

PROGRAM* (Finalized Version)

DAY 1 (April 4th, 2025) In-person	DAY 2 (April 5th, 2025) In-person	DAY 3 (April 6th, 2025) Online
8:20 In-person presenters collect name badges from the service desk (11/F)		
8:30-11:00 Sessions A1 , B1	8:30-10:20 Sessions A2 , B2	9:00-11:00 Sessions A3 , B3 , C3
11:00-11:15 Coffee break	10:20-10:35 Coffee break	11:00-11:15 Break
11:15-11:45 Keynote Speech**	10:35-12:00 Sessions C2 , D2	11:15-13:15 Sessions D3 , E3 , F3
12:00-13:00 Lunch (Restaurant, L/F)	12:00-13:00 Lunch (Restaurant, L/F)	13:15-13:30 Break
13:00-15:00 Sessions E1 , F1	13:00-15:00 Sessions E2 , F2	13:30-15:30 Sessions G3 , H3
15:00-15:15 Coffee break	15:00-15:15 Coffee break	End of Program
15:15-17:00 Sessions G1 , H1	15:15-17:00 Sessions G2 , H2	

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

** **Venue: Orchid 4, 11/F; Zoom ID: [5847253394](#).**

Keynote Address: Prof. Peera Charoenporn, Dean, Faculty of Economics, Thammasat University.

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

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

Guide to Speakers and Session Chairs

- Please be ready in the session five minutes before the schedule.
- Each paper has **10 minutes for presentation + 3 minutes for Q&A**. The session chair should remind each speaker three minutes before the time he/she is expected to end the presentation. If a speaker goes beyond the time allotted, the session chair should remind him/her to end the presentation.
- SIBR assumes no responsibility if you are unable to finish your presentation in your assigned session for any reasons.
- **In-person presentation (Days 1-2):** LCD projector and computer will be provided in each conference room.
 - You should save your presentation file on your own USB drive.
 - You should not connect your own computer to the projector.
 - Wi-Fi will not be provided at the conference venue.
- **Online presentation (Day 3):** Download the Zoom Client from <https://www.zoom.us> and install it on your computer.
 - Before the conference, you should test your computer webcam and microphone in the Zoom waiting room. The password for entering the Zoom meeting rooms will be sent by email before the conference.

Online Conference Proceedings

- The conference proceedings will be published at <http://sibresearch.org/past-2025-bangkok.html>.

Conference Pack

- **In-person and online presentations:** you will receive by email a conference pack before the conference.
- **In-person presentations only:** On **either Day 1 or Day 2**, you will collect your name badge from the service desk. **The name badges will be sorted by the attending authors' first names. Collection of name badges will be self-service.** Non-registered guests (without a name badge) will not be admitted. *The service desk will be closed during lunch time.*

Conference Venue – Jasmine City Hotel (11th Floor)

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

Session A1: ACCOUNTING & FINANCE (venue: Orchid 3, 11/F)

Chair: Dirk Baur (University of Western Australia)

Are Climate Bonds Hedgers for Stock Markets? New Insights from the Transfer-Entropy Approach (b25-023)

Speaker: Sónia R. Bentes (ISCAL)

Investment Companies in African Stock Markets: Do they Outperform? Evidence from the Stock Exchange of Mauritius (b25-024)

Speaker: Sunil Bundoo (University of Mauritius)

Director Interlocks and Banker-Directors' Board Advising Role on R&D Investment: Effect of Enforcement Actions (b25-025)

Speaker: Taufiq Choudhry (University of Southampton) **SIBR Best Paper Award**

Can Cryptocurrency or Gold Rescue BRICS Stocks Amid the Russia-Ukraine Conflict? (b25-032)

Speaker: Martin Enilov (University of Southampton)

The Effect of Mergers and Acquisitions (M&As) on ESG Performance, Firm Value, and Profitability: Evidence from the ASEAN-5 from 2011-2022 (b25-127)

Speaker: Arnel Onesimo Uy (De La Salle University)

Corporate Social Responsibility and CEO Discipline (b25-149)

Speaker: Dung Pham (Shippensburg University)

Technological Innovation Under Ambiguity and Climate Policy Risk (b25-156)

Speaker: Ariel Viale (Palm Beach Atlantic University) **SIBR Best Paper Award**

Tackling Climate Change - Investing to Strand Coal (b25-189)

Speaker: Dirk Baur (University of Western Australia)

