

**PROGRAM\* (Finalized Version)**

DAY 1 (February 3rd, 2023)		DAY 2 (February 4th, 2023)	
8:40 In-person presenters collect name badges from the service desk			
9:10-11:30	Session <a href="#">A1</a>	9:10-11:05	Session <a href="#">A2</a>
11:30-11:45	Tea Break	11:05-11:20	Tea Break
11:45-12:30	<b>Opening &amp; Keynote Speech**</b>	11:20:12:30	Sessions <a href="#">C2</a> , <a href="#">D2</a>
12:30-13:00	Tea Break	12:30-13:00	Tea Break
13:00-15:00	Session <a href="#">E1</a>	13:00-15:00	Sessions <a href="#">E2</a> , <a href="#">F2</a>
15:00-15:15	Tea Break	15:00-15:15	Tea Break
15:15-17:15	Session <a href="#">G1</a>	15:15-17:15	Session <a href="#">G2</a>

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

\*\* **Keynote Speech:** Ofer Zwikael, Professor and Director of the Research School of Management, ANU College of Business and Economics, The Australian National University; Associate Editor, *International Journal of Project Management* (**Venue: Panorama 1, 9/F; Zoom ID: [5847253394](#)**)

**Session A1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Panorama 1, 9/F)**

Chair: Joelle H. Fong (National University of Singapore)

Mobile Phone, Remittances, and Poverty Reduction (b23-031)

Speaker: Takeshi Inoue (Kobe University)

The Influence of Multimedia Learning Materials Integrating Augmented Reality Technology and Animated Multi-dimensional Concept Maps on Improving the Cognitive Effects of Statistics Teaching (b23-027)

Speaker: Chei-Chang Chiou (National Changhua University of Education)

The US Consumer Confidence and the COVID-19 Pandemic: Asymmetric Effects of Economic Uncertainty (b23-023)

Speaker: Taufiq Choudhry (University of Southampton)

Labor Market Performance of Syrian and Other Non-European Refugees in Germany Since the 2015 “Refugee Crisis” (b23-013)

Speaker: Andreas Knorr (German University of Administrative Sciences Speyer)

Emergence of Ethical Dilemmas Two-years COVID-19: Executives’ Lived Experiences and Lessons Learned (b23-051)

Speaker: Jonathan Harvey (ESG - Université du Québec à Montréal)

Long-term Care Insurance Ownership and Financial Literacy (b23-021)

Speaker: Joelle H. Fong (National University of Singapore) *\*SIBR Best Paper Award\**

**Session E1: ACCOUNTING & FINANCE (venue: Panorama 1, 9/F)**

Chair: Shivani Narayan (Indian Institute of Management Kashipur)

Predicting the Determinants of Investors’ Intention to Purchase Tourism Real Estate Property Using TPB, Government Policy and Perceived Financial Risk (b23-041)

Speaker: Nga Le (International University, Vietnam National University - Ho Chi Minh City)

An Intelligent Credit Scoring System in Financial Technology (b23-015)

Speaker: Shian-Chang Huang (National Changhua University of Education, Taiwan)

(E1 continued on next page ...)

A Friend in Need is a Friend Indeed: Employee Friendliness and Working Capital Management (b23-036)  
Speaker: Dung Pham (Shippensburg University)

Cash Holding Adjustments in Latin American Firms During Global Systemic Shocks (b23-035)  
Speaker: Sheryl-Ann Stephen (Butler University)

Perspective of Bank/Loan Officers on Audit Quality of Sole Practitioners: A Phenomenological Study (b23-073)  
Speaker: Franklin Prieto (University of Santo Tomas)

Identifying Systemically Important Financial Institutions in India (b23-033)  
Speaker: Shivani Narayan (Indian Institute of Management Kashipur)

**Session G1: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Panorama 1, 9/F)**  
Chair: Cristina Teresa N. Lim (De La Salle University)

How Do Fear of COVID-19 Infection and the Risk of Financial Loss from COVID-19 Interact to Increase Consumer Impulse Buying? (b23-024)  
Speakers: Jongkun Jun (Hankuk University of Foreign Studies) & Hyung Jun Kim (Chungnam National University)

The Influence of Key Opinion Consumers (KOCs) on Customers' Purchase Intention via TikTok - The Case of Generation Z in Vietnam (b23-029)  
Speakers: Minh Nguyen Tan & Trang Phan Ngoc Thuy (International University - Vietnam National University Ho Chi Minh City) *\*SIBR Best Paper Award\**

