

# Agenda

**Jan. 26, 2022 13:30-16:10 (UTC+08:00)**

## **Session A**

**Session Chair:** Cheng-Kiang Farn

National Central University, Taiwan

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### **Exploring on the Sustainable Competitive Advantage of Suang-Lien Elderly Center Based on Resource-Based Theory**

Shuo-Chang Tsai                      Asia University

Shu-Yu Wang                         Asia University

### **Exploring the Relationship between Patent Forward Citation and Stock Return Rate Using Empirical Data of China Stock Market**

Hong-Wen Tsai                      National Taiwan University of Science and Technology

Hui-Chung Che                      Shenzhen TekGlogy Intellectual Property Data  
Technologies, Ltd.

Bo Bai                                 Shenzhen TekGlogy Intellectual Property Data  
Technologies, Ltd.

### **Uncovering Factors Influencing Viewers' Perception of Undisclosed Ads**

Yeji Kim                              Yonsei University / SKTelecom

Woosik Shin                         Yonsei University

### **Traveler Choice on Responsible Tourism: How Cultural Dimensions Explain Moral Disengagement**

Tzu-Chiao Kuo                      National Chung Cheng University

Long-Chuan Lu                      National Chung Cheng University

### **The Joint Design of Specification Limits and Quality Investment**

Chung-Ho Chen                      Southern Taiwan University of Science and Technology

Chao-Yu Chou                      National Taichung University of Science and Technology

### **Organizational Culture, Entrepreneurial Creativity, and Service Innovation**

Hung-Tai Tsou                      Ming Chi University of Technology

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### **A Topic Modeling Approach to the Analysis of Customer Experience**

Ji-tae Kim Yonsei University

Seongbeom Kim Yonsei University

Hee-woong Kim Yonsei University

### **Exploring Resources Melioration of Smart Logistics in Circular Era**

An-Chi Wu Tamkang University

Tzu-Hsuan Hu Tamkang University