Session B1: ECONOMIC, SOCIAL & GLOBAL DEVELOPMENT (venue: Orchid 4, 11/F)

Chair: Dennis McCornac (Georgetown University Qatar)

Convergence, Divergence, and Fiscal Equalization: Multilevel Fiscal Governance and the Impact on German Laender (b25-043)

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

Beyond Nash Bargaining: Applying Alternative Solutions to Intra-Household Bargaining Power (b25-060)

Speaker: Sylvain Baumann (University of Le Havre Normandy)

At-Risk: A Brief Guide for Economists (b25-178)

Speaker: Jan Podivinsky (University of Southampton)

The Triangle of Love: Mental Well-Being and Perceived Stress (b25-186)

Speaker: Betül Ayça (Trakya University)

Scarcity and Urgency Messages in Online Advertisements and their Association with Attitudes for Functional and Symbolic Aspects of Vitamins and Supplements (b25-026)

Speaker: Joshua Fogel (Brooklyn College of the City University of New York)

Economic and Geopolitical Ramifications of Israel-Iran Tensions in 2024: A MENA and Global Market Analysis (b25-075)

Speaker: Dennis McCornac (Georgetown University Qatar) & Si Liu (Hamad Bin Khalifa University)

Session E1: MANAGEMENT & MARKETING (venue: Orchid 3, 11/F)

Chair: Beata Maria De Ocampo (De La Salle University)

Growth and Sustainability of Philippine Businesses (b25-105)

Speaker: Aida Velasco (De La Salle University; Manila Business College)

Quo Vadis, Philippine Innovation? (b25-135)

Speaker: Aida Velasco (De La Salle University; Manila Business College)

Empowering Micro-Entrepreneurs: Assessing the Moderating Effect of Access to Finance on the Relationship Between Myopic Decision-Making and the Business Performance of Low Income Household Micro-Enterprises Across the City of Manila (b25-081)

Speaker: Harvey Ong (De La Salle University)

Exploring Workplace Romance Dynamics in the Organizational Culture: A Study on How Workplace Romance Influences Social Impact on Organizational Performance in the Hospitality Industry in Metro Manila (b25-082)

Speaker: Harvey Ong (De La Salle University) **SIBR Best Paper Award**

Gen Z in the Mix: Leadership Theories Shaping Preferences in the New Workforce (b25-066)

Speaker: Anecito Jubac (Far Eastern University)

Are your Members on Board? How Leadership and Generational Diversity Drive Change Readiness (b25-145)

Speaker: Rocel Apolonio (Far Eastern University)

Eliminating Bias: The Role of Blind Hiring in Promoting Workplace Diversity (b25-019)

Speaker: Jessie Quierrez (Polytechnic University of the Philippines)

Click the Yellow Basket: How TikTok Influencer Marketing Affects Consumers' Purchase Intention (b25-016)

Speakers: Gianne Chelsea Hinolan, John Nelson Andaya, & Beata Maria De Ocampo (De La Salle University)

Session F1: MARKETING & CONSUMER BEHAVIOR (venue: Orchid 4, 11/F)

Chair: Manuel Tanpoco (De La Salle University)

Enhancing Consumer Experience in Food Halls: An Analysis of Satisfaction, Quality Attributes, and Behavioral Intentions in the Context of the Davao Region, Philippines (b25-068)

Speaker: Sharon Binoya (University of Southeastern Philippines)

Modeling Customer Satisfaction Using SERVQUAL: A Case of Accredited Hotels in Davao City (b25-125)

Speaker: Sharon Binoya (University of Southeastern Philippines)

The Influence of Service Innovation and Service Quality on Customer Satisfaction and Customer Loyalty in ABC Bank (b25-086)

Speakers: Jaylen Fampo & Kriza Airel Lat Carpio (De La Salle Lipa)

Final Farewell: Examining Customer Experience and Satisfaction at X Funeral Chapels in Davao City (b25-159)

Speaker: Roby Pagong (University of Southeastern Philippines)

Mental-Accounting-Based Consumer Spending Behavior (b25-196)

Speaker: Marcellia Susan (Maranatha Christian University)

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Green Human Resource Management Practices and Its Influence on Employee Green Behavior: A Systematic Literature Review (b25-017)

Speaker: Ann-Lyn Vinuya (Polytechnic University of the Philippines)

