

CONFERENCE PROGRAM

ICEBA 2023



SINGAPORE

FEBRUARY 26-28, 2023



9th

**2023 9TH INTERNATIONAL CONFERENCE ON
E-BUSINESS AND APPLICATIONS**

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WELCOME REMARKS

Welcome to the 2023 9th International Conference on E-Business and Applications (ICEBA 2023), a hybrid event held in Singapore and online from February 26-28, 2023. The conference offers a unique opportunity for attendees to network with like-minded individuals, exchange ideas and experiences, and expand their knowledge on the latest advancements in e-business and related fields, whether they are participating on-site or online. The discussions and presentations during the conference will provide valuable insights and new perspectives on the current state and future of e-business.

The conference will feature four keynote speeches from leading experts in the field, including Prof. Lee Pui Mun from the host institution, Singapore University of Social Sciences; Assoc. Prof. Chei Sian Lee from Nanyang Technological University, Singapore; Prof. Cheol Park from Korea University, South Korea; and Prof. Vinod Kumar from Carleton University, Canada. Additionally, there will be four invited speeches from distinguished professionals, including Prof. Kayhan Tajeddini from Tokyo International University, Japan; Assoc. Prof. Bambang Leo Handoko from Bina Nusantara University, Indonesia; Dr. Alexander Wollenberg from Khalifa University, UAE; and Prof. Firend Al. Rasch from American University of Malta, Malta. Moreover, there will be two on-site technical sessions and three online sessions, providing ample opportunities for attendees to engage with the speakers and each other.

The success of the 2023 9th International Conference on E-Business and Applications (ICEBA 2023) would not be possible without the tireless efforts of the organizers. Special thanks go to the Singapore University of Social Sciences (SUSS) for their leadership in bringing this event to life. The co-organizers, Sejong Institute of Management, Korea University, and Sensors and Systems Society of Singapore (SSS), as well as the technical support of Bina Nusantara University, Indonesia, are also acknowledged for their invaluable contributions.

The organizing committee's dedication to making this a successful event is greatly appreciated. Their hard work and attention to detail have ensured that the conference runs smoothly and meets the expectations of all participants. In addition, the contributions of the reviewers cannot be overstated. Their expert opinions and suggestions have helped to ensure the quality and relevance of the conference content.

Once again, thank you to all those who have been involved in making this conference a reality. We are confident that these keynote and invited speakers will provide valuable insights and thought-provoking discussions, and we hope that all attendees, whether participating in person or online, will have an enjoyable and productive experience and actively contribute to the success of the conference.

ICEBA 2023 Conference Committee

CONFERENCE COMMITTEE

Advisory Chairs

Prof. Bharatendra Rai, University of Massachusetts Dartmouth, USA

Prof. Vinod Kumar, Carleton University, Canada

Conference Chairs

Prof. Lee Pui Mun, Singapore University of Social Sciences, Singapore

Prof. Cheol Park, Korea University, South Korea

Program Committee Chairs

Prof. Gyu Myoung Lee, Liverpool John Moores University, UK

Assoc. Prof. Ding Ding, Singapore University of Social Sciences, Singapore

Prof. Kayhan Tajeddini, Tokyo International University, Japan

Assoc. Prof. Chei Sian Lee, Nanyang Technological University, Singapore

Assoc. Prof. Vanessa Shun Wah Liu, Singapore University of Social Sciences, Singapore

Assoc. Prof. James Tan Swee Chuan, Singapore University of Social Sciences, Singapore

Publicity Chairs

Assoc. Prof. Luke Peh Lu Chang, Singapore University of Social Sciences, Singapore

Assoc. Prof. Cuifeng Wu, Xiamen University of Technology, China

Prof. T. Ramayah, Universiti Sains Malaysia, Malaysia

Local Committee Chairs

Assoc. Prof. Teik-Cheng Lim, Singapore University of Social Sciences, Singapore

Assoc. Prof. Kong Cheen Lau, Singapore University of Social Sciences, Singapore

Poster Chairs

Prof. Firend Al. Rasch, American University of Malta, Malta

Dr. William Peñaflor Rey, Mapúa University, Philippines

Regional Chair

Prof. Prof. Muhammad Khurram Khan, King Saud University, Saudi Arabia

Website Chair

Assoc. Prof. Bambang Leo Handoko, Bina Nusantara University, Indonesia

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Asst. Prof. Chun Fai Carlin Chu, Hang Seng University of Hong Kong, China
Assoc. Prof. Meiryani, Bina Nusantara University, Indonesia,
Lecturer Lindawati, Bina Nusantara University, Indonesia
Prof. Pao-Cheng Lin, Longyan University, China
Lecturer Ren Jing, Singapore University of Social Sciences, Singapore
Asst. Prof. Kannapat Kankaew, Suan Sunandha Rajabhat University, Thailand
Lecturer Zhou Zihan, Singapore University of Social Sciences, Singapore
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Asst. Prof. Grace Lorraine D. Intal, Mapua University, Philippines
Lecturer Zhao Qitong, Singapore University of Social Sciences, Singapore
Lecturer Abu Muna Almaududi Ausat, University of Subang, Indonesia
Lecturer Army Justitia, Universitas Airlangga, Indonesia

GUIDELINES

FOR ONSITE ATTENDANCE

◆ DATE

Only on February 27th, 2023

- On-site Conference Speeches & Technical Sessions

◆ CONFERENCE VENUE

SUSS Blk C, Level 5, Seminar Room C. 5.10, Singapore University of Social Sciences

- Address: Singapore University of Social Sciences, 463 Clementi Road, Singapore 599494

◆ FOR ORAL PRESENTATION

- The duration of a presentation slot is 15 minutes. Please target your lecture for a duration of about 12 minutes for the presentation plus about 3 minutes for questions from the audience.
- Your punctual arrival and active involvement in each session will be highly appreciated.
- Get your presentation PPT or PDF files prepared and backed up.
- Laptop (with MS-Office & Adobe Reader), projector & screen, laser sticks will be provided by the conference organizer.

◆ DUPLICATION/RECORDING

- Unauthorized photography, audio taping, video recording, digital taping or any other form of duplication is prohibited in the conference.

◆ NAME BADGE

- For security purposes, delegates, speakers, exhibitors and staff are required to wear their name badge to all sessions and social functions. Entrance into sessions is restricted to registered delegates only.
- If you misplace your name badge, please see the staff at the registration desk to arrange a replacement.

◆ SECURITY

Please ensure that you take all items of value with you at all times when leaving a room. Do not leave bags or laptops unattended.

◆ SAFETY & WELL-BEING

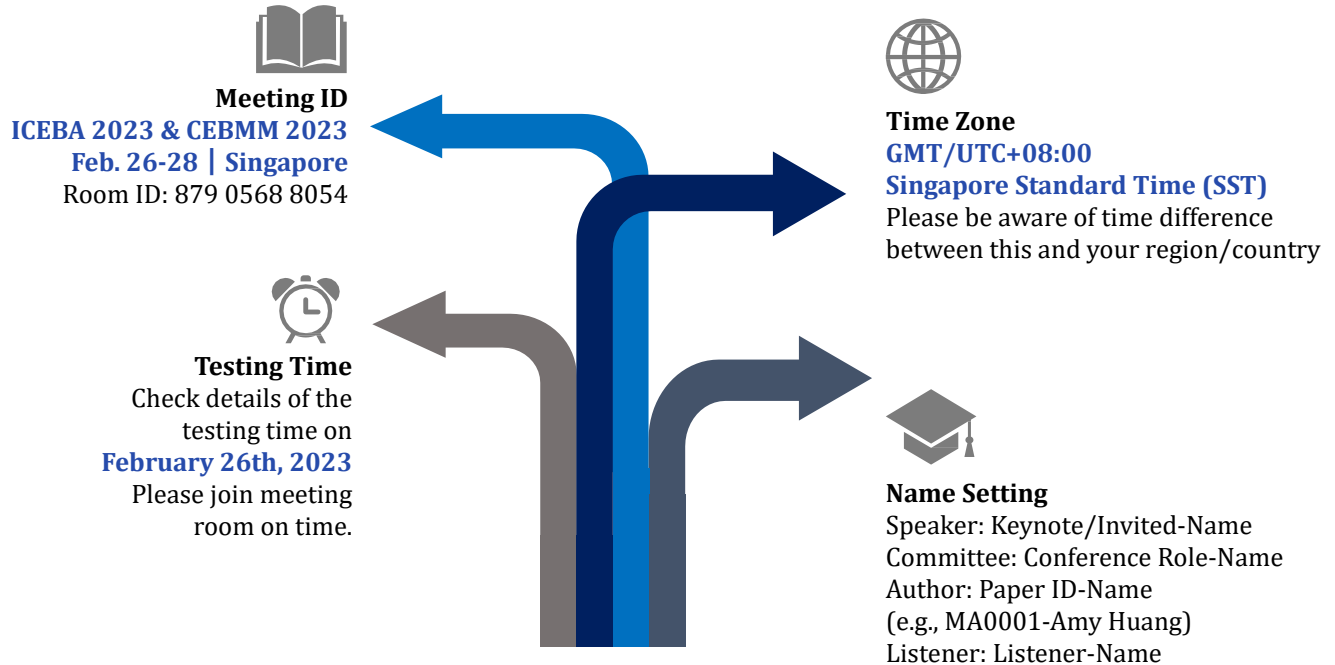
- You are required to wear face masks in public areas.
- Good hand hygiene is one of the most important steps individuals can take to protect themselves.
- Attendees are suggested to have a body temperature check prior to arriving at the venue.
- Signs of COVID-19 and/or with a fever of 37.3° or higher should be reported immediately.

◆ Wi-Fi ACCESS

- Network Name: SIM_Guests
- Username: ICEBA20230001
- Password: xf3bcw

GUIDELINES

FOR VIRTUAL ATTENDANCE



☒ **No Sign-in**
You can join the meeting without sign-in process. Just put the meeting ID and join us.

☒ **Download**
<https://zoom.us/download>

☒ **Environment**
Quiet Environment
Stable Internet Connection
Proper lighting

☒ **Assistance**
For any questions during the meeting day, Send privately message to "Assistant" for help.

Audio muted and video off (both indicated by a red slash).

Click to open Chat. This will allow you to chat with hosts and participants.

To share screen or contents.

Click to open the Reactions box. This will allow you to "Raise Hand" for Q&A discussion.

◆ **DATE**

February 27th, 28th, 2023

- Online Conference Speeches & Online Sessions

◆ **PLATFORM: ZOOM**

ICEBA 2023 & CEBMM 2023 | Feb. 26-28 | Singapore

- **Room ID:** 879 0568 8054
- **Password:** Singapore
- **Link:** <https://zoom.us/j/87905688054>
- General Users Download: <https://zoom.us/support/download>
- Zoom Help Center: <https://support.zoom.us>

◆ **TIME ZONE**

Singapore Standard Time (SST)—GMT/UTC+08:00

- Please make sure that both the clock and the time zone on your computer are set to Singapore Time beforehand.

◆ **TESTING TIME**

- Check details of the testing time on **February 26th, 2023**.

◆ **DEVICE**

- A computer with an internet connection (wired connection recommended);
- USB plug-in headset with a microphone (recommended for optimal audio quality);
- Webcam (optional): built-in or USB plug-in.

◆ **SIGN IN AND JOIN**

- Join a meeting without signing in: A Zoom account is not required if you join a meeting as a participant, but you cannot change the virtual background or edit the profile picture.
- Sign in with a Zoom account: All the functions are available.

