a significant negative association between ESG disclosure intensity and future regulatory sanctions. Banks with more extensive ESG-related disclosure are less likely to be sanctioned. Among sanctioned institutions, higher prior ESG disclosure is associated with both fewer infractions and lower aggregate penalties. The findings also indicate that this relationship is stronger among government-affiliated banks than among privately owned banks. In addition, banks tend to increase their ESG disclosure following sanction events, suggesting that sanctions may prompt a more active disclosure response.

**Discussion / Conclusion**

Overall, the findings suggest that ESG disclosure in Taiwan's banking sector is associated with more favorable governance-related outcomes rather than purely symbolic reporting. This study contributes to the management and ESG literature by showing that non-financial disclosure may provide useful information about organizational discipline, risk oversight, and regulatory vulnerability in a highly regulated industry. The findings also offer practical implications for managers, regulators, and investors evaluating governance quality, institutional resilience, and risk management capacity. More broadly, the results suggest that ESG disclosure may serve as a meaningful organizational signal in settings where compliance and legitimacy are especially important.

**Keywords:** *ESG disclosure; text analysis; compliance risk; regulatory sanctions; banking industry*