The Influence of Attractiveness, Familiarity, and Trustworthiness of Financial Advisors on Perceived Value and Decision to Purchase Insurance Products (b25-187)

Speaker: Manuel Tanpoco (De La Salle University)

Revolutionizing Urban Commutes: Assessing Factors Affecting Ride-Hailing Usage and Student Commuter Satisfaction (b25-188)

Speaker: Manuel Tanpoco (De La Salle University)

Session G1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Orchid 3, 11/F)

Chair: Euamporn Phijaisanit (Thammasat University)

Assessing the Importance of Indicators Related to Agriculture and Water Resources for Drought Prevention (b25-029)

Speaker: Li-Ren Yang (Tamkang University)

Tourist Village Digitalisation Practices: Systematic Review of Articles in SINTA Indexed National Journal of Tourism (b25-061)

Speaker: Antonius Budisusila (Sanata Dharma University)

Sustainable Tourism Development in The Menoreh Mountains Area from Yogyakarta International Airport to Borobudur Temple, Indonesia (b25-054)

Speaker: Victoria Sundari Handoko (Universitas Atma Jaya Yogyakarta)

The Influence of Local Food Consumption by Domestic Tourists in the Development of Sustainable Tourism in the Davao Region, Philippines (b25-065)

Speaker: Arggie Roy Busalla (University of Southeastern Philippines)

ESG Integration, Efficiency, and Innovation: Unveiling the Path to Carbon Reduction in G20 Countries (b25-053)

Speaker: Abhisek Mahanta (Indian Institute of Technology Bhubaneswar) **SIBR Best Paper Award**

Female Leadership in the Modern Workplace as Perceived by the Filipino Community (b25-020)

Speaker: Jennifer Munsayac (Polytechnic University of the Philippines)

The EU CBAM and the ASEAN Dilemma: A Game-Theoretic Analysis of Cooperation and Competition Among Member States (b25-206)

Speaker: Euamporn Phijaisanit (Thammasat University)

Session H1: EDUCATION & EDUCATIONAL MANAGEMENT (venue: Orchid 4, 11/F)

Chair: Maureen Gelle-Jimenez (University of Santo Tomas)

A Comparative Analysis of Students and Instructors Perceptions of E-Learning Quality (b25-011)

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

Optimization of Padlets as Student Triggers in the Creation of Kemis ngARTis (b25-012)

Speaker: Rizqi Maulana (Universitas Pendidikan Indonesia)

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A Feasibility on Establishing an Academy for Talents and Skills in the City of San Pedro, Laguna: A Case Study (b25-085)

Speaker: Gerald Sapinoso (De La Salle University)

Uncovering USEP's Core Competencies (b25-063)

Speaker: Stephanie Palconit (University of Southeastern Philippines)

Managing the Public University Position Promotion Process: Reducing Waste through Lean Principles (b25-176)

Speaker: Pathumkan Khaopanya (Khon Kaen University)

Onsite versus Online Application of Academic Records: Evaluating the Preference of Stakeholders of a Comprehensive Higher Education Institution (b25-157)

Speakers: Ferwin Jimenez & Maureen Gelle-Jimenez (University of Santo Tomas)

Session A2: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Orchid 3, 11/F)

Chair: Norihiko Takeuchi (Waseda University)

The Effects of Socioemotional Wealth on Internationalization: The Moderating Role of Performance–aspiration Gap (b25-045)

Speaker: Yunshi Liu (National Yunlin University of Science & Technology)

Applying Artificial Intelligence to Effectively Manage and Reduce Medication Errors in Medical Institutions: A Case Study of Taichung City Pharmacy C (b25-076)

Speaker: Wei-yuan Ho (Feng Chia University)

Enhancing Collaboration in Community Pharmacies: Insights from Organizational Commitment (b25-106)

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

Success and Failure of SMMES: What We Have Learned and What We Still Need to Know (b25-124)

Speaker: Edward Rankhumise (Tshwane University of Technology)

Comparison of Innovative Business Models in China's Pet Industry - Analysis Based on Business Model Diagram (b25-133)

Speaker: Mei Kuo Hua (Feng Chia University)

The Role of Affective States in Understanding Aging Workforce Motivation Management (b25-147)

Speaker: Norihiko Takeuchi (Waseda University)

Session B2: ACCOUNTING & FINANCE (venue: Orchid 4, 11/F)

Chair: Edna Delantar (De La Salle University)

