

2026 International Conference on Contemporary Management Conference Agenda

Date: May 29 – May 30, 2026 (Friday & Saturday)

Location: College of Management, Da-Yeh University Venue: B101, B102, B106, B107, B205, B207, B208

Date	Time	Program	Venue
May 29 (Fri)	14:00-16:00	Registration	Lobby of Management College Building
	14:00-17:00	Poster Presentation	Lobby of Management College Building
May 30 (Sat)	08:30-12:00	Registration	Lobby of Management College Building
	09:00-10:30	Oral Presentation Session 1	Management College Building 1-2F
	10:30-10:45	Coffee Break	Lobby of Management College Building
	10:45-11:30	Keynote Speech Speaker 1: Dr. Nobutaka Odake, Visiting Professor, Yamagata University, Japan Speaker 2: President Otgonbat Barkhuu, Global Leadership University, Mongolia (Online)	Administration Building A505
	11:30-12:00	Opening Ceremony / Award Presentation	
	12:10-13:30	Lunch	Lobby of Management College Building
	13:15-15:00	Oral Presentation Session 2	Management College Building 1-2F
	15:00-15:15	Award Presentation / Coffee Break	Management College Building B106
	15:15-16:45	Oral Presentation Session 3	Management College Building 1-2F
	16:45-17:00	Closing Ceremony / Award Presentation	Management College Building B106
	18:00-20:00	Farewell Banquet	Yuanlin - Ado Thai Restaurant ※Departing from Da-Yeh University at 17:20

場地(Session)		第 1 場次(Oral Presentation Session 1)		
時間(Time)		09:00-10:30		
第 A 場地 Session A B101	順序	主持兼評論	常棕盛/大葉大學	發表人
		1	AI 時代下公務員的角色展演：高夫曼戲劇理論的視角分析	
	2	中小企業數位轉型之關鍵能力建構：行銷漏斗與 CRM 整合之質性個案研究		林善豐/大葉大學
	3	不同創作模式對設計創造力之影響：傳統手作、AI 生成與人機協作的實證研究		蕭玉秀/建國科技大學
第 B 場地 Session B B102	S/N	Chair and comment	Chien-Hsin Lin / Da-Yeh University	Presenters
	1	Product Quality or Service Experience? Consumer Satisfaction and Purchase Decisions in Mongolia's Euro-5 Fuel Market		Undraa Battulga / Da-Yeh University
	2	Examining Domestic Tourism Price Controversy, eWOM Sentiment, and Transformation Directions through Social Media Comments: Evidence from a Threads Accommodation Post		Kun-Hao Wu / Kaohsiung University of Hospitality and Tourism
	3	Multidimensional Clustering Analysis of Tourism Spots in the Itoshima–Munakata Region: A Comparative Study of SOM, Hierarchical Clustering, DBSCAN, and LDA Using Wikipedia Text Data		Takashi Iwamoto / Fukuyama Heisei University
4	Adoption and Application of Robots, Artificial Intelligence, and Service Automation (RAISA) in the Food Service Industry		Sheng-Chang Yu / Kaohsiung University of Hospitality and Tourism	