◆ **VOICE CONTROL RULES**

- The host will mute all participants while entering the meeting.
- Speakers can unmute microphone when it is his or her turn for presentation.

◆ **CONFERENCE RECORDING**

- The whole conference will be recorded. We appreciate your proper behavior and appearance.
- The recording will be used for the conference reports among the committee. It won't be distributed to or shared with anyone else, and it shall not be used for commercial or illegal purpose. It will only be recorded by the staff; the presenters are not allowed to record.

CONFERENCE VENUE

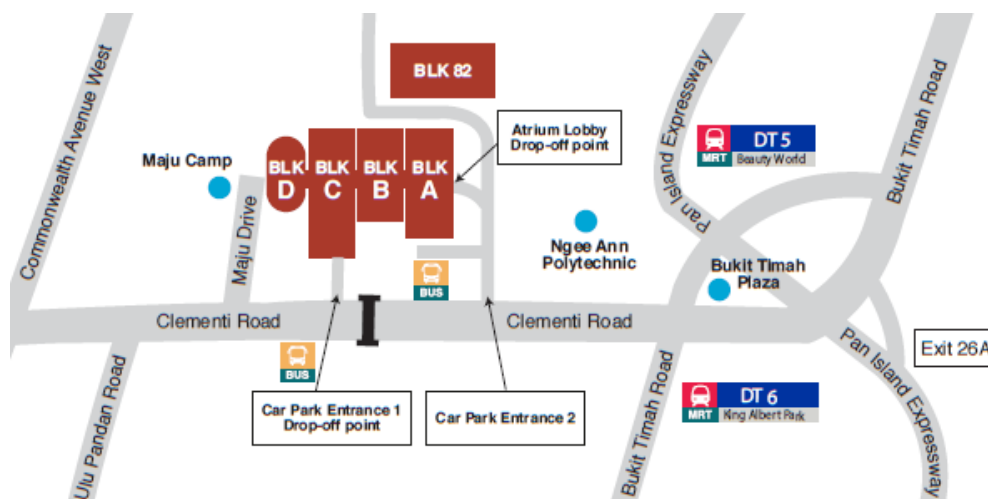


SUSS Blk C, Level 5, Seminar Room C. 5.10
Singapore University of Social Sciences

ADDRESS:

Singapore University of Social Sciences
463 Clementi Road
Singapore 599494

[Visitor Guide Download](#) (Click to download)



TRANSPORTATION

- ◆ By Car/Motorcycle:
Take Exit 26A along PIE and turn into Clementi Road
- ◆ By Taxi:
Enter Block C carpark to drop off at the round about
- ◆ By Bus:
52, 61, 74, 75, 151, 154, 184
- ◆ By MRT:
Alight at King Albert Park [Downtown Line, DT6] exit via Exit A to bus stop. Take bus 74, 151 or 154 from the same side and alight opposite SIM HQ

PARKING ON CAMPUS

- ◆ Charges:
Cars - \$1.28 per hour, based on 30-minute block charging
Motorcycles - Free
- ◆ Operating Hours:
6.00am to 11.59pm (Daily including Saturday, Sunday, Public Holidays)
Entrance to Blk A and C carpark open from 6.00 am and close at 12.00 am daily

CONFERENCE AGENDA

February 26th, 2023 | Sunday

ALL DAY-ONSITE		
TIME	EVENT	PLACE
10:00-17:00	Registration & Material Collecting	SUSS Blk C, Level 5 Seminar Room C. 5.10
ALL DAY-ONLINE		
TIME	EVENT	ZOOM INFO
10:30-11:30	Test Session Keynote Speakers, Invited Speakers, Session Chairs	Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054
11:30-14:00	Lunch Break	
14:00-16:00	Test Session Online Session 1, Online Session 2, Online Session 3	Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054

February 27th, 2023 | Monday

MORNING-ONSITE		
TIME	EVENT	PLACE
09:30-09:35	Opening Ceremony Assoc. Prof. Allan Chia Singapore University of Social Sciences, Singapore	SUSS Blk C, Level 5 Seminar Room C. 5.10
09:35-09:40	Welcome Remarks Assoc. Prof. Chei Sian Lee Nanyang Technological University, Singapore	SUSS Blk C, Level 5 Seminar Room C. 5.10
09:40-10:20	Keynote Speech I Prof. Lee Pui Mun Singapore University of Social Sciences, Singapore	SUSS Blk C, Level 5 Seminar Room C. 5.10
10:20-11:00	Keynote Speech II Assoc. Prof. Chei Sian Lee Nanyang Technological University, Singapore	SUSS Blk C, Level 5 Seminar Room C. 5.10
11:00-11:20	Group Photo & Coffee Break	
11:20-12:00	Keynote Speech III (Online) Prof. Cheol Park Korea University, South Korea	Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054

12:00-14:00	Lunch Break	Blk C, Level 5, Staff Lounge C5.04
AFTERNOON-ONSITE		
TIME	EVENT	PLACE
14:00-16:00	Technical Session 1 Economic Management and Marketing Session Chair —Prof. Lee Pui Mun MA2015-A MA2007 MA2004 MA2021 MA2023 MA2013-A MA2027 MA2020-A	SUSS Blk C, Level 5 Seminar Room C. 5.10
16:00-16:15	Coffee Break	
16:15-18:00	Technical Session 2 Business Digitalization and E-Commerce Analysis Session Chair —Assoc. Prof. Luke Peh Lu Chang MA3027 MA3122 MA3004 MA3018 MA3007 MA3003 MA3031	SUSS Blk C, Level 5 Seminar Room C. 5.10
18:30-19:30	Buffet	
AFTERNOON-ONLINE		
TIME	EVENT	PLACE
13:30-15:45	Online Session 1 E-Commerce, Consumer Behavior and Social Media Analysis Session Chair —Assoc. Prof. Bambang Leo Handoko MA3016 MA2006-A MA3102 MA2005-A MA3019 MA3030 MA3033 MA3024 MA3037	Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054
15:45-16:00	Coffee Break	
16:00-18:15	Online Session 2 Digital Finance, Applied Economics and Econometric Analysis Session Chair —Prof. Norie Yokoi MA3006 MA2014 MA2008 MA2022 MA3010 MA2011 MA3013 MA3107 MA2009	Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054

February 28th, 2023 | Tuesday

MORNING-ONLINE		
TIME	EVENT	ZOOM INFO
10:00-10:40	Keynote Speech IV Chancellor's Prof. Vinod Kumar Carleton University, Canada	Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054

10:40-11:10	Invited Speech I Prof. Kayhan Tajeddini Tokyo International University, Japan	Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054
11:10-11:30	Group Photo & Coffee Break	
11:30-12:00	Invited Speech II Assoc. Prof. Bambang Leo Handoko Bina Nusantara University, Indonesia	Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054
12:00-14:00	Lunch Break	
AFTERNOON-ONLINE		
TIME	EVENT	PLACE
14:00-14:30	Invited Speech III Dr. Alexander Wollenberg Khalifa University, UAE	Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054
14:30-15:00	Invited Speech IV Prof. Firend Al. Rasch American University of Malta, Malta	Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054
15:00-15:30	Coffee Break	
15:30-17:15	Online Session 3 Business Automation, Enterprise Digital Transformation and Financial Performance Management Session Chair —Prof. Nitin Kumar Saxena MA3025 MA3041-A MA3108 MA3038 MA3106 MA3032 MA3029	Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054

KEYNOTE SPEAKER I



Prof. Lee Pui Mun Singapore University of Social Sciences, Singapore

09:40-10:20, Feb. 27, Monday | SUSS Blk C, Level 5, Seminar Room C. 5.10

Lee Pui Mun is a Professor in the School of Business, Singapore University of Social Sciences [SUSS]. He teaches management, strategy and operations. He also served as the Vice Dean and then the Dean of the School of Business, SUSS between 2010 to 2018. He has authored more than 60 articles and has done consulting work for many organisations in the areas of performance management, quality management, and operations management. He serves as an Assessor for the Singapore Quality Award and conducted research on business excellence. He was a member for the Singapore Quality and Safety Standards Committee and serves as a member of Editorial Board, Asia Pacific Journal of Innovation and Entrepreneurship. He is a senior member of American Society for Quality and is a member for the Academy of Management. He has been a reviewer for many different journals and also an examiner for many different universities' postgraduate theses.

Title: Leveraging on Business Analytics for Business Excellence

Abstract—Large scale analysis of data has been around since the introduction of programmable spreadsheets but the analyses were mostly focus on information collation. About a decade ago, business analytics (some called it business intelligence) started to become a popular management tool in big corporations and since then, it is fast becoming a critical management tool for all businesses. With the advent of mainstream use of AI and machine learning now, business analytics could become an ubiquitous application in many areas of a business organisation. Being able to harness the power of business analytics to support relevant functional areas of a business organisation could help a firm to achieve business excellence. This discussion will focus on how the use of business analytics in different areas of a business organisation could enable the firm to optimize organisation performance.

KEYNOTE SPEAKER II



Assoc. Prof. Chei Sian Lee Nanyang Technological University, Singapore

10:20-11:00, Feb. 27, Monday | SUSS Blk C, Level 5, Seminar Room C. 5.10

Dr. Chei Sian Lee is currently an Associate Professor at the Wee Kim Wee School of Communication and Information at the Nanyang Technological University in Singapore, where she is also the Associate Chair for Faculty. She is actively involved in research on issues related to everyday user-computer interaction to facilitate collaboration, learning and social exchanges. More broadly, her research focuses on how digital and emerging technologies can be designed and used to change social behaviors, benefit communities, and create social good.

Title: Deepfakes Detection: Users' Perspectives and Business Implications

Abstract—Deepfakes are artificially created media posing as actual video recordings and are a potential source of fake news or disinformation. Although research has been done in developing algorithms for the automatic detection of deepfakes, there needs to be more work conducted on how users identify deep fakes. This is a critical missing link because algorithms are currently not performing at a level where human judgement is unneeded. This presentation will discuss the verification strategies users adopt when engaging with content from deepfakes and the implications on businesses and societies.

KEYNOTE SPEAKER III



Prof. Cheol Park
Korea University, South Korea

11:20-12:00, Feb. 27, Monday | Room ID: 879 0568 8054 Password: Singapore

Cheol Park (Ph.D. in Business Administration) is a Professor at Korea University, South Korea. He received his B.A. in Economics, M.B.A. and Ph.D. from Seoul National University. He worked for Samsung as assistant manager of global marketing before joining academic area. He has been a visiting scholar at Vanderbilt University, University of Hawaii, and Mongolia International University. His research interests include marketing in digital environment and sustainable management with creating social value. He has published papers in influential journals such as International Marketing Review, Journal of Business Research, Industrial Marketing Management, and Journal of Interactive Marketing.

Title: Linguistic Characteristics of Managerial Responses and Online Review Usefulness

Abstract—The managerial response is considered one of the important tools for managing online reviews. There have been few research examining review usefulness as a dependent variable, and similar earlier studies concentrated on studying the impact of managerial response features on online word-of-mouth performance or customer sentiments. Based on a heuristic-systematic model and the processing fluency theory, this study investigated the relationship between the linguistic features of management responses (i.e., customize responses, linguistic style matching, readability) and review usefulness. For empirical analysis, 50 hotels were randomly selected from Tripadvisor for New York hotels, and the hypothesis was verified through Tobit regression and Copula regression analysis on 41,704 data. Personalized responses and readability have a positive impact on review usefulness, whereas linguistic style matching has a negative, impact, according to the investigation. In addition, it was found that these effects differ according to the review rating.

