

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

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

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 <i>Ming Chuan University</i>
S1-02	The Impact of AI-Assisted Decision-Making on Consumers' Purchase Intention: The Mediating Role of Satisfying Consumer Experience Min-Shi Liu ¹ , Jun-Jie Yeh ² ¹ National Chung Cheng University; ² Kang Chiao International School
S1-03	How AI-Assisted Shopping Shapes Consumer Decision Processes: The Mediating Role of Consumer Experience Min-Shi Liu ¹ , Kang-Po Hsiung ² ¹ National Chung Cheng University; ² Asia American International Academy
S1-04	Applying Neuromarketing to Analyze and Improve Shopee's User Interface Dao Xuan Mai*, Lai Thi Xuan Mai <i>Ming Chuan University</i>
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* <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

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 <i>Ming Chuan University</i>
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 <i>Ming Chuan University</i>
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* <i>Ming Chuan University</i>
S2-04	Ethical Considerations and Consumer Psychology: Explaining Variations Among Young Adults in the Sunscreen Industry Nutch Kitwaoratanon*, Pornphachnan Chaiyodburana, Audrey Khoo Jia Jie, Tushig Nomin <i>Ming Chuan University</i>
S2-05	When Talk Isn't Walked: Employee Perceptions and Reactions to Corporate Greenwashing in Taiwan's Convenience Store Industry Voranch 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

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 Thanh-Sang Ngo*, Elizabeth Xia, Stephanie Eliana, Angelique Margareth, Michelle Amanda <i>Ming Chuan University</i>
S3-02	The Effect of Influencer Type and Content Type on Vietnamese Gen Z's Engagement and Purchase Intention in the Skincare Industry Dien Thi Thanh Thao*, Le Ngo Thuy Trang, Nguyen Thi Ha, Trinh Thi Thu Huong <i>Ming Chuan University</i>
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 Yotsavadee Pontip*, Sirapattorn Satrasakul, Sutima Lertpongsopon, Kodchakorn Wiseswong <i>Ming Chuan University</i>
S3-04	From Ordinary to Iconic: Media Construction of Everyday Heroes in WeChoice Awards Nguyen, Thai Hoang Hanh* <i>Ho Chi Minh City University of Foreign Languages - Information Technology (HUFLIT), Vietnam</i>
S3-05	The Role of Media and Advertising in Facilitating the Penetration of Indonesian Products into Global Markets 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

S4-01	Cultural Branding and National Image: Vietnam and Taiwan in the Global Media Landscape Since 2021 Truong Thi Le Hong*, Thai Hoang Hanh Nguyen <i>Ho Chi Minh City University of Foreign Languages - Information Technology (HUFLIT), Vietnam</i>
S4-02	Natural Disaster or Governance Failure? Media Framing and Responsibility Attribution in the Hualien Flood Crisis An-Chun Teng*, Chia-Ju Lin <i>Ming Chuan University</i>
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 <i>Ming Chuan University</i>
S4-04	Digital Shadows and Workplace Engagement: Addressing Bedtime Procrastination and Burnout in the Gen Z Workforce Conna Yang* <i>Ming Chuan University</i>
S4-05	How Doomscrolling Shapes Gen Z's Willingness to Engage in Long-Term Relationships 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

S5-01	Building Organizational Green Innovation Capability through ESG Digital Transformation Lin Jui Hua* <i>St. John's University, Taiwan</i>
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 <i>Dong A University, Vietnam</i>
S5-03	Carbon Credits: Lessons from the European Union for Taiwan and Vietnam's Emission Markets Nguyen Van Tan Dat* <i>Ming Chuan University</i>
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) <i>Ming Chuan University</i>
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 <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

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

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 <i>Ming Chuan University</i>
S7-02	Measuring the Digital Age: Benchmarking Frontier AI Models Against Occupational Abilities Truong Gia Bao*, Nguyen Nu Nguyet Ninh <i>Ming Chuan University</i>
S7-03	The Development of AI-Related Curriculum in Taiwanese Universities Kevie Frederick*, Zwele Mtsetfua <i>Ming Chuan University</i>
S7-04	Digital Tools Shape AI Use Patterns: Evidence from 70 Countries Joseph Lavallee ¹ , Scott Sommers ¹ , Amy Shumin Chen ² , Bruno Di Giusto ¹ ¹ <i>Ming Chuan University</i> ; ² <i>National Tsing Hua University</i>
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* <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

S8-01	The Impact of Language and Cultural Distance on Manufacturing Productivity: The Mediating Role of Managerial Adaptation in Taiwanese FDI Enterprises in Vietnam Yung-Kuei Liang*, Tran Thanh Dat <i>Tatung University</i>
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 Sisor, Gabriela Alejandra Flores, Tracy Wang* <i>Ming Chuan University</i>
S8-03	Language Barrier of International Students in Taiwan: The Effects on Job-Finding Outcomes Ngo Le Quynh Nhu*, Tien Tam Dan <i>Ming Chuan University</i>
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* <i>Ming Chuan University</i>
S8-05	Motivations for Joining the Gojek Delivery Platform: A Study of Driver Perceptions in the Gig Economy Raifan Syahman Zein*, Kelvin Chandra Ho, Gendy V, Gracelynne 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

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* <i>Ming Chuan University</i>
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* <i>Ming Chuan University</i>
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 <i>Ming Chuan University</i>
S9-04	Enhancing Student Learning in an EMI Management Course through Problem-Based Learning Pei-Chen Chang* <i>Ming Chuan University</i>
S9-05	Impact of Cheerleader Involvement and Team Image on Attendance Intentions: The Moderating Role of South Korean Cheerleaders in Taiwan Chung-Hsuan Wu, I-No Huang, I-Shan Tu, David H. T. Tsai* <i>Ming Chuan University</i>

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Poster Session

Displayed during breaks and lunch | Hallway | 2 posters

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

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