Digital Channel Distribution in Banking Services: A Customer Perspective from Three Developing Countries (b23-012)  
Speaker: Johan W De Jager (Tshwane University of Technology, South Africa)

Life Satisfaction among Korean Residents in Vietnam: Focus on Cultural Adaptation and Career Engagement (b23-048)  
Speaker: Han Nu Ngoc Ton (International University, Vietnam National University - Ho Chi Minh City)

Marketing Strategy for Korean Consumer Goods among Young Consumers in Ho Chi Minh City - Identifying Determinants of Purchase Decision (b23-074)  
Speaker: Han Nu Ngoc Ton (International University, Vietnam National University - Ho Chi Minh City)

Assessing the Consumption Pattern and Expenditure of Media Streaming Platforms in the Philippines (b23-052)  
Speaker: Cristina Teresa N. Lim (De La Salle University)

**Session A2: MANAGEMENT SCIENCE & MIS (venue: Panorama 1, 9/F)**  
Chair: Warut Khern-am-nuai (McGill University)

Crowd Intelligence in Business Decision Making (b23-030)  
Speaker: Christian Wagner (City University of Hong Kong)

A Dynamic Change of Digital Divide Clusters in 38 Asian Countries (b23-056)  
Speaker: Moon-Soo Kim (Hankuk University of Foreign Studies)

(A2 continued on next page ...)

Using WCA Framework to Analyze Management Information System (MIS) Usage of Syngenta Company (b23-022)

Speaker: Harvey T. Ong (De La Salle University – Manila)

Basic Study on Defect Occurrence Trend of Plaster Work by General Contractor (b23-076)

Speaker: Deokseok Seo (Halla University)

Analysis of Digital Innovation Sustainable Business Models in the Tourism Business in Indonesia Implementation Dynamic Capabilities (DSBMI-DC) (b23-072)

Speaker: Nurjamilah (Universitas Padjajaran)

Do Data Breaches Still Matter? Revisiting the Cost of Data Breach Disclosures (b23-019)

Speaker: Warut Khern-am-nuai (McGill University)

### **Session C2: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Panorama 1, 9/F)**

Chair: Eti Kusmiati (Universitas Garut)

Manipulating Consumer's Behavior Through Product Packaging: Role of Short Brand Story Mediated by Brand Authenticity and Brand Quality, Moderated by Perception of Brand Activism, and Role of Consumers Mindset (b23-064)

Speakers: Aufa Miladya Izzah & Aliya Fitri (Universitas Indonesia)

Continuance Intention of Mobile Wallets in the Philippines: A Mediation Analysis (b23-054)

Speaker: Manuel Tanpoco (De La Salle University)

Selection of Culinary Products with Analytical Hierarchy Process Approach (b23-032)

Speaker: Eti Kusmiati (Universitas Garut)

MSME Clusterization Using K-Means Clustering (b23-043)

Speaker: Eti Kusmiati (Universitas Garut)

### **Session D2: MANAGEMENT & MARKETING (Zoom ID: [5847253394](#))**

Chair: Maria Sheila Garcia-Medina (Tarlac State University)

The Impact of Self-Efficacy and Entrepreneurial Competence on Companies' Success: A Case of Fars Province Manufacturing companies in Iran (b23-055)

Speaker: Farzaneh Yarahmadi (Oman Tourism College)

A Theoretical Framework to Support a Research Model Depicting the Relationships between CSR, Business Excellence and Competitiveness (b23-028)

Speaker: Zafeiria Masoutis (University of Macedonia)

Developing Strategic Plan for Agri-food Processors in Bulacan, Philippines Using SWOT Analysis (b23-075)

Speaker: Edilyn Lansangan (Central Luzon State University)

Perceived Stress and Life Satisfaction among University Students (b23-080)

Speaker: Maria Sheila Garcia-Medina (Tarlac State University)

Consumers' Intent to Purchase Alcohol-based Hand Sanitizer (ABHS) with Ylang-ylang Oil (b23-081)

Speaker: Maria Sheila Garcia-Medina (Tarlac State University)

**Session E2: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Panorama 1, 9/F)**

Chair: Minjeong Ham (Yonsei University)

The Effect of Personalized Advertising on Users Behavior: Extending the Privacy Calculus Model (b23-067)  
Speakers: DongA Jeong, Sang Woo Lee & Hayeon Kim (Yonsei University)

Live-streaming Shopping Performance; Moderating Effect of Product Variety (b23-068)  
Speaker: HyoMyeong Park (Yonsei University)

Store Evaluation Criteria on Shopping Motivation Cluster in Urban Communities (b23-049)  
Speaker: Mahestu Novianindra Krisjanti (Universitas Atma Jaya Yogyakarta)