KEYNOTE SPEAKER IV



Prof. Vinod Kumar Carleton University, Canada

10:00-10:40, Feb. 28, Tuesday | Room ID: 879 0568 8054 Password: Singapore

Dr. Vinod Kumar is a Chancellor's Professor of Technology and Supply Chain Management of the Sprott School of Business (Director of Sprott School, 1995-2005), Carleton University, Ottawa, Canada. Dr. Kumar has published over 400 articles in refereed journals and proceedings other than publishing dozens of books and monographs; his articles have been cited over 9000 times. He has won several Best Paper Awards in prestigious conferences, Scholarly Achievement Award of Carleton University for the academic years 1985-86 and 1987-88, Research Achievement Award for the year 1993, 2001, 2007 and 2015, and the Graduate Mentoring Award in 2011. Dr. Kumar has widely consulted industry and government. He is co-editor of one, associate-editor of another and on the editorial board of six International Journals. In addition, Dr. Kumar has also served for several years on the Board of Governors and the Senate for Carleton University and on the Board of the Ontario Network of e-Commerce. Dr. Kumar's research interests are in optimizing performance of operation systems; supply chain sustainability; technology transfer; new product development; technology adoption; e-commerce applications and e-Government. He is on Canadian Who's Who since last several years.

Title: The Role Technology's Trustworthiness plays in the Acceptance of Personal Care Robotic Systems for the Elderly

Abstract—This research program focuses on understanding the adoption behaviour of the elderly in adopting personal care robotics devices. Literature has successfully argued that autonomous homecare robotics systems can ensure independence for elderly people and increase cooperation, social interaction, and adaptation. However, the question of technology's Trustworthiness for elderly users is not addressed. In our recent research published in "The Journal of Technological Forecasting & Social Change (2021)," we studied the elderly's behavioral intention to adopt in terms of their trust in such devices as a replacement of human care/support. Further, in a submission to the "Journal of Business Research" in 2022, we discussed a trade-off between machines' intelligence and consumer trust. Currently, we have extended this research to focus on how trust and personal characteristics can improve the intent to adopt autonomous systems. In this effort, we study how the psychological resistance factors and trust-generating factors affect the technology adoption decisions of elders. The effects of age, gender, income, past employment, and lifestyle, as moderating variables, on the relationship between the independent variables (the psychological resistance factors and trust-generating factors) with the dependent variable (technology adoption intention) are also being studied in this research.

INVITED SPEAKER I



Prof. Kayhan Tajeddini Tokyo International University, Japan

10:40-11:10, Feb. 28, Tuesday | Room ID: 879 0568 8054 Password: Singapore

Having joined Sheffield Hallam University (SHU) in 2018 in the UK, I am a part-time full Professor of Strategic Management. At the same time, I am a part-time full Professor of Strategic Management and International Management at Tokyo International University (TIU) in Japan. Before joining SHU and TIU, I served as a faculty member at Lund University (as a docent and associate professor in Marketing Management) in Sweden, Ritsumeikan Asia Pacific University (APU) in Japan (as an associate professor in Strategic Management and Marketing), Les Roches School of Management in Switzerland (as a lecturer in Statistics and Strategic Management) and the University of South Wales in the UK (as a lecturer in Marketing Management), and research assistant at Bradford University in the UK. I earned my Ph.D. (2007) from Bradford School of Management, UK. My research centers on strategic management, entrepreneurship, and innovation. I serve as a Coordinating Editor of the International Journal of Hospitality Management (Impact Factor: 10.967) (Elsevier) and as an Editorial Advisory Board in the International Journal of Contemporary Hospitality Management (Impact factor: 8.291), the editorial board of the Review of International Business and Strategy, and the Service Industries Journal (Impact Factor: 9.405), Asia-Pacific Journal of Management Research and Innovation, among the others. I have received various research grants from the Japan Society for the Promotion of Science (JSPS), ETH in Switzerland, Sheffield Hallam University in the UK, Tokyo International University and Asia Pacific University in Japan and Les Roches in Switzerland, and Ragnar Söderberg Foundation in Sweden.

Title: Exploring the Visitors' Decision-Making Process for Airbnb and Hotel Accommodations Using Value-Attitude-Behavior and Theory of Planned Behavior

Abstract—Accommodation purchase decision is a complex field that makes predictions of revisit intentions hard to examine. Our work explores psychological factors motivating visitors' decision-making concerning accommodation purchases by integrating the theory of planned behavior and value-attitude-behavior model. Using a group of multiple informants in Swiss universities, we performed partial least squares structural equation modeling to assess the impacts of subjective norm, attitude and perception of quality on visitors' revisit intention and loyalty in Airbnb and hotel contexts. Although the influence of said factors on purchase decisions varies in the two contexts, results suggest that subjective norm has an indispensable role in prompting revisit intention towards Airbnb and hotel accommodations. This paper's findings advance our understanding of visitors' decision-making processes concerning traditional hotels and accommodation establishments operating in sharing economy platforms.

INVITED SPEAKER II



Assoc. Prof. Bambang Leo Handoko Bina Nusantara University, Indonesia

11:30-12:00, Feb. 28, Tuesday | Room ID: 879 0568 8054 Password: Singapore

Associate Professor Bambang Leo Handoko, academics and practitioners in the field of business, specialty in Auditing. Experience as auditor in public accounting firm, internal auditor for corporation and auditor for securing vital objects of National Police Headquarters. He is an expert in financial audit, cryptocurrencies, financial technology, and e-business. He has had many international publications in reputable journals and proceeding with high index from many citation and acknowledgement from international researchers. He had won a lot of research grant from institution and government. Currently work as Subject Content Coordinator Auditing in Accounting Department, Faculty of Economic and Communication, Bina Nusantara University of Indonesia. He also technical committee in many reputable journal and conference.

Title: Metaverse World Challenges for Accountant and Auditor

Abstract—Currently, in the era of industry 4.0, the business world is experiencing rapid changes. This change is marked by various developments in the world of technology, including the phenomenon of the metaverse world. Many companies already have digital assets in the metaverse world, such as: land, property and also have deposits in cryptocurrency. This creates new challenges for accounting and auditing. It is urgent to be prepared by accountants and auditors regarding this metaverse world, which triggers us to conduct research. Our research is a descriptive qualitative research. We use primary data that we obtain from interviews with our informants and literature studies and virtual reality observations in the metaverse world. The results of our research state that accounting must provide a new accounting standard for financial reporting regarding the valuation of digital assets in the metaverse world. Audits must be able to check the feasibility of reporting client digital assets in financial reports. The Metaverse world also opens up new opportunities for fraud perpetrators to commit fraud, such as overstatement of digital assets. Auditors must prepare themselves to get used to making virtual reality observations in the metaverse world. The public accounting firm must provide high-speed hardware and internet to support this new audit system.

INVITED SPEAKER III



Dr. Alexander Wollenberg
Khalifa University, UAE

14:00-14:30, Feb. 28, Tuesday | Room ID: 879 0568 8054 Password: Singapore

Dr. Alexander Wollenberg obtained his PhD from National University of Singapore in 2011 specialising in innovation-based productivity growth of high-tech companies in emerging economies and a Master of Arts in International Relations from Waseda University in Tokyo, Japan, focusing on technology transfer of Japanese companies in East Asia. In addition to being a member of the Editorial Advisory Board of IGI Global Publishing and the technical committee of International Economics Development and Research Center, Alexander has held various appointments in academia and consultancy in Singapore, Indonesia, Colombia, México, the Middle East and the West Indies. He is also co-founder of a Singaporean start-up focused on smart-home solutions. His research interests include regional economic integration and effects on value chains, as well as the new economy in emerging markets.

Title: Renewable Energies and Economic Growth: A Comparative Analysis of Three Regions

Abstract—The trajectory of economic growth and the development of Sustainable (Green) Supply Chains and economic growth has been an important topic of research in many areas of the world and for different reasons. For example, member countries of the Gulf Cooperation Council (GCC), countries in Europe, and countries in the Eastern Caribbean region face different consequences of climate change and all pursue strategies of sustainable development through investments in renewable energies, particularly economic growth and logistics performance. We based our empirical analysis on a selection of variables on the UN Sustainable Development Goals (SDGs) concerned with clean energy, innovation, sustainable communities, and climate action (SDGs 7, 9, 11, and 13, respectively). Using initially a modified RAM-DEA model, our results showed high logistics performance in GCC countries but significant divergence in green logistics performance among GCC countries, and high differences in the contribution of different types of renewable energies to economic growth.

INVITED SPEAKER IV



Prof. Firend Al. Rasch American University of Malta, Malta

14:30-15:00, Feb. 28, Tuesday | Room ID: 879 0568 8054 Password: Singapore

Dr. Firend Alan Rasch holds a Ph.D., in applied management and decision science (USA). A global scholar and expert in Southeast Asian region. His experience as investments banker in California's Silicon Valley, United States, provided him an insight into various industries. Worked as Sr. Management Consultant with McKinsey & Company, KPMG, and Anderson Consulting advising U.S. and global Fortune 500 companies, exploring, and assisting organizations with their current market and technological challenges. Lectured in numerous countries including the U.K., U.S.A., Korea, Malaysia, Qatar, UAE, Uzbekistan, and Malta, in the fields of international business, entrepreneurship, innovation and technology. With 25+ years of experience working with global businesses, encompassing both East and West, provided a great base for researcher in the areas of international business activities, technology, and the evolution of modern organization. Authored several books in the areas of corporate strategy, global business, entrepreneurship and innovation, and learning & education. The research output is of importance to both academics, and decision makers.

Title: From National Security to Economic Protectionism

Abstract—We have witnessed a world of globalization and as modern conglomerates attempts to standardize technology, construct statewide infrastructure, and develop new applications and business models with unprecedented investments in existing and technologies. Today, we are witnessing yet again, a worldwide move towards protectionism in the name of national security. This began with the complicated battle for 5G technology, which covered a substantial debate over whether the deployment of 5G technology from Chinese manufacturers poses a threat to the security of the United States and the European Union, since 5G mobile networks are a critical component of the global communications infrastructure. A move towards protectionism might cause a global economic paralysis, penetrating future mobility of labor, intelligence, and resources, that will disrupting the very way we knew the world. A worldwide, fast-paced, and complicated battle for supporting local and national firms and technologies has already begun. There has been substantial debate over whether the deployment of home-grown technology from Chinese manufacturers poses a threat to the security of the United States and the European Union. Because semi-conductor technology is an essential pillar of the modern global economic infrastructure, and future global economy, such technology will pull the world apart into multi-polar economic zones and standards. Current events in the form of new laws and regulations banning technology from other countries, and heavily subsidizing local industries, is a clear form of protectionism. Several countries responded by restricting the "upstream" supply chain of telecommunications operators to prevent them from using Chinese technology for instance, in their network infrastructures. The complexity of today's information and communication technology systems are profound. The challenge to international business remains on how to completely insulate the supply chain from the global supply network. For example, the newest smartphones' System on Chip, or (SOC), has around 8 billion transistors⁴. Today's operating systems includes about fifty million instructions. While the software, on the other hand, is highly modular and relies on a variety of software libraries supplied by third parties for functionality. The strategy of enabling businesses to concentrate on their core competencies, while outsourcing everything else is being jeopardized...