第 C 場地 Session C B106	S/N	Chair and comment	Yi-Ping Chen / Da-Yeh University	Presenters
	1	The Impact of Sustainable Leadership on Employees' Psychological Processes of Green Creativity under Environmental Turbulence		Minh Van Nguyen / Da-Yeh University
	2	The interaction effect of tourist experience, social support and self-efficacy on tourist engagement in low-carbon tourism		Shu-Min Wan / Da-Yeh University
	3	Validating the Triple Bottom Line Framework in Semiconductor Manufacturing: ESG Interdependencies and Business Model Heterogeneity		Pham Tran Phuong Uyen / Formosa University
4	The Impact of Nonfinancial Incentives on Sustainability Performance: Evidence from Integrated Reporting in Japan		Kevin Massmann / Tokyo International University	
第 D 場地 Session D B107	S/N	Chair and comment	Meng-Hsu Hsu / Da-Yeh University	Presenters
	1	Retention Intention Among Table Tennis Coaching Professionals in Taiwan: A Multi-Perspective Analysis of Organisational Support, Leadership Style, and Work Stress— With Application of a Managerial Short-Termism Framework		An-Lun Tsai / Da-Yeh University
	2	How employees' emotional intelligence mitigates quiet quitting: A dual-path mediation model		Hung-Tsai Wang / Da-Yeh University
	3	Enhancing Detection Precision and Reducing Missed Defects in AI-Based Visual Inspection of PET Preforms Using YOLOv11 and Multi-Condition Illumination Strategies		Quang Thi Ai Tran / National Formosa University
4	Determinants Influencing Digital-Banking Services Among College Students in Saint Vincent and the Grenadines: A Parsimonious UTAUT Model		Darron Rodan John / Dong Hwa University	
第 E 場地 Session E B205	S/N	Chair and comment	Tsai Chen / Da-Yeh University	Presenters
	1	Exploring Incentives for Installing EV EMS Charging Facilities: A Case Study of a Residential Complex in Taichung City		Ming-Fong Jhang / Feng Chia University
	2	The Research on Organizational Ethical Climate, Psychological Safety and Whistleblowing Intention		Cheng-Chieh Chang / Da-Yeh University
	3	Impulse Buying in TikTok Livestream Fashion Retail: Evidence from Young Consumers in Vietnam		Mai Dinh Khiem / Ming Chuan University
4	Should Brands Take Sides? An Integrated Multi-Path Framework Examining the Effect of Brand Support for Social Issues on Purchase Decisions in Indonesia		Abraham Gilbert Wijaya / Dayeh University	