Effect of Financial Ratios on Financial Distress of Industrial PLCs in the Philippines and the Moderating Role of Board Demographics and COVID-19 (b25-079)

Speaker: Lourence G. Delfin Jr. (University of the Philippines Visayas)

Logistic Regression and Random Forest Model Based Early Warning System Models for Assessing an Equity Market Crisis in ASEAN-5 + 3 Countries (b25-183)

Speaker: Tomas Tiu (De La Salle University)

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Predicting the Post-IPO Financial Performance of ASEAN - 5 Firms: A Class-Based Logistic Regression, XGBoost, and Support Vector Machine Approach (b25-184)
Speaker: Tomas Tiu (De La Salle University)

Comparison of Financial Decision Making Between Generation Z and Other Generations: A Mental Accounting Perspective (b25-191)
Speaker: Hamfri Djajadikerta (Parahyangan Catholic University)

The Effects of Corporate Green Bonds on Financial Performance of Domestic Universal Philippine Banks (b25-198)
Speaker: Ma. Lily Antonina Eres (University of Santo Tomas)

Does Going Green Pay Off? The Link Between ESG and Financial Health in ASEAN-4 (2018-2022) (b25-077)
Speaker: Edna Delantar (De La Salle University)

Weathering the Storms: Riding the Downturn: An Integrated GARCH Model Analysis of M&A Activity, Stock Returns, and Market Volatility in ASEAN-5 During the Period of 2010-2022 (b25-131)
Speaker: Edna Delantar (De La Salle University)

Session C2: ORGANIZATION, INNOVATION & FINANCIAL MANAGEMENT (venue: Orchid 3, 11/F)

Chair: Ria Satyarini (Universitas Katolik Parahyangan)

The Impact of Transformational Leadership on Service Performance: The Mediating Roles of Work Climate and Job Satisfaction in Taiwan and Indonesia (b25-117)
Speaker: Priscilla Valencia Yonathan (National Quemoy University)

Factors Influencing the Kitchen Staff Performance of Restaurants in Iloilo City (b25-146)
Speakers: Abigail Dondoyano, Hannah Angelika Iniego, Jose Frias III, Pullynn Joyce Aguas, Shaira C. Taran, & Shazney C. Pormilos (University of the Philippines High School in Iloilo)

Knowledge Sharing Culture: A Systematic Literature Review (b25-035)
Speaker: Nabilah Ramadhan (Universitas Pendidikan Indonesia)

Report Mobile: An Innovation of Android-Based MSME Financial Reporting System Application to Support and Strengthen MSMEs in the Digital Economy Era (b25-137)
Speaker: Ayu Asari (Universitas Pendidikan Indonesia)

Exploring Model of Innovation in Modest Fashion Industry in Different Industrial Scales (b25-148)
Speaker: Ria Satyarini (Universitas Katolik Parahyangan)

Session D2: ACCOUNTING & FINANCE (venue: Orchid 4, 11/F)

Chair: I Putu Sugiarta Sanjaya (Universitas Atma Jaya Yogyakarta)

The Role of Green Bonds in Increasing Corporate Value and Sustainability in Indonesia (b25-111)
Speaker: Jessica Triardi (National Quemoy University)

Technology Momentum, Insider Trading, and Market Efficiency (b25-092)
Speaker: Yunju Cha (National Chengchi University) **SIBR Best Paper Award**

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Investigating Financial Statement Fraud: A Fraud Pentagon Analysis in Consumer Non-Cyclicals Firms in Indonesia (b25-193)

Speaker: Yohanes Mario Pratama (Universitas Atma Jaya Yogyakarta)

Enterprise Risk Management and Firm Value: The Case of Indonesian Infrastructure Sector (b25-192)

Speaker: Wimpie Yustino Setiawan (Universitas Atma Jaya Yogyakarta)

Investment Decision on ESG Mutual Fund in Thailand (b25-208)

Speaker: Atchayapa Keeratisontorn (Thammasat University)

Environmental, Social, and Governance on Firm Value (b25-197)

Speaker: I Putu Sugiarta Sanjaya (Universitas Atma Jaya Yogyakarta)

Session E2: SOCIO-ECONOMIC DEVELOPMENT & POLICY (venue: Orchid 3, 11/F)

Chair: Monthien Satimanon (Thammasat University)

Bridging the Gap: The Mediating Role of Financial Behaviour in Improving Financial Well-Being Among Youth in Sabah, Malaysia (b25-047)