How to Build Adoptions Intentions through Customer Engagement for Travelling Application in Indonesia (b23-058)  
Speaker: Nuri Purwanto (STIE PGRI Dewantara Jombang)

The Importance of Justice Dimensions in Improving Customer Loyalty in Indonesia Aviation Industry (b23-059)  
Speaker: Nuri Purwanto (STIE PGRI Dewantara Jombang)

Does OTT Social Viewing Relieve COVID-19-related Depressive Symptoms? A Moderated Mediation Model of Social Connectedness and Social Network Types (b23-069)  
Speakers: Seowon Yoon, Hwaseong Na & Minjeong Ham (Yonsei University) *\*SIBR Best Paper Award\**

**Session F2: FINANCE, MARKETING, GROWTH & DEVELOPMENT (Zoom ID: [5847253394](#))**

Chair: Dendha Rizky Nugraha (Universitas Telkom)

The Effect of Financial Reporting Quality on Corporate Investment Efficiency (b23-040)  
Speaker: Yuhan Guo (Wenzhou-Kean University)

The Impact of the Chinese Government's Expenditure on Culture, Sports and Media on Performance of Culture, Sports and Media Companies (b23-042)  
Speaker: Feite Liu (Wenzhou-Kean University)

The Effects of Industrialization and Economic Growth on Sustainable Development Decoupling in China (b23-053)  
Speaker: Ying Cao (Chiang Mai University)

Development Analysis and Suggestions for the Electric Vehicle Industry (b23-057)  
Speakers: Qian Zhang & Jiajia Chen (Wenzhou-Kean University)

Antecedents and Consequence of Satisfaction Towards Online Food Delivery (OFD) Applications: A Modified UTAUT Model Perspective (b23-078)  
Speaker: Wilmark Ramos (Tarlac State University)

Segmentation Analysis of the Decision-Making Styles of Consumers in the Philippines (b23-079)  
Speaker: Wilmark Ramos (Tarlac State University)

Analysis on the Effects of Covid-19 Pandemic and Size Effect on the Stock of Hotel, Resort and Cruise Ship Sub-Industry Firms (b23-018)  
Speaker: Dendha Rizky Nugraha (Universitas Telkom)

**Session G2: ACCOUNTING, FINANCE & ENTREPRENEURSHIP (venue: Panorama 1, 9/F)**

Chair: Anna Purwaningsih (Universitas Atma Jaya Yogyakarta)

Stickyness Behavior of Marketing and General Administration Costs in Manufacturing Companies Listed on the Indonesia Stock Exchange (b23-066)

Speaker: Christina Wiwik Sunarni (University of Atma Jaya Yogyakarta)

Estimation of Goodwill Impairment Losses (b23-077)

Speaker: Tetsuhiro Kishita (Ryukoku University, Kyoto, Japan)

Antecedents of SMEs Performance in the Special Region of Yogyakarta, Indonesia in Facing VUCA Challenges (b23-082)

Speaker: Trestina Ekawati (Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia)

Students' Perceptions of the Effectiveness of Entrepreneurship Education (b23-016)

Speaker: Edward Rankhumise (Tshwane University of Technology, South Africa)

Conservatism Culture, Earnings Management, and Corporate Governance: Studies on Asia Pacific Countries (b23-044)

Speaker: Anna Purwaningsih (Universitas Atma Jaya Yogyakarta)

Accrual Earnings Management and Earnings Quality: Studies on Manufacturing Companies Listed on The Indonesia Stock Exchange (b23-045)

Speaker: Anna Purwaningsih (Universitas Atma Jaya Yogyakarta)

~ End ~

### Guide to Presenters and Session Chairs

- Please be ready in the session five minutes before the schedule.
- The session chair will allocate the available time equally among all papers to be presented in the session. Each paper has to be presented within the time allotted (approx. 15 minutes each) sparing 3 minutes for discussion.
- The session chair should remind each speaker three minutes before the time he/she is expected to end the presentation. If a speaker goes beyond the time allotted, the session chair should remind him/her to end the presentation.
- SIBR assumes no responsibility if a speaker is unable to finish his/her presentation in the assigned session for any reasons.
- For online presentation, please download the Zoom Client from <https://www.zoom.us> and install it on your computer.
  - Before the conference, speakers should test their computer webcams and microphones at the Zoom waiting room.
  - The password for entering the Zoom meeting rooms will be sent by email before the conference.
  - Speakers should save their presentation files on their computers for sharing during the conference.
- For in-person presentation, LCD projector and computer will be provided in each conference room. Speakers should save their presentation files on their own USB drives.