場地(Session)		第 1 場次(Oral Presentation Session 1)		
時間(Time)		09:00-10:30		
第 F 場地 Session F B207	順序	主持兼評論	賴奕豪/大葉大學	發表人
	1	黃金與鑽石於長期價值保存與財富傳承之比較		翁頂升/嘉義大學
	2	解構市場內生幾何：金融節奏與市場（不）效率之社會經濟學理論		姚成瑞/大葉大學
	3	不同投資策略下股票與 ETF 績效之比較研究		朱婕妮/大葉大學
第 G 場地 Session G B208	順序	主持兼評論	張阜民/朝陽科技大學	發表人
	1	精實生產導入自黏商標材料產業之研究—以 K 公司為例		劉丁嘉/虎尾科技大學
	2	開放式創新社群中使用者生成內容對創意構想之研究		蔡佩鐸/國立嘉義大學
	3	風險管理導入戰機武器系統維護作業之研究-以嘉義機場為例		賴思翰/虎尾科技大學
場次(Session)		第 2 場次(Oral Presentation Session 2)		
時間(Time)		13:30-15:00		
第 A 場地 Session A B101	順序	主持兼評論	陳元陽/國立台中科技大學	發表人
	1	基層警察在取締酒駕勤務中的情緒勞動 —以新北市某分局為例		黃琬情/國立政治大學
	2	網絡能力與知識隱藏的相關性探討：工作重塑的中介與正念領導的調節作用		鐘婉榕/國立中山大學
	3	製造業數位轉型投資與營運績效之關係：數位動態能力之中介角色		陳建富/大葉大學
第 B 場地 Session B B102	S/N	Chair and comment	Hui-Ling Tung / Da-Yeh University	Presenters
	1	AI Ethical Governance and ESG Performance in E-commerce Firms: A Moderated Mediation Model of Responsible AI Practices, Transparency, and Stakeholder Trust		Nguyen Trong Truong Son / Da-Yeh University
	2	THE PARADOX OF COMPLIANCE: HOW ANTI-CORRUPTION GOVERNANCE ENHANCES OCCUPATIONAL SAFETY BY MITIGATING MANAGEMENT REDUNDANCY		Cheng-Ruei Yao / Da-Yeh University
	3	Linking after-hours work connectivity to work engagement: Examining a dual pathway model		Shu-Min Wan / Da-Yeh University
第 C 場地 Session C B106	S/N	Chair and comment	Weishen Wu / Da-Yeh University	Presenters
	1	An analysis of Japan's 7th Basic Science, Technology, and Innovation Basic Plan		Yaeko Mitsumori / The University of Osaka
	2	Beyond Compliance: Institutional Co-Design and Ethical Behavior Management in Professional Sports Governance — A Multi-Stakeholder Qualitative Study of Volleyball's Green Cards System and Video Challenge System		Hsin-Hung Ho / National Tsing Hua University
	3	The State of Digital Transformation in Japan from the Perspective of a Kaizen Expert		Masahiro Shibuya / Tokyo Metropolitan University
第 D 場地 Session D B107	S/N	Chair and comment	Jian-Bin Shih / Da-Yeh University	Presenters
	1	Nostalgic Tourism and Psychological Well-being among Veterans: The Mediating Role of Authentic Pride in Military Service		Tsai Chen / Da-Yeh University
	2	Extending AI-Driven Nudge Strategies for Tourist Dispersal in the Setouchi Region: An Open-Data SOM Approach Integrating Wikipedia Evidence		Takashi Iwamoto/ Fukuyama Heisei University
	3	Time Flies When You Are Having Fun: Perceived Time Compression, Social Media Engagement, and Post-Tour Evaluations in Experiential Tourism		Jung-Hsiu Lo / Da-Yeh University
第 E 場地 Session E B205	順序	主持兼評論	陳翔/德明財經科技大學	發表人
	1	白沙屯媽祖進香之活動衝擊與治理正當性危機		古凱全/大葉大學
	2	職工福利委員會創新營運模式績效		賴禎祥/彰化基督教醫院
	3	科技業工程師工作壓力、生活品質與組織承諾之研究		黃喬巖/虎尾科技大學
第 F 場地 Session F B207	順序	主持兼評論	吳勝景/大葉大學	發表人
	1	台灣股票 ETF 與台灣美國公債 ETF 資產配置之實證研究:以 0050 與 00679B 投資組合為例		陳建宇/虎尾科技大學
	2	台股市場之長短期量化交易策略績效評估與適用性分析		陳傑恩/彰化師範大學
	3	審計失敗事件對同產業公司盈餘管理行為之外溢效果—以財報重編與金管會裁罰為例		梁恩熏/大葉大學
第 G 場地 Session G B208	順序	主持兼評論	翁頂升/國立嘉義大學	發表人
	1	國小英語特色課程、學校行銷策略、教育設施品質與家長滿意度之關聯研究-以彰化市三所國民小學為例		傅郁珊/建國科技大學
	2	環境態度對綠色產品購買行為之探討-以環境價值、環境知識、內疚感、自我控制為調節變數		涂之盛/彰化師範大學
	3	代間預期之財富移轉研究：以以房養老為例		李宇昌/臺中科技大學
	4	限時動態銷售模式對消費者購買意願之影響		陳子郡/大葉大學