Speaker: Avnner Chardles Wellfren (Universiti Malaysia Sabah)

An Analysis on the Impact of Social Influence and Financial Literacy on the Spending and Saving Habits of College Students Studying in Intramuros, Manila (b25-094)

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

Public-Private Partnerships in Renewable Energy Development: Socio-Cultural and Institutional Challenges in Indonesia (b25-116)

Speaker: Adinda Nur Safitri (National Quemoy University)

Personal Risk Management and Data Privacy Awareness in Indonesia: Challenges and Insights (b25-119)

Speaker: Amelia Setiawan (Parahyangan Catholic University)

The Interface between Competition and Data Protection Law: What Malaysia Can Learn from the Case of Facebook (b25-046)

Speaker: Nasarudin Abdul Rahman (International Islamic University Malaysia)

The Influence of Language Politeness on the Effectiveness of Student Communication in Academic Discussions (b25-164)

Speaker: Asep Hidayatullah (Universitas Pendidikan Indonesia)

The Impact of Carbon Tax on Thai Economy: The Analysis Using Computable General Equilibrium (b25-039)

Speaker: Panchanok Siripanich (Thammasat University)

Low Fertility in Thailand: Evidence from MICS 2022 Using a Control Function Approach (b25-205)

Speaker: Monthien Satimanon (Thammasat University)

Session F2: MARKETING & CONSUMER BEHAVIOR (venue: Orchid 4, 11/F)

Chair: Pensri Jaroenwanit (Khon Kaen University)

The Psychological Impact of College Students' Social Media Engagement: A Case Study of Instagram (b25-074)

Speaker: Yi Hao Kuo (National Quemoy University)

Analyzing Responses of Different Consumer Segments on Gamification to Foster Pro-Environmental Behavior and Green Purchase Intention (b25-112)

Speaker: Litanisa Putri Caesaria (National Quemoy University)

Exploring Effective Omnichannel Marketing Strategies for New Makeup Brands in the Indonesian Market (b25-113)

Speaker: Amalia Khoirunnisa (National Quemoy University)

The Impact of High Ethical Standards on Consumer Satisfaction in the Food and Beverage Industry : “A Business Owner Perspective” (b25-118)

Speaker: Virginia Clarissa Alexandry (National Quemoy University)

The Moderating Role of Gender on Product Quality, Service and Discount Factors on Consumer Repurchases on E-Commerce Platforms in 3T Regions (b25-138)

Speaker: Alfred Liubana (Universitas Pendidikan Indonesia)

Actual and Ideal Self-Congruence in Brand Relationships (b25-080)

Speaker: Pensri Jaroenwanit (Khon Kaen University)

Emotional Brand Attachment and Its Behavioral Outcomes in the Thai Aviation Industry: A Comparative Study of Full-Service Airlines and Low-Cost Airlines (b25-120)

Speaker: Pensri Jaroenwanit (Khon Kaen University)

Session G2: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Orchid 3, 11/F)

Chair: David Kongpiwatana Narong (Mahidol University; Thammasat University; California Institute of Advanced Management)

The Impacts of the COVID-19 Pandemic on Suicide Rate in Thailand (b25-115)

Speaker: Arunee Punyasavatsut (Kasetsart University)

Forecasting of Natural Gas Demand in Thailand (b25-107)

Speaker: Dollada Promli (Khon Kaen University)

Forecasting Tourism Revenue in Thailand: A Machine Learning Framework (b25-036)

Speaker: Rapeeporn Santimalai (Thammasat University)

The Economic Burden Assessment on Non-Communicable Diseases in Thailand: A Spatial Investigation of Provincial Impacts (b25-207)

Speaker: Wimonsiri Kachantorn (Thammasat University)

Beyond GDP: Exploring the Relationship between Economic Indicators and Undernourishment in Indonesia, Malaysia, Philippines, and Thailand (b25-163)

Speaker: Marycris Albao (De La Salle University)

A Bibliometric Review of Circular Economy Research in Higher Education (2009 – 2024) (b25-095)

Speaker: David Kongpiwatana Narong (Mahidol University; Thammasat University; California Institute of Advanced Management)

Session H2: MARKETING, ORGANIZATION & FINANCE (venue: Orchid 4, 11/F)

Chair: Dioscoro Baylon (De La Salle University)

