

IAM2025S Program

July 8, 2025 (Tuesday)	
15:00-16:00	Registration (Lobby, Level 1)
July 9, 2025 (Wednesday) 09:00-15:00 Registration	
09:20-12:00	Session A (Salon II, Level 2)
12:00-13:30	Lunch (Café 168, Level 3)
13:30-16:30	Session B (Salon II, Level 2)
July 10, 2025 (Thursday) 09:00-15:00 Registration	
09:20-12:00	Session C (Salon II, Level 2)
12:00-13:30	Lunch (Café 168, Level 3)
13:30-16:10	Session D (Salon II, Level 2)
July 11, 2025 (Friday)	
10:00-12:00	Session E (Virtual, https://iam2025s.conf-online.org/virtual.php)

PID	Paper Title	Author(s)	Session
P0102	Political Correctness in Animation in Taiwan: Stereotypes, Emotional Responses, and Behavioral Intentions Among Adolescents	Chia-Hsueh Liang, Han-Yu Lin, Ming-Hung Chou	C
P0103	Engaging Consumers Through Co-Creation in Mobile Ride-Hailing Services: Exploring the Moderating Role of Trust and Perceived Usefulness	Shuling Liao, Thi Kim Ngan Tran	C
P0105	Enhancing Early Childhood Working Memory Through Short-Term N-Back Training: A Neurophysiological Approach Using EEG	Chih-Chin Liang, Si-Jie Fu	B
P0107	Exploring Nurses' Motivation and Attitudes Toward the Use of Electronic Bedside Systems in Hospitals	Feras Atalla Hammouri	B
P0110	The Influence of Agile Management on Employee Well-being and Cognitive Load	Yazid Abdullahi Abubakar	D
P0112	Perceived Value and Satisfaction of Using Generative AI for Programming Learning	Shih-Ming Pi, Lu-Ching Yu	A
P0113	A Comparative Study on the Impact of Mobile Payments by the Elderly on the Development of Financial Inclusion: The Cases of Taiwan and Japan	Ying-Ting Ho	C
P0114	Human or AI Powerful? A Study on Improving Call Center Performance with Generative AI - The Case of Taoyuan City Government	Chaoming Wu	A
P0115	Construction of Evaluation Criteria for English-Speaking Learning Apps	Hsin-Teng Huang, Chia-Wei Cheng, Hao-En Chueh	A
P0118	Evaluating Taiwan's Socio-Ecological System Performance	Tai-Hsi Wu, Yu-An Yang, Tony Shun-Te Yuo	D
P0119	Adoption of Immersive Event Technologies: The Moderating Role of Technology Readiness in Tourist Behavior	Tzu-Lan Tseng, Yi-Ying Tsai	D

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P0121	Application of Explainable AI in DNS Data Exfiltration Detection	Zi-Jin Yang, Kuo-Chen Li, Shih-Ming Pi	A
P0122	Investigating the Impact of Online Social Support and Social Comparison on Users' Continuance Intention toward Social Media: A Survey-Driven Empirical Analysis of Threads	Shi-Hua Xu, Hsiu-Li Liao	A
P0123	Factors Influencing the Adoption of My Health Bank	Hsiu-Li Liao, Kuan-Wen Chen, Ssu-Chi Lin	A
P0124	Impact of Digital Platform Capabilities on Digital Services Innovation: Role of Digital Resource Orchestration	Chi-Feng Tai, Kai Wang	B
P0126	An Empirical Study of Sustainable Information Security Disclosure	I-Cheng Chang	C
P0127	Examining the Branding Strategies of Podcast Creators: A Case Study of a Mediumship Podcaster	Chien-You Hsu	C
P0128	Understanding the Role of Social Media Marketing Strategies for Indie Music: Industry Perspectives on Engaging Generation Z	Chiu-Fang Ting	C
P0129	Internet Trolling: A Systematic Review and Research Agenda	Ching-Hsuan Yeh	D
P0130	Developing a Marketing Channel Strategy for Postoperative Medical Cosmetics - An EKB Model Approach Based on Company A	Pei-Chieh Tsai, Hsuan-Chih Ku, Pang-Wei Tsai, Shih-Hsiung Lee	B
P0131	Enhancing Sustainable Finance Literacy Through Team-Based Experiential Learning: Bridging Theory and Practice	Jyh-Jiuan Lin, Li-Hui Peng, Hsiao-Chi Leo, Ching-Hui Chang	D
P0132	Development and Evaluation of the Medical Chatbot for Breast Surgery	Chiung-Wen Hsu, Han-Ji Kang, Guan-Jie Huang	B
P0133	Disaggregating ESG and Innovation Performance in NIE Firms: The Moderating Role of Internationalization	Shin-Yu Tsai	D

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P0134	Virtual vs. Reality: An EEG Investigation of Users' Gaming Experiences	Hsuan-Hsien Liu, Chih-Jung Hsu, Su-Houn Liu	A
P0135	Driving Thailand's Digital Future: PromptPay's Role in Mobile Banking, the Cashless Society, and Economic Growth	Nattaya Lu	C
P0136	Value Co-Creation of Cultural and Creative Manufacturers Driven by Digital Transformation – Case Study of iB Company	Li-Jung Liu, Chun-Liang Chen	E
P0137	Virtual Companionship in VR: Effects of Virtual Pets on Loneliness and Stress with Interpersonal Relationships as a Moderator	Pei-Shan Hsieh, Hsiao-Yun Lu	B
P0138	ESG-driven Financial Constraint Forecasting: An AI-based Integrated Framework Adoption	Sin-Jin Lin, Te-Min Chang, Ming-Fu Hsu, Guan-Ci Lin	B
P0139	Self-Construction vs. Audience-Pleasing: Motivations Behind Non-Functional Virtual Item Purchase Intention in MMOGs	JenRuei Fu, Jui-Liang Lee, Chieh-Chih Kuo	B
P0140	Benefiting Even Non-Indigenous Population with Education on Indigenous People and Diverse Ethnic Cultures	Shin-Yu Tsai, Hua-Rung Chiang, Chih-An Lin	D