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TECHNICAL SESSION 1

<p>Feb 27 14:00-16:00</p>	<p>Technical Session 1—Economic Management and Marketing</p> <p>SUSS Blk C, Level 5, Seminar Room C. 5.10</p>
	<p>Session Chair—Prof. Lee Pui Mun</p> <p>Singapore University of Social Sciences, Singapore</p>
<p>MA2015-A 14:00-14:15</p>	<p>The Power of Unconventional Monetary Policy: Liquidity Channel vs Interest Rate Channel</p> <p>Authors: Xiang Shi</p> <p>Presenter: Xiang Shi</p> <p>Affiliation: Hong Kong University of Science and Technology, Hong Kong, China</p> <p>Abstract—This paper disentangles the effectiveness of quantitative easing (QE) into two channels: Liquidity (injecting liquidity into the market) and interest rate (twisting the term yield). Through a general equilibrium model with household heterogeneity and financial friction, I demonstrate that they affect the power of QE by altering the liquidity and interest rate channel asymmetrically. Based on the model and calibration, I conclude that the effect of liquidity channel to stimulation power of QE on output is approximately 1.5 times larger than that of interest rate channel. Meanwhile, the complementarity between household heterogeneity and financial friction plays a vital role in determining the power of QE. In the end, I empirically identify these two channels and support the quantitative result by proposing a new instrument variable in IV-VAR.</p>
<p>MA2007 14:15-14:30</p>	<p>The STEM Wage Premium in the Main Brazilian Technology Clusters</p> <p>Authors: Patricia Bonini, Carolina Fernandes Custodio</p> <p>Presenter: Patricia Bonini</p> <p>Affiliation: Universidade do Estado de Santa Catarina, Brasil</p> <p>Abstract—This paper reports research results on Science Technology Engineering and Mathematics – STEM – wage premium in 10 main Brazilian technologic clusters: Manaus, Ilhéus-Itabuna, Belo Horizonte, Pouso Alegre, Curitiba, Porto Alegre, Florianópolis, Campinas, São Carlos and São Paulo. The study adjusts the Oaxaca decomposition method – which allows using the workers' occupation as a categorical variable – to estimate the median of the STEM wage premium in each of the clusters. The control variables are age, educational level, and experience, which are proxy variables for human capital. Inspection of data reveals that the STEM workforce is more educated and has more stability in the job. The statistical analysis suggests that the median of the STEM wage premium obtained by workers in the ten clusters is higher than observed in development countries. This may indicate that Brazilian STEM labor force should will is still grow to meet demand.</p>
<p>MA2004 14:30-14:45</p>	<p>Case Studies on Omoiyari Management in Japanese Hospitality: Service, Hospitality, and Omotenashi Perspectives</p> <p>Authors: Shunichiro Morishita</p> <p>Presenter: Shunichiro Morishita</p> <p>Affiliation: Kyushu Sangyo University, Japan</p> <p>Abstract—In Japan, the small-scale lodging industry implements omoiyari, the familial service unique to low-price Japanese-style traditional inns (ryokan). Omoiyari may appeal to customers in a way that omotenashi (Japanese hospitality) in luxury ryokan and hotels worldwide cannot. This study analyzes omoiyari management through case studies of four small inns in Japan and organizes the Japanese lodging industry along two axes: low/high price and global/Japanese local. Omoiyari is the home-like hospitality of low-price Japanese local inns considered absent in the characteristics of service, hospitality, and omotenashi. Field surveys and interviews with four inns known for their</p>

	thoughtful omoiyari indicated three common characteristics: 1) use and renovation of old Japanese-style rooms and facilities, 2) experience of traditional Japanese culture, seasonal events, local life, and nature, and 3) familial hospitality without excessive service. The study concludes that the omoiyari in ryokan rooted in their local communities attracts guests by exceeding their expectations.
MA2021 14:45-15:00	<p>Marketing Mix Strategy to Increase the product sales at Flaleeka Creative Industry</p> <p>Authors: Susi Susanti Tindaon and Winda Dwi Asty</p> <p>Presenter: Susi Susanti Tindaon</p> <p>Affiliation: Polytechnic of STIA LAN Bandung, Indonesia</p> <p>Abstract—This research aims to investigate the Marketing Mix strategy in Flaleeka Creative Industry to increase sales. This research used the field research method with descriptive qualitative research. Data was obtained from observations, interviews, and documentation. The informants of this research are the owners, employees, consumers, and the competitors of Flaleeka Creative Industry. The data analysis technique used in this research uses the 7P Marketing Mix theory to analyze the internal and external environment using SWOT Analysis for strategy formulation. The results can conclude that through environmental analysis both internal and external, the IE matrix shows the company's position in cell 4 and the SWOT analysis diagram is in quadrant 1. Formulating the right marketing strategy to increase sales using SWOT analysis by identifying SWOT elements produces 17 alternative marketing strategies for dealing with declining sales and overcoming future obstacles.</p>
MA2023 15:00-15:15	<p>The Antecedents of Smart Technology-induced Loyalty Change</p> <p>Authors: Zhenpan Wang, Sulin Chung</p> <p>Presenter: Zhenpan Wang</p> <p>Affiliation: Tokyo Institute of Technology, Japan</p> <p>Abstract—China is experiencing a boom in the development of smart technologies which have enormous commercial potential. This study uses robotics, Internet of Things (IoT), and AR as representatives of smart technologies. We examine the effects of technology-induced consumer value perception change, privacy concern, and word-of-mouth (WOM) change on consumer satisfaction and loyalty change. Value perception change and WOM change have a positive effect on satisfaction and loyalty change. The findings have implications for both theoretical and practical smart technology research as well as for companies. This study integrates three smart technologies and examines, for the first time, the relationship between changes in consumer behavior and cognition induced by the application of technology. It provides new ideas for the study of smart technologies and also has implications for companies that apply smart technologies.</p>
MA2013-A 15:15-15:30	<p>Advancing Service Delivery in Local Municipalities through Corporate Governance Model</p> <p>Authors: Jey Difference Nyalungu, Albert Tthey Agbenyegah</p> <p>Presenter: Jey Difference Nyalungu</p> <p>Affiliation: Durban University of Technology, South Africa</p> <p>Abstract—The bulk of state establishments have collapse due to poor applications of corporate governance practices. Most of the growing collapse occurred in the financial and non-financial establishments in emerging countries including South African newly established municipal structures. This study seeks to explore corporate governance principles and practices across municipalities in South Africa to advance service delivery to communities. Qualitative approach was utilized assisted by focus group discussions (FGDs) that involved three municipalities in the uMgungundlovu district municipalities. Study population involved the entire number of the municipal employees including councillors who were sampled through the simple random techniques to provide answers during the FGDs. In total 18 municipal councillors and employees in three groups of six in each group were sample to participate in FGDs. Thematic Content analysis was applied for meaningful explanations soon after the FGDs were finalised. Principal findings that emerged include lack of efficient monitoring of accounting principles and practices, minimal ethical practices, allegiance to party-political affiliation, no consequence management and sluggish approach to prosecute municipal employees who flawed corporate governance principles and practices. The study recommends that the Local Reconstruction and Development Budget (LRDB) be controlled by the provincial department of public works. Municipalities should do away with political endorsement or political appointments which ultimately jeopardise quality of service delivery.</p>

<p>MA2027 15:30-15:45</p>	<p>The Influence of Social Media on Consumer Behaviour: A Focus on Savanna Dry Cider Customers in Durban Central Business District in Kwa-Zulu Natal</p> <p>Authors: Albert Tche Agbenyegah</p> <p>Presenter: Albert Tche Agbenyegah</p> <p>Affiliation: Durban University of Technology, South Africa</p> <p>Abstract—Ongoing technological advancements have been some of the reasons for growing virtual environmental influences and rapid communication that links human activities. The virtual environment has been taken up by businesses and incorporated to their integrated marketing communication. This paper aimed at determining the influence of social media on consumer behaviour. The paper looked at the customers of Savanna Dry Cider (SDC) in the Durban CBD of the Province of Kwa-Zulu Natal in South Africa. The study utilised the quantitative method based on scientific sample size of 120 customers of Savanna Dry Cider across the study area. Empirical data was collected through questionnaire that was analysed by means of SPSS 27 software. The paper found that social media influences the customers of Savanna in the study area. Durban. The findings revealed that the consumers based their purchase decisions on consumers' views and comments of other consumers about the product. Accordingly, negative views of the product adversely affect the purchasing decision of Savanna Dry cider and vice versa. The paper recommends that there is the need for SDC brand to formulate and implement aggressive social media campaigns to market its brand as Savannah Dry cider is perceived as the brand for younger population.</p>
<p>MA2020-A 15:45-16:00</p>	<p>Social Capital and the Valuation Effects of Stakeholders: The Case of alliance Announcements</p> <p>Authors: Li-Yu Chen</p> <p>Presenter: Li-Yu Chen</p> <p>Affiliation: Soochow University, Taiwan</p> <p>Abstract— Strategic alliances (SAs) have always been popular; however, there are many difficulties within alliances, besides problems such as partner selection, trust, conflict of interest, poor communication, and opportunistic issues faced in alliances, there are also dilemmas such as differences in managerial values and system, and therefore the failure rate of SAs is not low. If high informational asymmetry exists in between the alliance, its valuation will seriously decline. In such situations, social capital of the firm appears to be more important, since firms with high social capital (measured by corporate social responsibility, CSR) can facilitate trust and reputation, reduce the difficulties mentioned, and eventually increase benefits between partners. A firm's CSR generates social capital and trust and is a very suitable proxy for its social capital. Although previous studies have highlighted the importance of social capital and trust, the extent to which CSR influence alliance partners' gains is relatively undetermined in the literature. Thus, this research will examine whether a focal firm's social capital have an influence on the performance of its partners and more likely to be selected as alliance partners. This study tests hypotheses with the events of strategic alliance announcements, which are collected from Thomson Financial Securities Data Collection (SDC) Platinum over the period of 2006 to 2017. The empirical results support our hypotheses that when a partnering firm has high social capital, a focal firm will experience greater gains. Second, a focal firm with better social capital is more likely to be selected as an alliance partner. These findings will contribute to the literature by providing theoretical explanations and empirical evidence that demonstrate the importance of social capital in affecting the performance of strategic alliance investments. Most prior studies test the association between a firm's social capital and its 2 performance. However, relatively little study explores how a focal firm's CSR affect its partner's performance and the opportunity of its subsequent selected partner. This study first makes an important contribution to the literature by filling this gap. Furthermore, firms have utilized alliances in overcoming potential difficulties, and preserving their competitive position in the global market. This study contributes to the existing literature by focusing on strategic alliance involving US firms. Moreover, results of this study provide the basis of reference for companies in whether social capital should be considered during investment in strategic alliances.</p>