場次(Session)		第 3 場次(Oral Presentation Session 3)		
時間(Time)		15:15-16:45		
第 A 場地 Session A B101	順序	主持兼評論	李建國/實踐大學	發表人
	1	運用深度學習建立臉型特徵與帽款風格之適配模型研究		陳亭蓉/大葉大學
	2	應用自然語言處理探討寵物社群文本之語意特徵、情緒傾向與互動反應		詹薰瑜/大葉大學
	3	基於機器視覺的高精度米即時檢測系統		陳筵燁/大葉大學
	4	AI 語音學習管理系統對外籍生華語文學習績效之研究:以 MyCT 為例		陳嘉怡/開南大學
第 B 場地 Session B B102	S/N	Chair and comment	Meng-I Tsai / Da-Yeh University	Presenters
	1	Endogenous Interbank Network Formation with Learning-Based Approach to Systemic Risk Measurement		Haoyu Zhang/ Fukuoka Institute of Technology
	2	Study of Supplier Evaluation Methods Using Financial Statements		Yukiko Kamiya / Nagoya Institute of Technology
	3	Case Analysis of Accounting Fraud at Nidec Group – Issues and Improvement Measures in Governance and Internal Control –		Takashi Ishijima/ Hosei University
	4	A Study on DX of Supply Chains Management in Japan		Tetsuro Saisho/ Kokushikan University
第 C 場地 Session C B106	S/N	Chair and comment	Feng-Hua Yang / Da-Yeh University	Presenters
	1	The effect of communication, leadership, and cultural intelligence on employee performance in Taiwanese companies in India.		Durgesh Kumar / Nanhua university
	2	Leader-Member Exchange and Organizational Citizenship Behavior Directed toward The Organization: The Mediating Role of Psychological Empowerment And Psychological Contract Breach		Chien-Chih Wang / Da-Yeh University
	3	Does Personality Moderate Justice, Trust, and Organization Citizenship Behavior? Evidence from China		Chenrui Huang / Toyo University
	4	Antecedents of Whistleblowing Intention in the Public Sector: The Dual-Pathway Role of Legal Protection in Multi-Ethnic Governance		Edilson Eduardo Junior / Da-Yeh University
第 D 場地 Session D B107	順序	主持兼評論	林擎天/大葉大學	發表人
	1	考量低碳旅遊之親子景點決策研究—以中部縣市為例		方于珊/建國科技大學
	2	工作壓力、休閒涉入及社會支持對幸福感之影響研究—以彰化縣公立國小教師為例		施建彬/大葉大學
	3	建構數據驅動的山地戶外運動風險防控體系		古凱全/大葉大學
第 E 場地 Session E B205	S/N	Chair and comment	Mei-Hsin Wang/ National Yunlin University of Science and Technology	Presenters
	1	品牌價值與企業 ESG 揭露層級-台灣上市櫃公司的實證分析		簡逸正/國立宜蘭大學
	2	碳排放量對公司績效之影響-以食品產業為例		念鈺嵐/東海大學
	3	The Impact of Corporate Innovation on ESG Performance: Taiwanese Firms		Jo-Ting Wang / Feng Chia University
第 F 場地 Session F B207	順序	主持兼評論	劉政淮/國立台中科技大學	發表人
	1	SDGs 下之綠色成本探討：以等待選擇權角度分析		黃國展/大葉大學
	2	大學生理財知識與零用金管理行為之關聯		黃妙芳/虎尾科技大學
	3	員工適配度與審計品質的關係——兼論虛擬社群歸屬感		劉旻翰/大葉大學
	4	酒田戰法於現代股市技術分析之應用研討		廖興南/大葉大學
第 G 場地 Session G B208	順序	主持兼評論	楊秉森/大葉大學	發表人
	1	應用 FMEA 於蛋雞場飼養流程之風險評估—以動物福利平飼系統為例		涂孝萱/虎尾科技大學
	2	應用層級分析法探討加盟選擇關鍵因素之研究—以火鍋業為例		許軒豪/建國科技大學
	3	考量綠色採購之資訊產品購買通路決策選擇之研究		林品宇/建國科技大學
	4	青年參與地方治理之行動模式：以南投縣青年社造計畫為例		葉偉傑/朝陽科技大學

※每篇論文報告時間共 20 分鐘，包含報告 15 分鐘(第 15 分鐘按一次鈴提醒)、評論 5 分鐘(第 20 分鐘按兩次鈴結束)。

Each paper is allotted 20 minutes: 15 minutes for the presentation (a bell will ring once at the 15th minute) and 5 minutes for commentary (a double bell will signal the end at the 20th minute).

※請著正式服裝上台報告，會場提供 E 化講桌(含電腦、投影設備及簡報筆)，請將簡報檔案自行存入講桌電腦中。Please wear formal attire for your presentation. The venue will be equipped with a digital podium (including a computer, projector, and presentation pointer). Kindly upload your presentation file in advance onto the podium computer.

※響應環保，請自備環保杯與餐具。

To support environmental sustainability, please bring your own reusable cup and utensils.