Financial Distress Prediction of Philippine Food Manufacturing Companies: The Emerging Market Score Model (b25-167)

Speaker: Liberty Patiu (De La Salle University)

Risk-return Trade-off on Foreign Exchange and Stock Market Connectedness: Does Investor Sentiment Matter? (b25-168)

Speaker: Liberty Patiu (De La Salle University)

The Mediating Role of Innovation in High-Performance Human Resource Management Practices and Firm Performance: The Case of Cottage Enterprises in the Philippines (b25-067)

Speaker: Karl Campos (University of Southeastern Philippines)

Consumer Buying Habits and Preferences Towards Green Skincare Products (b25-051)

Speakers: Kyraphielle D. Fortaleza, Maria Mariella E. Eclar, & Rexes C. Mombay Jr. (University of the Philippines High School in Iloilo)

Firm Characteristics and Debt Financing: The Case of Listed Property Firms in ASEAN4 (b25-169)

Speaker: Dioscoro Baylon (De La Salle University)

Impact of ESG Scores on Market Value of Utility Companies in Asia: The Role of Financial Performance as a Mediator (b25-195)

Speaker: Dioscoro Baylon (De La Salle University)

Session A3: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (Zoom: [5847253394](https://www.zoom.us/j/5847253394))

Chair: Fatemeh Alimohammadi (University of Southeastern Philippines)

Discussing the Willingness of Kinmen Residents to Open the Jinxia Bridge (b25-071)

Speaker: Tseng Wei Chi (National Quemoy University)

Inequality, Human Development Index, And Economics Growth: A Panel Data Study of Indonesian Provinces (b25-084)

Speaker: Nur Ellyanawati Esty Rahayu (Universitas Islam Indonesia)

Global Research Trends in Digital Financial Literacy: Insights from Bibliometric Analysis (b25-121)

Speaker: Stella (Bina Nusantara University)

Dynamic Interactions Between Residential Real Estate Price Index, Inflation, and Economic Growth in the Philippines: A Vector Autoregression Approach (b25-128)

Speaker: Estephany Gerona (De La Salle University)

Socio-Economic Determinants of Smallholder Farmers' Access to Microcredit in West Java, Indonesia (b25-129)

Speaker: Iin Aulia Syafira Syafa'at (Universitas Padjadjaran)

The Estimation of Illegal Cigarette Consumption and Trade in Thailand (2018-2023) (b25-209)

Speaker: Chalita Chayutrakorn (Thammasat University)

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Factors Affecting Oral Health-related Quality of Life (b25-211)

Speaker: Trin Phacharatechavanich (Rajamangala University of Technology Rattanakosin)

The Economics of Healthcare Access: Market Dynamics, Public-Private Balance, and Maternal Health in the Philippines (b25-170)

Speaker: Fatemeh Alimohammadi (University of Southeastern Philippines)

Session B3: MARKETING & CONSUMER BEHAVIOR (Zoom: [7783114694](https://www.zoom.us/j/7783114694))

Chair: Dimas Hendrawan (Yuan Ze University; Universitas Brawijaya)

The Influence of Game Streamers' Source Credibility on Perceived Value and Purchase Intention (b25-070)

Speaker: Bo An Hsieh (National Quemoy University)

The Impact of Relationship Benefits on Parent Satisfaction and Loyalty in Children's English Cram Schools (b25-073)

Speakers: Hui Min Chuang & Hui Chen Chen (National Quemoy University)

The Behavioral Intentions and Continuity Drivers for Subscription-Based Generative AI Tools: An Application of the UTAUT Model (b25-091)

Speaker: Yu Hsuan Kuo (National Quemoy University)

Influence of Social Media on Impulsive Buying (b25-109)

Speaker: Kendrew Gian Widjaja (National Quemoy University)

Exploring the Co-Branding Effects of TSMC and Apple on Brand Value and Their Impact on Consumer Behavior in the B2B2C Model (b25-142)

Speaker: Tzu-Ying Chou (National Quemoy University)

Student's Perception on Leadership Obligation and Financial Commitment for CSR in China (b25-055)

Speaker: Daisy T. Besing (University of Southeastern Philippines)

Factors Influencing Internationalization of Digital Firms: A Review of Recent Studies (b25-093)

Speaker: Sri Dharwiyanti (Universitas Katolik Parahyangan)

Extended Theory of Planned Behavior in Investigating Behavioral Intentions on Green Restaurants among Indonesian Consumers (b25-101)