TECHNICAL SESSION 2

<p>Feb 27 16:15-18:00</p>	<p>Technical Session 2—Business Digitalization and E-Commerce Analysis</p> <p>SUSS Blk C, Level 5, Seminar Room C. 5.10</p>
	<p>Session Chair—Assoc. Prof. Luke Peh Lu Chang</p> <p>Singapore University of Social Sciences, Singapore</p>
<p>MA3027 16:15-16:30</p>	<p>Integrated Digital Delivery in Built Environment - the paradigm shift and value creation it brings</p> <p>Authors: Yi Long Chee, Lu Chang Peh and Ziwen Liu</p> <p>Presenter: Yi Long Chee</p> <p>Affiliation: Singapore University of Social Sciences, Singapore</p> <p>Abstract—This study aims to investigate the value creation and paradigm shift brought by Integrated Digital Delivery (IDD) in the built environment. The focus of the study is on the implementation of IDD in Additional and Alternative (A&A) projects, using a case study of the conversion of a retail mall into a leasable office space for banking and medical operations in Singapore. The study examines the perception of IDD by project stakeholders, the benefits of IDD in A&A projects, and the barriers to IDD implementation. Results indicate that IDD implementation in A&A projects leads to improved time, cost, and quality, better design outcomes, and enhanced design coordination. The key obstacles to IDD implementation are the lack of IDD requirements, skilled IDD manpower, IDD-ready solution providers, and higher initial expenditures. This research adds to the existing body of knowledge on IDD in the built environment and highlights the importance of IDD for value creation and paradigm shift in the industry.</p>
<p>MA3122 16:30-16:45</p>	<p>Influence of Omnichannel Integration on Customer Satisfaction and Loyalty in Retailing: The case of PX Mart</p> <p>Authors: Chun-Ju Lin, Ping-Yuan Wang, Shu-Han Lu, Pei-En Liu, Ling-Wei Chang, Hao-Yu Li, Chun-Wei Huang and Lo-Chu Ko</p> <p>Presenter: Chun-Ju Lin</p> <p>Affiliation: National Taipei University of Business, Taiwan</p> <p>Abstract—The rise of online shopping and mobile payment, coupled with the effect of the COVID-19 pandemic, have significantly influenced the consumption patterns of consumers and driven a large increase in purchases through online channels. Consequently, “new retail” has become a focus of retail enterprises. Through the integration of online and physical channels, new retail provides customers with promotions, products and pricing, transaction information, information channels, ordering processing and customer service, and the consumer experience. PX Mart is the largest supermarket in Taiwan, accounting for over 64% of supermarkets in 2021. Based on its competitive price advantage, PX Mart continually strengthens the omnichannel integration of new retail. This study explored the effects of channel integration in six aspects (i.e., promotion, product and price, transaction information, information channels, ordering processing, and customer service) on consumer satisfaction and customer loyalty based on the stimulus–organism–response model. We found that the perceived value of integrated information, integrated transactions, and integrated consumer services of PX Mart customers has a significant and positive effect on consumer satisfaction and customer loyalty, and customer satisfaction also has a significant and positive influence on customer loyalty. This study has some limitations; for example, the study was conducted on a single retailer in Taiwan and may not be generalizable to other sectors in other countries. This study contributes to the literature on analyzing omnichannel from a consumer experience perspective through an in-depth analysis of the concepts of integration, perceived value, and their relationship with satisfaction and loyalty. The findings of this study have strategic implications for</p>

	the supermarket industry.
MA3004 16:45-17:00	<p>Exploring the Use of the Delphi Method in Visual Search Service Effectiveness Measurement Research in E-Commerce Platform</p> <p>Authors: Nurrosyidah Afifah and Wei-Tsong Wang</p> <p>Presenter: Nurrosyidah Afifah</p> <p>Affiliation: National Cheng Kung University, Taiwan</p> <p>Abstract—The use of artificial intelligence (AI) with visual search services (VSS) improves search activity optimization particularly in e-commerce platform. The rise of visual search is a future digital marketing trend. While visual search often seems effortless for helping user in searching the brand, the effectiveness measurement is still unknown. In this study, a rigorous approach using Delphi Method was proposed to construct a concept of VSS effectiveness measurement. Our contribution consists of an overview and discussion of the Delphi technique and its explanation of how it could be utilized for theory building concerning the VSS effectiveness construct. In examining the present literature, we identified the main aspects of information systems effectiveness as a guideline for measuring the efficacy of VSS.</p>
MA3018 17:00-17:15	<p>Studying the Determinants of Customer Engagement in Direct-to-Consumer Businesses</p> <p>Authors: Neha Sharma and Nirankush Dutta</p> <p>Presenter: Neha Sharma</p> <p>Affiliation: Birla Institute of Technology and Science, Pilani, India</p> <p>Abstract—It's no secret that the rise of D2C (direct-to-consumer) companies, which bypass traditional retail channels in favour of selling to consumers directly, is altering the business landscape. These businesses- primarily spearheaded by manufacturing brands- are significantly ahead of the competition in engaging their customers. Despite the spread of the COVID-19 virus, they have shown significant growth in the market. Many of these businesses have survived the recent economic downturn and thrived. Consequently, this study aims to investigate the factors driving customers to D2C companies and categorize those factors according to the D2C companies' methods of engaging with those customers. Based on the social exchange theory, a conceptual model has been proposed to examine the different outcomes that may result from D2C engagement. The research was conducted on a sample of millennials and generation Z consumers who frequently purchases through D2C companies using PLS-SEM analysis.</p>
MA3007 17:15-17:30	<p>A Study on the Design of PlantKita Mobile App: An E-Marketplace for Plant Enthusiasts using the Design Thinking Approach</p> <p>Authors: Grace Lorraine Intal, Gian Andrei B. Leria, Danette Julianne O. Lizano, Vincent D. Raquedan and Mary Claire B. Uy</p> <p>Presenter: Danette Julianne O. Lizano and Mary Claire B. Uy</p> <p>Affiliation: Mapua University, Philippines</p> <p>Abstract—Due to quarantine requirements brought about by COVID19, people have been compelled to stay inside their homes resorting to the evolution of hobbies such as home gardening. In the Philippines, female gardeners are called "Plantitas" while male gardeners are called Plantitos [1]. This study aims to determine the acceptance and recognition of "Plantitos or Plantitas" and plant sellers in our "PlantKita" mobile application as an alternative to online purchasing of plants, plant tools, plant seeds, plant pots and accessories, plant fertilizers, and maintenance and other products related to plants. They also intend to offer a 24/7 app that can offer customers a wide array of products to choose from and a bigger exposure in terms of marketability for plant sellers. This study will use a survey questionnaire based on the design thinking process to analyze the data. Empathy, Define, Ideate, Prototype, and Test are the five steps of the Design Thinking approach, which were used to identify the present scenario or experiences, problems and challenges, and potential solutions to their problems. As to the results of the survey conducted on the mobile app, more than 50% were satisfied with customer satisfaction, more than 40% were very happy with customer and seller needs, and more than 20% received a rare response as to pain points. The result shows the relevance and importance of using the PlantKita app. As to the results of the survey on the prototype, they received more than 50% on the user's interface design, more than 70% on the usefulness of the app, and more than 69% on customer and seller satisfaction. To meet the needs of the participants, the researchers developed a prototype design. To conclude, design thinking was essential to the creation of the prototype for the mobile plant shopping application because it makes users more</p>

	comfortable and makes it easier for them to trust the system that is provided, it accommodates problems and issues with functionalities that are specifically made to address them, and it allows the prototype design to attract the target audience by meeting all of their plant needs and creating an app that is tailored for them. It also supports the UN's SDG Goal 8 in the promotion of sustainable economic growth for MSMEs by giving the people a chance to work.
MA3003 17:30-17:45	<p>Narrative Engagement in E-commerce: A Study of Product, Platform, and Communication</p> <p>Authors: Anjali Bansal</p> <p>Presenter: Anjali Bansal</p> <p>Affiliation: Indian Institute of Management Lucknow Campus, India</p> <p>Abstract—Engagement through narratives provides a crucial explanation for why organizations use storytelling in their traditional brick-and-mortar marketing communications. Though the dawn of electronic commerce (e-commerce) has brought a significant shift in customers' preference for online buying, yet very little empirical evidence exists regarding the factors building this engagement on the e-commerce platforms compared to traditional selling. Hence, this research pursues two important objectives: 1) investigate factors building customers' narrative engagement in e-commerce, and 2) empirically assess the role of narrative engagement on customers' purchase outcomes. With the help of the transportation theory, this research explains how narratives are transported in the minds of customers on e-commerce platforms. This research used a qualitative exploratory research design and conducted detailed, semi-structured interviews with the E-commerce Heads and Categories Managers from the e-commerce platform and brand side respectively. The findings led to a comprehensive framework with an emphasis on factors related to the product, platform, and communication appearing to be the major antecedents of narrative engagement. This research has vast implications for the marketers operating in the digitally enabled world, and hence, the framework helps e-commerce platforms and individual brands to be able to engage well with the customers online.</p>
MA3031 17:45-18:00	<p>Redesigning the Swine Industry Supply Chain: A B2B E-marketplace platform</p> <p>Authors: Grace Lorraine Intal and Thelma Palaoag</p> <p>Presenter: Thelma Palaoag</p> <p>Affiliation: Mapua University, Philippines</p> <p>Abstract—Some of the ultimate goals of supply chain management in the livestock industry include linking farmers to markets easily and reducing risks and uncertainty among both producers and buyers. In the Philippines, smallholders or small-scale livestock farmers specifically, on the swine industry, has limited access to selling their products to wholesalers and retailers so, they tend to rely on middlemen resulting to lower profit due to the high commission asked by those traders. Similarly, the wholesales/retailers also depend on middlemen as they find difficulty in looking for qualified suppliers that can meet their demands. The risk factor for the transmission of African Swine Fever (ASF) disease may come from traders therefore, these buyers and sellers need to have an alternative mode of fulfilling their business transactions safely and more profitably. This paper presents a conceptual framework for business to business (B2B) e-marketplace on swine transactions that resolves the current supply chain issues. The four steps in the Design Thinking methodology were used in this study namely Empathize, Define Ideate and Prototype. During the Empathy phase, current experiences and challenges by the sellers (small scale swine farmers) as well as the buyers (wholesalers/ retailers) were identified through interviews and focus group discussions. Further discussion led to uncovering the problems and issues in the Define phase. Then, a proposed solution to resolve these issues was conceptualized during the Ideate phase which includes the salient features that the app should contain then, a mock-up model was made in the prototype phase. The B2B conceptual framework can help smallholders to boost their sales and increase their profitability. It will also aid the swine farmers to plan for their production as the app will provide information about their sales and the demand of the market. The wholesalers/retailers can also benefit from this platform as they can easily source from various buyers that can supply their requirements. They can even have lower costs of transactions since the delivery can be done through the partner delivery service providers.</p>