### Online Conference Proceedings

- The conference proceedings will be published at <http://sibresearch.org/past-2023-bangkok.html>.

### Conference Pack

- For both in-person and online presentations, speakers will receive by email their conference packs before the conference.
- For in-person presentation only, speakers will collect their name badges from the service desk.

### Conference Venue – Arize Hotel Sukhumvit

- Visit <http://sibresearch.org/bangkok-venue.html> for more information and maps. Tea breaks with light snacks will be provided at the conference venue. Lunch will NOT be provided. You are requested to wear a face mask.



**List of Delegates (Sorted by First Name)**

Paper ID	Delegate	Affiliation
b23-064	Aliya Fitri	Universitas Indonesia
b23-013	Andreas Knorr	German University of Administrative Sciences Speyer
b23-044, b23-045	Anna Purwaningsih	Universitas Atma Jaya Yogyakarta
b23-064	Aufa Miladya Izzah	Universitas Indonesia
b23-027	Chei-Chang Chiou	National Changhua University of Education
b23-030	Christian Wagner	City University of Hong Kong
b23-066	Christina Wiwik Sunarni	University of Atma Jaya Yogyakarta
b23-052	Cristina Teresa N. Lim	De La Salle University
b23-018	Dendha Rizky Nugraha	Universitas Telkom
b23-076	Deokseok Seo	Halla University
b23-067	DongA Jeong	Yonsei University
b23-036	Dung Pham	Shippensburg University
b23-075	Edilyn Lansangan	Central Luzon State University
b23-016	Edward Rankhumise	Tshwane University of Technology, South Africa
b23-032, b23-043	Eti Kusmiati	Universitas Garut
b23-055	Farzaneh Yarahmadi	Oman Tourism College
b23-042	Feite Liu	Wenzhou-Kean University
b23-073	Franklin Prieto	University of Santo Tomas
b23-048, b23-074	Han Nu Ngoc Ton	International University, Vietnam National University - Ho Chi Minh City
b23-022	Harvey T. Ong	De La Salle University - Manila
b23-067	Hayeon Kim	Yonsei University
b23-068	HyoMyeong Park	Yonsei University
b23-069	Hwaseong Na	Yonsei University
b23-024	Hyung Jun Kim	Chungnam National University
b23-057	Jiajia Chen	Wenzhou-Kean University
b23-021	Joelle H. Fong	National University of Singapore
b23-012	Johan W De Jager	Tshwane University of Technology, South Africa
b23-051	Jonathan Harvey	ESG - Université du Québec à Montréal
b23-024	Jongkun Jun	Hankuk University of Foreign Studies
b23-049	Mahestu Noviandra Krisjanti	Universitas Atma Jaya Yogyakarta
b23-054	Manuel Tanpoco	De La Salle University
b23-080, b23-081	Maria Sheila Garcia-Medina	Tarlac State University
b23-029	Minh Nguyen Tan	International University, Vietnam National University - Ho Chi Minh City
b23-069	Minjeong Ham	Yonsei University
b23-056	Moon-Soo Kim	Hankuk University of Foreign Studies
b23-041	Nga Le	International University, Vietnam National University - Ho Chi Minh City
b23-058, b23-059	Nuri Purwanto	STIE PGRI Dewantara Jombang
b23-072	Nurjamilah	Universitas Padjajaran
Keynote	Ofer Zwikael	Australian National University
b23-057	Qian Zhang	Wenzhou-Kean University
b23-067	Sang Woo Lee	Yonsei University
-	Sean Finucane	Thompson Rivers University
-	Seiji Tsuji	Kanto-Gakuin University
b23-069	Seowon Yoon	Yonsei University

---

b23-035	Sheryl-Ann Stephen	Butler University
b23-015	Shian-Chang Huang	National Changhua University of Education, Taiwan
b23-033	Shivani Narayan	Indian Institute of Management Kashipur
b23-031	Takeshi Inoue	Kobe University
b23-023	Taufiq Choudhry	University of Southampton
b23-077	Tetsuhiro Kishita	Ryukoku University, Kyoto, Japan
b23-029	Trang Phan Ngoc Thuy	International University, Vietnam National University - Ho Chi Minh City
b23-082	Trestina Ekawati	Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia
b23-019	Warut Khern-am-nuai	McGill University
b23-078, b23-079	Wilmark Ramos	Tarlac State University
b23-053	Ying Cao	Chiang Mai University
b23-040	Yuhan Guo	Wenzhou-Kean University
b23-028	Zafeiria Masoutis	University of Macedonia

---