Speaker: Dimas Hendrawan (Yuan Ze University; Universitas Brawijaya)

Session C3: ACCOUNTING & FINANCE (Zoom: [3277392296](https://www.zoom.us/j/3277392296))

Chair: Yingying Feng (Thammasat University)

AI-Driven Financial Analysis for Turnaround Strategies: Detecting Financial Stress Signals and Forecasting Recovery Paths (b25-058)

Speaker: Zi Yuan Wang (New York University)

Personality Traits, Self-Control, and Financial Behavior of Policyholders in Tarlac (b25-132)

Speaker: Sherwin John Gragasin (Tarlac State University)

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The Relationship Between Corporate Social Responsibility Disclosure and Financial Performance - A Case Study of Textile and Footwear Enterprises in Vietnam (b25-143)

Speaker: Nguyen Thanh Thuy (National Economics University, Vietnam)

Application of Artificial Intelligence-Genetic Algorithms for Portfolio Optimization on the ESG 45 Kehati Index of the Indonesia Stock Exchange (b25-180)

Speaker: Jemima Marsha (Universitas Pasundan)

Balancing Financial Strategies and Sustainability: The Role of CSR in Shaping Firm Value Amid the COVID-19 Crisis (b25-185)

Speaker: Agrianti Komalasari (Universitas Lampung)

A Conceptual and Systematic Literature Review of the Nature, Value, Function, and Form of Money in Islamic Perspective (b25-150)

Speaker: Tsumma Imamia (Universitas Brawijaya)

Creating Best Practices and Strategies for Incorporating Artificial Intelligence in the Decision-Making Process in Today's Evolving Workplace Environment (b25-190)

Speaker: Bob Barrett (University of Maryland Global Campus)

The Impact of Financial Incentive on Customers' Intention to Use Mobile Payment in China and Thailand (b25-210)

Speaker: Yingying Feng (Thammasat University)

Session D3: ACCOUNTING & FINANCE (Zoom: [5847253394](https://www.zoom.us/j/5847253394))

Chair: Adrie Putra (Universitas Esa Unggul)

The Effect of Overconfidence Bias, Loss Aversion, Underwriter Quality, and Short-Term Return on IPO Investment Decisions: The Mediation of Financial Literacy with Age and Investment Proportion as Control Variables (Case Study in Yogyakarta, Indonesia) (b25-160)

Speaker: Aditya Wardana (UPN Veteran Yogyakarta)

Survival Analysis of Indonesian Companies Post-IPO (2012-2022): The Impact of IPO Proceeds and Key Influencing Factors (b25-161)

Speaker: Aditya Wardana (UPN Veteran Yogyakarta)

Behavioral Model of Privacy Concern, Trust, and Self-Disclosure on Purchase Intention in Online Transactions in Indonesia (b25-069)

Speaker: Jatmiko (Universitas Esa Unggul)

Enhancing Company Value in Islamic Banking: The Role of Intellectual Capital and Islamic Corporate Governance (b25-100)

Speaker: Abdurrahman Hasan (Universitas Esa Unggul)

The Role of Capital Adequacy Ratio (CAR) in Moderating the Determinants of Net Interest Margin (NIM) in Regional Development Banks (BPD) in Indonesia (b25-110)

Speaker: Chajar Matari Fath Mala (Universitas Pembangunan Jaya)

Disjunction Behaviour : The Role of Information Content, Unsystematic Risk, and Environmental Uncertainty on Belief Revisions (b25-130)

Speaker: MF. Arrozi Adhikara (Universitas Esa Unggul)

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Enhancing MSME Growth through Technology Frames, E-Commerce, and Social Media Marketing (b25-139)
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Speaker: Henry Rufino (Tarlac State University)

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Speaker: Herwan Abdul Muhyi (Universitas Padjadjaran)

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Speaker: HN Hartikayanti (Universitas Jenderal Achmad Yani)

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Speaker: Sinta Putri Anggraini (Universitas Pembangunan Nasional "Veteran" Yogyakarta)

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Speaker: Sinta Putri Anggraini (Universitas Pembangunan Nasional "Veteran" Yogyakarta)

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Speaker: Dyah Sugandini (Universitas Pembangunan Nasional Veteran Yogyakarta)

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Speaker: Shri Dewi Applanaidu (Universiti Utara Malaysia)

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