ONLINE SESSION 1


<p>Feb 27 13:30-15:45</p>	<p>Online Session 1—E-Commerce, Consumer Behavior and Social Media Analysis</p> <p>Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054</p>
	<p>Session Chair—Assoc. Prof. Bambang Leo Handoko</p> <p>Bina Nusantara University, Indonesia</p>
<p>MA3016 13:30-13:45</p>	<p>Moderating Effects of Scarcity on Consumer Traits and Motives Towards Impulsive Buying Behaviour during Covid-19 Pandemic Among Indonesian Millennials</p> <p>Authors: Eunike Gabriella, Patrick Juan Theodorus, Dominicus Darren and Evi Rinawati Simanjuntak</p> <p>Presenter: Dominicus Darren</p> <p>Affiliation: Bina Nusantara University, Indonesia</p> <p>Abstract—Research about impulsive buying behaviour has identified several determinant factors along the consumer journey, including psychological factors such as consumers' traits and shopping motives. This study investigates the moderating impact of the scarcity created in flash-sale events on the linkage between consumers' traits (sensation-seeking and self-identity) and shopping motives (hedonic and utilitarian). We collect 230 usable data using purposive sampling on e-marketplace consumers in Indonesia. We tested the hypothesis using PLS-SEM. Direct effects of shopping motives and consumer traits toward impulse buying behaviour are evident in the result. Findings suggest scarcity moderates the linkage between utilitarian motive and sensation-seeking trait toward impulse buying behaviour, showing an enhancement effect. However, we find no support for moderating effect of scarcity on hedonic motive and self-identity trait. The uniqueness of the scarcity effect in creating impulse buying behaviour in the e-marketplace, can be used to develop strategies to increase sales in the e-marketplace.</p>
<p>MA2005-A 13:45-14:00</p>	<p>Effects of Chinese Bakery Experienscape, Cultural Authenticity and Perceived Localness on Customer Behavioural Intentions</p> <p>Authors: Keng Hong Ng, Wenmeng He, Yanzhi Fang, Ruijing Yang, Shiqin Wang</p> <p>Presenter: Keng Hong Ng</p> <p>Affiliation: BNU-HKBU United International College, Hong Kong, China</p> <p>Abstract—Demand for bakery food products has been increasing significantly in the Asia-Pacific region. China is currently one of the largest markets in which an estimated 45 billion USD is spent annually on bakery goods. In China, bakery retail experiences integrating Chinese culturally symbolic elements (Guochao) has become increasingly ubiquitous, but academic understanding about the effects of the sensory, functional, social and cultural aspects of these bakery retail experiences on customer perceptions of value and their behavioural intentions is scant. In addition, to our knowledge, no study has empirically examined customers' cultural perceptions on the relationship between experienscape dimensions on experiential value and behavioural intentions in a bakery retail context. Hence, this study examines the moderating impact of cultural authenticity on the relationship between five specific experienscape dimensions and experiential value. Further, due to the cultural embeddedness in customer cognition, the moderating impact of customer perceived localness of the bakery brand on the relationship between experiential value and behavioural intentions is also examined. Consumer culture theory (CCT) is applied to explain the hypotheses in this study, so to articulate customers' tendencies to co-create meanings with the experiential stimuli and their own cultural cognition in Guochao bakery retail contexts. Structural equation modelling analysis using survey data collected in Chinese first-tier cities will be applied in this study. A key contribution of this study is to theoretically extend CCT with an empirically-based model of consumer consumption experience of Chinese bakery products that connects experienscape dimensions, consumer cultural cognitions and experiential value. A practical</p>

	implication of this study is to shed light on the critical importance of experiential and cultural factors in bakery retail experience design.
MA3102 14:00-14:15	<p>A Study on the Coupling Coordination Development of E-Commerce and Rural Poverty Reduction in Hubei Province</p> <p>Authors: Yue Sun, Ying Zhan and Pei Zhang</p> <p>Presenter: Yue Sun</p> <p>Affiliation: Wuhan Business University, China</p> <p>Abstract—To investigate the spatial and temporal characteristics of the coupling coordination development of e-commerce and rural poverty reduction in Hubei Province, this paper collected data from 13 cities and states in Hubei Province from 2014 to 2020, calculated the comprehensive development index of e-commerce and rural poverty reduction, and analyzed the development relationship between e-commerce and rural poverty reduction in Hubei Province using the coupling coordination model. It is found that the level of coupling between e-commerce and rural poverty reduction in Hubei province has been increasing, and more than half of the cities and states are at a high level of coupling by 2020, and the difference in the level of coupling among cities and states is gradually decreasing. The level of coordination among cities and states is also increasing, and has gradually moved from the recession stage to the development stage, but the gap between cities and states has also gradually opened up.</p>
MA2006-A 14:15-14:30	<p>Influencing Factors Affecting Perceived Masstige and Purchase Intention in Livestreaming E-Commerce of Chinese Premium (Grape) Wine</p> <p>Authors: Yanzhi Fang, Ruijing Yang, Wenmeng He, Enze Wang, Keng Hong Ng,</p> <p>Presenter: Yanzhi Fang</p> <p>Affiliation: BNU-HKBU United International College, Hong Kong, China</p> <p>Abstract—Drinking of premium wine is no longer considered a luxury accessible by only the privileged in China. In fact, China is already home to an estimated 52 million wine drinkers and the second largest market for wine with an annual transaction value of 256 billion U.S. dollars in 2021. Typically, many Chinese premium wines are marketed as mass prestige or masstige brands that are associated with luxury and prestige yet affordable and high quality. Latest studies have made inroads into clarifying the masstige concept by establishing the perception of value as a critical theoretical component. This study thus extends extant work on masstige theory by empirically examining the impact of consumers' perceived value factors (i.e., perceived functional value, perceived financial value, perceived individual value, perceived social value, perceived prestige value) on perceived masstige during livestreaming of Chinese wines. In turn, the impact of perceived masstige on brand equity and purchase intention is examined. Survey data will be analysed using structural equation modelling to test the empirical model in this study. The use of livestreaming platforms as promotional and selling channels is one of the most important and prevalent form of marketing in China, thus, this study provides important leads to wine marketing practitioners about which specific product and brand attributes to focus on when communicating the different value dimensions of their product during livestreaming. This research also builds on the growing interest and work on masstige theory by specifying a masstige model of Chinese local premium wine in the local market context.</p>
MA3019 14:30-14:45	<p>How Streamers Influence Viewers Purchase Intention in Live Streaming Shopping</p> <p>Authors: Fanny Alfianti, Natasha, Liliana E. Aritonang and Evi R. Simanjuntak</p> <p>Presenter: Fanny Alfianti</p> <p>Affiliation: Bina Nusantara University, Indonesia</p> <p>Abstract—This paper investigates the factors influencing purchase intention on live streaming shopping platforms from a streamers' perspective based on the SOR framework. This study uses a non-probability convenience sampling method by using an online survey distributed to live streaming shopping viewers through the comment section and direct messages to random viewers. The analysis revealed streamers that have experienced, skilled, and knowledgeable are effective in influencing the viewers' persuasive perception and developing viewers' trust and could drive viewers' intention to purchase in live streaming shopping. This research focused on the streamers' perspective that affects purchase intention in the context of live streaming shopping in Indonesia. Future research may add other variables related to the streamers' perspective with regional and cultural differences. As streamers' perspectives affect viewers' purchase intention through trust in sellers and perceived persuasiveness, this study provides insights into sellers who sell their products</p>

	through live streaming platforms. Previous research focused on customer motivation in purchase intention and streamer-consumer interaction using different variables. Therefore, our research seeks to analyze other variables and combines perceived persuasiveness and trust in sellers into mediating variables that affect purchase intention in live streaming shopping.
MA3030 14:45-15:00	<p>Building Brand Preference for Food Delivery Platforms: Perspective of Millennials in India</p> <p>Authors: Nitin Kumar Saxena, Ritu Saxena and Rajiv R Thakur</p> <p>Presenter: Nitin Kumar Saxena</p> <p>Affiliation: Jaipuria School of Business, India</p> <p>Abstract—Marketing Analytics is the need of the hour in this Big Data world. Every day, millions of data are captured at the backend of all the online marketplace providers. The prime objective of all these providers is to convert the data into a piece of meaningful information to leverage it to win the hearts of the millennials and build a competitive advantage over their competitors. The paper attempts to understand how online food delivery platforms can use marketing analytics to understand the drivers for building organic traffic and brand preference for online food delivery platforms amongst Indian millennials. The study applied the data collected through a structured questionnaire and exploratory factor analysis, followed by multiple regression analysis, to convert the data into meaningful insights. The paper's findings revealed the value offered by these providers as the key driver for generating traffic and building brand preference. The results of the study will be helpful for both industry and academia to understand the millennials' perspective toward online food delivery platforms in India. The present research attempts to contribute to the limited literature by exploring and identifying the drivers for millennials' choices and understanding the critical factors in India's evolving online food delivery industry.</p>
MA3033 15:00-15:15	<p>Social Media Content Compilation of Online Banking Scams in the Philippines: A Literature Review</p> <p>Authors: Eric Blancaflor, Roginald Glenn Dela Cruz, Uriel Federez and Danielle Samonte</p> <p>Presenter: Eric Blancaflor</p> <p>Affiliation: Mapua University, Philippines</p> <p>Abstract—Online banking has been proven to be an effective and convenient way of providing banking services anywhere and has been a necessity since the COVID-19 pandemic has affected the Philippines. Alongside this fact, people have been victims of scams involving these online services. Therefore, this paper aimed to analyze reports of online banking scams reported on social media using content analysis. The 26 filtered posts are labeled with 27 codes generated, and the top six were discussed. Specifically, scam (88.46%) was the most common code, followed by phone calls (57.69%) and impersonation (53.84%). Benefits, verifying personal information, and social engineering all had 46.15% occurrences. It is recommended for potential online banking scams to verify with the bank before giving away information, and to raise awareness on the possible technique's scammers use.</p>
MA3024 15:15-15:30	<p>Social Media Content Strategy: TV Digital Dissemination in Indonesia</p> <p>Authors: Lidya Wati Evelina, Yulianne Safitri, Dimas Aditya Nugraha and Vini Mariani</p> <p>Presenter: Yulianne Safitri</p> <p>Affiliation: Bina Nusantara University, Indonesia</p> <p>Abstract—In 2022, the Indonesian government will disseminate Digital TV programs, one of the strategies is to use the social media Instagram Indonesiabaik. id owned by the Indonesian Ministry of Communication and Information. Information Technology and social media can support the organization strategy. This study wants to see content strategies on social media for digital TV and using Set Top Box for TV Analog dissemination in Indonesia. To discuss this research, use the concept of Instagram Social Media Content is used with a qualitative approach with content analysis methods. Data collection is done by observing Instagram content, the unit of analysis is the Instagram social media account Indonesiabaik. id. The results achieved during the period April, May, and June 2022 are that the social media content strategy is carried out by considering most followers aged 18-34 years, according to followers' interests, most content types are videos, followers voluntarily re-share the content they read to achieve their goals. Digital TV dissemination exposure can be accepted by the wider community. The contribution of the results of this research is a strategy in creating content to socialize government programs by knowing the type of content that fits the target audience on Instagram. The key finding in this study is the type of content used, namely</p>

	publicity, newsworthy information, generating news, transparent communication.
MA3037 15:30-15:45	<p>Evaluating the Public Perception of the National Academy of Science and Technology, Philippines (NAST PHL) through Analytics of its Social Media Accounts</p> <p>Authors: Reihvella Ambrosio Perez and Joel C. De Goma</p> <p>Presenter: Reihvella Ambrosio Perez</p> <p>Affiliation: Mapua University, Philippines</p> <p>Abstract—The increasing popularity of social media in all sectors of society has prompted more companies, including government agencies, to create and manage social media accounts to engage their clients online. For most government agencies, the use of Facebook deals not only with information dissemination but also, with managing reputation, communicating crises, and acting as a communication channel. This paper aims to: a) determine the sentiment of the stakeholders based on their feedback and comments on the NAST PHL Facebook pages from 01 April 2020 to 31 October 2021; b) develop and determine the performance of the different models for sentiment analysis; and c) determine the best model in terms of accuracy, precision, recall, and F1 Score. The researchers used RapidMiner to build a model while the classification process was initiated using Naive Bayes, K-nearest neighbor, and Decision Tree. The performance of each classifier was measured using accuracy, precision, recall, and F1 score. Results showed that the public has a positive sentiment (66 percent) on the various virtual events under the NAST core functions. On the other hand, DT gave the highest values for three out of the four performance measures: precision, recall, and F1 score. However, the values from DT and KNN for accuracy and F1 score were remarkably close, i.e., difference of 0.99 and 0.08, respectively. Based on the results, DT is the best among the three classifiers to use when evaluating the sentiment using Facebook data.</p>

ONLINE SESSION 2

<p>Feb 27 16:00-18:15</p>	<p>Online Session 2—Digital Finance, Applied Economics and Econometric Analysis</p> <p>Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054</p>
	<p>Session Chair—Prof. Norie Yokoi</p> <p>Nihon University, Japan</p>
<p>MA3006 16:00-16:15</p>	<p>Determinant of Carbon Emission Disclosure: Empirical Studies on Energy Companies in Indonesia</p> <p>Authors: Kevin Deniwwara, Frencia Kam Wijaya and Elena Joanne Handitya</p> <p>Presenter: Elena Joanne Handitya</p> <p>Affiliation: Bina Nusantara University, Indonesia</p> <p>Abstract—This study intends to investigate the variables, namely company size, profitability, leverage, media exposure, environmental performance, and green strategy, that affect the disclosure of carbon emissions in Indonesia's energy companies that are listed in the Indonesia Stock Exchange (IDX) in 2019-2021 that disclose carbon emission implicit/explicitly. This study used quantitative research method using secondary data obtained from Indonesia Stock Exchange (www.idx.co.id) and the company's website. The company size is measured using total assets natural logarithms of nominal value, whereas profitability is measured using Return on Assets (ROA). The leverage is measured using Debt to Equity Ratio (DER), while the media exposure instrument was dummy variable. The environmental performance is measured using PROPER results from the annual and sustainability report. Measurement of green strategy is done using the Ohlson (2008) index and the carbon emission disclosure is measured using Carbon Disclosure Project (CDP) checklist. The samples are applied using non-probability sampling with purposive sampling technique accompanied by predetermined criteria, with a final sample of 13 energy companies listed in Indonesia Stock Exchange (IDX) and 39 observations during the years 2019-2021. The result of this study provides empirical evidence that media exposure, environmental performance, and green strategy have a positive significant effect on carbon emission disclosure, whereas company size, profitability, and leverage do not have significant effect on carbon emission disclosure.</p>
<p>MA2014 16:15-16:30</p>	<p>Tourism Firm Performance on Malaysian Economic Risk and Return under Climate Change Context</p> <p>Authors: Chuie-Hong Tan, See-Nie Lee, Shu-Fen Chuah</p> <p>Presenter: Chuie-Hong Tan</p> <p>Affiliation: Multimedia University, Malaysia</p> <p>Abstract—Tourism demand leads to economic growth, but empirical studies of tourism sector performance on economic risk nexus have been quite scant, especially under climate change context. This paper studies the influence of tourism firm financial performance on volatility and growth in Malaysia. Three types of firm volatility are measured by standard deviation, GARCH(1,1) and EGARCH models. The effect of tourism firm performance on volatility of firms' stock return and economic growth under climate change and environmental hazards condition is further examined. This study focuses panel data in Malaysia from years 2010 until 2021. Data were content-analyzed and coded into weather types, firm performance and stock return volatility. Climate change data consist of temperature extremes, the intensity of rain events, rain days, floods and extreme events. Environmental hazards data include carbon dioxide emissions (CO₂), greenhouse gas emissions (GHG) and air quality index (AQI). The results statistically reveal that (i) financial performance is a significant factor in explaining the volatility of tourism firms and economic growth (ii) better financial performance contributes to economic growth under climate change context (iii) tourism firm financial performance induces environmental hazards, especially CO₂ and thus affects the tourism firms' financial risk in Malaysia. Results from this study are important to policymakers who</p>

	<p>should spare no effort to mitigate the effect of climate change in the context of tourism performance and economic risk. This study provides detailed insights into the sensitivity of tourism firm performance on economic risk, and their current ability to deal with climate change issue.</p>
<p>MA2008 16:30-16:45</p>	<p>An Empirical Analysis of Fiscal Decentralization's Effect on the Local Government's Land Finance Evidence from Provinces in China</p> <p>Authors: Chuanzhi Huo</p> <p>Presenter: Chuanzhi Huo</p> <p>Affiliation: China Agriculture University, China</p> <p>Abstract—The purpose of this paper is to supplement the empirical evidence of the relationship between fiscal decentralization and land finance in China, and to prepare for subsequent research. In this article, data from 1999 to 2017 were collected and analyzed. Based on panel data, regression analysis, time heterogeneity analysis and regional heterogeneity analysis are conducted. In the results, a strong positive correlation is found between the two variables. In the analysis of time heterogeneity, taking 2007 as the dividing point, since when the land transfer fee has been included in the budget as the dividing point, the regression results are completely different in the two periods. In the previous period, the coefficient of fiscal decentralization is greater and more significant than that in the later period. In the analysis of regional heterogeneity, a strong positive correlation is shown in each region. Besides, the degree of dependence on land finance affected by fiscal decentralization is completely opposite to the level of regional economic development. In other words, in economically developed regions, land fiscal dependence is less affected by fiscal decentralization, and vice versa.</p>
<p>MA2022 16:45-17:00</p>	<p>Retail Internationalization and the Presence in the Home Market</p> <p>Authors: Norie Yokoi</p> <p>Presenter: Norie Yokoi</p> <p>Affiliation: Nihon University, Japan</p> <p>Abstract—Since global retailers have been withdrawing from overseas markets one after another, this study considers the possibility of increasing domestic market presence by investing in the home market instead of the overseas markets that had previously been invested in. It identifies that it is not easy in the short term to regain lost market share or increase market share even if capital has been invested in the home market after withdrawal from an overseas market. It also suggests the possibility that a firm may lose market share in its home market to a competitor while it repeatedly expands into and withdraws from an overseas market.</p>
<p>MA3010 17:00-17:15</p>	<p>Fit and Forecasting Indonesia Banking Stock Price During Covid-19 Pandemic Based on Logistic Differential Equation System</p> <p>Authors: Viska Noviantri, Andree Sulistio Chandra and Yuhani Yusof</p> <p>Presenter: Viska Noviantri</p> <p>Affiliation: Bina Nusantara University, Indonesia</p> <p>Abstract—Banks are financial service companies that play an important role in channeling finances to folks who want capital for micro, small and medium establishments. The increase in bankrupt companies and unemployment in many sectors due to the uncertain condition during the Covid-19 pandemic will affect bank performance which may change their stock price dynamics. This study analyzes the stock price fluctuation in banking companies using a logistic differential equation model since the fluctuation changes rapidly and has a nonlinear pattern. This model was finished by the fit and forecasting process; and completed by Mean Average Percentage Error (MAPE) value to see how well the model captures the stock price fluctuation. Furthermore, the closing stock price during the pandemic of the four banks with the largest number of assets in Indonesia's banking sectors is applied here to complete the fit and forecasting simulation. The results show that the MAPE average value of this model in the fit process is 6.331%. In other words, the logistic equation accurately represents banking stock price fluctuation. Next, the forecast process conducts to predict the stock price fluctuation for some periods. Thus, the fluctuation of stock prices in Indonesian banking during the Covid-19 pandemic can analyze further.</p>
<p>MA2011 17:15-17:30</p>	<p>The Development of Renewable Energies and Green Logistics: Reflections on Three Countries in Latin America</p> <p>Authors: José Guadalupe Octavio Cabrera Lazarini, Alexander Wollenberg, Juan José Cabrera</p>

	<p>Lazarini, Gizela Nicol Olivares Rodríguez, Ameya Sathya Kakade</p> <p>Presenter: Alexander Wollenberg</p> <p>Affiliation: Khalifa University, UAE</p> <p>Abstract—We examine the development of Sustainable (Green) Supply chains in Latin America, which were selected based on their Logistics Performance Index and initiatives in the development of renewable energies over a 10-year period. We based our empirical analysis on UN SDGs concerned with clean energy, innovation, sustainable communities, and climate action (SDGs 7, 9, 11, and 13, respectively). Using a modified RAM-DEA model, our results showed high logistics performance but significant divergence in green logistics performance among countries in Latin America. Chile, Brazil, and Argentina showed moderate levels of inefficiency, which were marked by high oil consumption, high output of CO₂ emissions from oil combustion, high energy-related CO₂ emissions per capita, and a relatively high mean annual concentration of particulate matter of 2.5 microns and below. However, according to our empirical analysis, the countries showed remarkably positive developments in good inputs, such as investment in R&D, as well as basic and applied research related to renewable energy and green logistics. The three highest-performing countries in this regard have been Argentina, Brazil, and Chile. However, these countries have also experienced immense challenges in implementing renewable energies. Following the empirical analysis, we discuss the policies of the three countries implementing their renewable energy strategies.</p>
<p>MA3013 17:30-17:45</p>	<p>The Financial Modeling for Airbus by Free Cash Flow Model</p> <p>Authors: Bofan Liu</p> <p>Presenter: Bofan Liu</p> <p>Affiliation: Queen Mary University of London, UK</p> <p>Abstract—An investment advice report for the company Airbus is presented in this document. The Free Cash Flow (FCF) model was the approach that carrying out this research. Various technologies provide Airbus with higher external value, while FCF brings Airbus with internal value. The report forecasts the next four years based on the analysis of the economic data of the previous four years. To make a prediction, the external value factors of the aircraft industry operated by Airbus are found. In addition, the FCF variable was evaluated, and the results showed that as of December 31, 2021, the equity value was 8.8 million, and in Weighted Average Cost of Capital, growth would affect the company's value and value of equity per share. This study also provides a scenario analysis that illustrates two scenarios: bullish and bearish, and their relative impact on the company's value and equity value. Then, the price earnings ratio, EV / EBIT, are used for comparative evaluation. The results show that Airbus is undervalued compared to its competitors. This study points out that the results of FCF method and relative valuation method can provide reference to investment recommendations of persons and institutions.</p>
<p>MA3107 17:45-18:00</p>	<p>The New Era of Banking: Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT)</p> <p>Authors: Meiryani, Antonius Felix Tunggono, Rafael Timothy Erlan, Pariang Siagian, Lidiyawati and Wendy Endrianto</p> <p>Presenter: Antonius Felix Tunggono</p> <p>Affiliation: Bina Nusantara University, Indonesia</p> <p>Abstract—Problematic: At this time technology development has influence civilization. Because digital banking is the result of technological developments in the banking sector; therefore digital banking has the potential to be adopted. In addition to all the potential that digital banking has in adoption in Indonesia, digital banking has several problems such as Digital banking transaction risk, Social-physiological barriers, privacy and access barriers, insecure feeling, perceived risk of security and trust among the users which causes the users having a hard time to adopting Digital banking. Purpose: This research was conducted to determine the customer's perspective (Perceived usefulness, perceived ease of use, perceived risk and trust, social influence) in using digital banking which is the result of technology developments in the banking sector. Theory: Digital Banking is a product resulting from changes in the banking system due to technology developments. The banking system that was use by digital banking is modern method. By using the modern method in banking, the bank's customers can make the transactions and use bank facilities easily. Methodology: This research uses quantitative method and data collection in this research is primary data. Primary data was collected through the questionnaires. Then, the data will be process and analysis by using Smart PLS 4 program. Findings: From the research we found that perceived usefulness and social influence</p>

	has positive moderate and significant influence to behavioral intention to use Digital Banking. While perceived ease of use, perceived risk and trust has not significant positive moderate influence to behavioral intention to use Digital Banking.
MA2009 18:00-18:15	<p>Burden of Leverage: How leverage affects performance of companies in America</p> <p>Authors: Kunyan Wu</p> <p>Presenter: Kunyan Wu</p> <p>Affiliation: Renmin University of China, China</p> <p>Abstract—The questions about the relationship between leverage and company performance have always been under heated discussion. Theories have demonstrated their interaction and drawn diverse conclusions. In order to figure out the proper leverage burden of a company for managers and investors, I study how leverage affect performance of U.S. companies. The results show that leverage has negative impact on the valuation, efficiency and risk of the company. The relationship holds both in the cross section and in the time series. However, leverage has negative impact on profitability for a company while positively influence the profitability for different companies in the same industry. The results suggests that excessive debt is likely to be a burden for the company and harm company performance under most circumstances. The study implies that managers may face lower company performance when burdening excessive debt and investors may take more risks when investing for higher leverage companies.</p>

ONLINE SESSION 3

<p>Feb 28 15:30-17:15</p>	<p>Online Session 3—Business Automation, Enterprise Digital Transformation and Financial Performance Management</p> <p>Room ID: 879 0568 8054 Password: Singapore Link: https://zoom.us/j/87905688054</p>
	<p>Session Chair—Prof. Nitin Kr Saxena</p> <p>Jaipuria School of Business, India</p>
<p>MA3025 15:30-15:45</p>	<p>Digitalization of Financial Statement through XBRL Adoption on Timeliness of Financial Reporting with Audit Committee as Moderating Variable</p> <p>Authors: Kevin Deniswara, Michael Saputera and Sartia Faharuddin</p> <p>Presenter: Michael Saputera</p> <p>Affiliation: Bina Nusantara University, Indonesia</p> <p>Abstract—This study examines the effect of eXtensible Business Reporting Language (XBRL) adoption on the timeliness of financial reporting with audit committee meetings as a moderating variable. The population of this study is manufacturing sector companies listed on the Indonesia Stock Exchange for the 2016-2021 period, which is a total of 77 companies based on the criteria. This study used logistic regression analysis. The results of this study explain that the adoption of XBRL affects the timeliness of financial reporting where XBRL helps accelerate the process of analyzing financial information, assists auditors in terms of data flexibility, and increases the transparency of financial information to produce better investment decisions for users. Audit committee meetings moderated the relationship between XBRL adoption and the timeliness of financial reporting. For the control variables, leverage and audit size had no effect on the timeliness of financial reporting.</p>
<p>MA3041-A 15:45-16:00</p>	<p>Does Domain Knowledge matters in AI adoption? A Parallel Moderated Mediation Model</p> <p>Authors: Christu Raja and Min-Hsin Huang</p> <p>Presenter: Christu Raja</p> <p>Affiliation: National Sun Yat-sen University, Kaoshuing, Taiwan</p> <p>Abstract—With the rise of "big data," AI technology has become ubiquitous, and algorithms have become a new source of advice. It is believed that AI consistently outperforms human reasoning in numerous domains in speed and accuracy, driving the burgeoning demand for algorithmic advice. However, differences in lay beliefs about AI cause mixed feelings about using algorithmic recommendations. Hence, this paper examines the effect of lay belief on the acceptance of algorithmic recommendations with moderated parallel mediation model. This study adopts an experimental design to test the hypothesis. The Lay Belief about AI (LB) on Acceptance of Algorithmic Recommendation (AAR) is mediated by Perceived Autonomy (PA) and Perceived Personalization (PP) and moderated by Domain Knowledge (DM). Three studies provide significant evidence that the lay belief about AI has no effect when consumers have high domain knowledge (expert users) than less domain knowledge (novice users). I also demonstrate that lay belief about AI only influences the acceptance of AI recommendations among novice users. Though this study shows statistical significance, adding more studies would improve the study results and generalizability of the result. However, the study findings contribute to research on algorithmic advice in the online platform. Though researchers have mixed findings of lay belief about AI on algorithmic recommendations, these study findings might reconcile and give new insights from social psychology on how consumers react to AI from their domain knowledge.</p>

<p>MA3108 16:00-16:15</p>	<p>Assessing Accountant's Satisfaction Through Accounting Benefits and Technology Acceptance Model (TAM) in ERP System Implementation: A Quantitative Study on SMEs in Indonesia</p> <p>Authors: Meiryani, Sharon Sylvania, Yunita, Ismi Fathia Rachmi, Ka Tiong and Giri Darijanto Sugiono</p> <p>Presenter: Yunita</p> <p>Affiliation: Bina Nusantara University, Indonesia</p> <p>Abstract—Small and Medium Enterprises (SMEs) make a major contribution to economic growth in Indonesia. The technological development nowadays have encouraged them to adapt in order to maintain their sustainability. ERP System has present as one of the information system software package that has been widely implemented by various business organizations. This study aims to test how accountant in SMEs will be satisfied in using ERP System by the accounting benefits provided in four aspects, IT, Organizational, Operational (Time and Cost), and Managerial, and the acceptance of using new system by TAM (Technology Acceptance Model) which consists of Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) aspects. The data analysis technique was carried out using Partial Least Square Structural Equation Model (PLS-SEM) with SmartPls 4.0 program to process the data. The sample consists of 66 respondents (accountants) who use the ERP System directly in their workplaces. The results of the study show that IT and Managerial Accounting Benefits and TAM (PEOU and PU) do not significantly affect accountant satisfaction. Meanwhile, Operational and Organizational Accounting Benefits positively affect accountant satisfaction.</p>
<p>MA3038 16:15-16:30</p>	<p>The Impact of Perceived Social Support on Green Consumption Intention in the Context of Public Crisis</p> <p>Authors: Yongxin Liu, Yuanyuan Cai and Xuliang Tao</p> <p>Presenter: Yongxin Liu</p> <p>Affiliation: SILC Business School, Shanghai University, China</p> <p>Abstract—Based on the unexpected outbreak of COVID-19, this research draws on social exchange theory to explore the effects of perceived social support on green consumption intention. In addition, we also explore how to promote people's independent incentive mechanism of green consumption tendency after the outbreak of public crisis. To reveal the underlying mechanism, we examine the equity perception of individual-collective interest as the mediator variable and long-term orientation as the moderator variable. Data collection covers residents of 55 provinces and cities across China. The results show that perceived social support positively predicts green purchase intention and consumers will more likely to adopt long-term prosocial consumption behavior motivated by returning collective interests. Especially, individuals with long-term orientation show stronger green consumption tendencies. This study enriches the research on the motivation mechanism of green consumption intention under the background of public crisis.</p>
<p>MA3106 16:30-16:45</p>	<p>A Literature Review of The Role of Information Technology, Internal Audit, and Big Data in Detecting Accounting Fraud</p> <p>Authors: Meiryani, Sheeren Patricia and Selly Presillia</p> <p>Presenter: Selly Presillia</p> <p>Affiliation: Bina Nusantara University, Indonesia</p> <p>Abstract—This study aims to provide an explanation of the impact of information technology, big data, and internal audit in detecting accounting fraud. This study used a qualitative method with a literature review approach. The data used in this study is secondary data from previous studies that have been analyzed. Based on the results of the research analysis, it shows that information technology has an important role in detecting accounting fraud because it can facilitate auditors through computer-based applications in detecting accounting fraud. This study also states that the role of internal audit can help detect accounting fraud by implementing good audit procedures. In addition, another factor that plays an important role in detecting accounting fraud is big data. Big data can help auditors analyze large amounts of data through the analytical tools function, making it easier to produce more relevant data analysis.</p>

<p>MA3032 16:45-17:00</p>	<p>An Automated Parking Reservation System for a Small to Midscale Parking Lots: IoT Design</p> <p>Authors: Eric Blancaflor, Aaron Paul Abellon, Cydel John Ariola, Andrea Krystel Danao, Darwin Medel, Joshua Millard Odicla and Ma. Zhenadoah Leen Santos</p> <p>Presenter: Eric Blancaflor</p> <p>Affiliation: Mapua University, Philippines</p> <p>Abstract—Parking spaces have become increasingly integrated in our way of lives, especially in urban areas such as Manila. In fact, according to a study conducted by the Boston Consulting Group (BCG), Filipinos spend an average of 24 minutes a day just looking for a parking space, which then accumulates to 16 days a year and about 100,000 pesos worth of losses in income opportunities. Further study conducted by the BCG also revealed Manila to record the third-longest traffic in Asia. Powered by single-board computers (SBC), programmable microcontrollers, sensors and web technology, the researchers developed a solution called IsOccupied, a real-time automated parking reservation system for medium-large businesses looking to increase customer satisfaction by providing a convenient and efficient way of managing parking spaces within establishments. The system is capable of identifying an area's occupancy status using ultrasonic sensors that use sound waves to detect objects within an area and uses LED lights to indicate an area's status. All the data collected from the sensors are then sent back to the server where it is displayed as a live web interface for users to interact with. The system also provides users the ability to reserve a parking slot through the interface and view where and how many slots are available within an establishment, though it is important to note that slots are not guaranteed for reservation unless the system is integrated to an establishment business operation to personally check the reserved parking slot's status. However, despite the prototype's success in controlled environments, the system may fall short when deployed in a real-world environment where situations are dynamic and volatile, therefore hard to predict. The system's success will depend on continuous improvement and development of the system and exposure to the dynamic aspects of real-world parking scenarios that might unveil hidden problems and factors not considered with the development of the system.</p>
<p>MA3029 17:00-17:15</p>	<p>Analysis of the Effect of Jakpreneur Program Implementation on Improving MSMEs Financial Performance</p> <p>Authors: Eleonora Marinta Prawesti, Sonia and Ang Swat Lin Lindawati</p> <p>Presenter: Sonia</p> <p>Affiliation: Bina Nusantara University, Indonesia</p> <p>Abstract—The government plays an important role in supporting the growth of MSMEs, contributing greatly to the nation's economy. This study aims to examine the implementation of the Jakpreneur program in improving the financial performance of MSMEs in DKI Jakarta. The samples in this study were 220 respondents with the criteria of MSMEs in the West Jakarta area who had been established and joined the Jakpreneur program for more than one year. Research data were analyzed using the PLS-SEM method. The results showed that the Training, Marketing, Financial Reporting, and Capital programs had a positive and significant effect, while the Mentoring program had a positive but insignificant effect. On the other hand, the Licensing Program has an insignificant effect on improving the financial performance of MSMEs.</p>

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MAP & VISITOR GUIDE



ADDRESS

463 Clementi Road, Singapore 599494

CAR /MOTORCYCLE

Take Exit 26A along PIE and turn into Clementi Road

TAXI

Enter Blk C carpark to drop off at the round about

BUS

52, 61, 74, 75, 151, 154, 184

MRT

Alight at King Albert Park [Downtown Line, DT6] exit via Exit A to bus stop. Take bus 74, 151 or 154 from the same side and alight opposite SIM HQ

OPERATING HOURS

6.00am to 11:59pm (Daily including Saturday, Sunday, Public Holidays)

Entrance to Blk A and C carpark open from 6.00am and close at 12.00am daily

PARKING ON CAMPUS

Cars - \$1.28 per hour, based on 30-minute block charging

Motorcycles - Free

