

## Session A1 (行銷)

Room: College of Management Bldg. 600

Chair & Commentator: Tsung-Yi Shen Associate Professor(沈聰益)

Time	No.	Authors	Title
13:00-14:10	1018	Chih-Ming Hsu, Pei-Ling Lu, You-Chen Chuang, Tzu-Hsuan Lo, I-Hsuan Hsieh, Pei-Hsuan Chuang, Meng-Ting Li 徐志明、盧沛菱、莊宥榛、羅紫瑄、謝怡萱、莊沛瑄、李孟庭	Exploring Conversion Behavior in Mobile Payment by Using the Push-Pull-Retention Theory 以推力－拉力－維繫力理論探討行動支付之轉換行為
	1038	Hui-Wen Chan, Pin-Yi Li, Yung-Hsin Cheng, Pao-Kkuei Chen, Tai-Ching Lin, Kai-Hsiang Lo 詹慧雯、李品毅、鄭詠心、陳寶貴、林岱靜、羅楷翔	The Effect of CSR and Brand Awareness on Purchase Intention The Moderating Role of Consumer Trust – A Case Study of IKEA 企業社會責任與品牌知名度影響消費者購買意願之探討：以 IKEA 為例的消費者信任干擾效果分析
	1054	Ying-Feng Qiu, Melissa Yi-Ting Hsu 邱映鳳、許宜庭	The Impact of Leadership Style on Kindergarten Teachers' Workplace Happiness 領導風格對幼兒園老師幸福感之影響
	1055	Melissa Yi-Ting Hsu, Fang-Hui Xie 許宜庭、謝芳惠	Using the S-O-R Model to Explore the Impact of Service Memory on Consumers' Online Merge Offline Consumption 利用 S-O-R 模型探討服務記憶對消費者線上線下融合消費之影響
	1056	Melissa Yi-Ting Hsu, Tin -Gyi Lin 許宜庭、林庭以	The Influence of Personality Traits, Psychological Immersion, and Online Word of Mouth on the Willingness to Recirculate Online Videos 人格特質、心理沈浸與網路口碑對網路影音再傳播意願的影響
	1082	Chih-Chang Chiang 江支璋	The Effect of Message Framing and Regulatory Focus on Communication Effectiveness 訊息框架與調節焦點對溝通效果的影响
	1083	Chih Hao Yu, Tzu Ling Huang , Ta	A Study on the Influences of Chinese

		Ei Chiu, You An Cai, Shao Siang Shen, Meng Xun Wu, Jane-Fuh Lu 于志浩、黃姿綾、邱大維、蔡宥安、沈少翔、吳孟勳、盧堅富	Professional Baseball League Home Stadium Marketing on Fan Loyalty 中華職棒主場行銷對球迷忠誠度影響之研究
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## Session A2 (行銷)

Room: College of Management Bldg.612

Chair & Commentator: Ming-Chwen Yang Associate Professor(楊明錚)

Time	No.	Authors	Title
13:00-14:10	1085	Ren-Me Chung, Yi-Wei Chang 鍾仁美、張鈿崑	A Preliminary Examination of the Relationship Between Employee ESG Perceptions, Corporate Reputation and Satisfaction – Take U Company as an Example 企業員工 ESG 認知對企業形象與滿意度關係之初探
	1089	Tsai-Sheng Wang, Hsi-Liang Chu 王在聖、朱希亮	A Study on High-end Consumer Willingness and Prestige Marketing Strategy 高端消費意願與尊榮行銷策略之探討
	1109	Li-Ling Huang, Che-Ming Chang 黃莉玲、張哲明	A Study of the Influence of Social Marketing on the Behavior Intention of Blood Donation 社會行銷對捐血行為意圖影響之研究
	1091	Yau-Yuh Tsay, Ziyu Peng, Yuqiao Zhang, Peiyi He, Yuqian Guo, Zixiu Huang 蔡瑤玉、彭梓漪、張羽蕎、何姍怡、郭雨謙、黃梓修	A Study on Consumers' Cognition and Usage Intention Toward Mobile Payment 消費者對行動支付認知與使用意圖之探討
	1094	Thi Hong Pham, Yi-Wei Chang, Hsiang-Lin Chang 范氏紅、張鈿崑、張湘琳	A Preliminary Examination of the Relationship Between Adaptation, Job Satisfaction, and Retention Willingness of Vietnamese Migrant Workers in Taiwan 越南移工在臺適應度、工作滿意度及留任意願關係之初探
	1120	Ya-Chen Li, Pei-Ting Lu, Hsi-Liang Chu 李亞蓁、呂沛庭、朱希亮	A Consumer Study on Live Commerce 直播導購之消費者研究
	1122	Yu-Hsin Lin, Hsin-Yi Tseng, Hsi-Liang Chu 林于莘、曾欣怡、朱希亮	Case Studies on E-commerce Livestreaming 電商直播個案探討

## Session A3 (行銷)

Room: College of Management Bldg. 600

Chair & Commentator: Hsi-Liang Chu Associate Professor(朱希亮)

Time	No.	Authors	Title
14:30-15:40	1079	Ming-Chwen Yang 楊明錚	Discussion on customer churn 顧客流失之探討
	1099	Yu-Tzu Lin, Yi-Wei Chang 林郁慈、張鈿崑	A Preliminary Examination of the Relationship Between Website Design in the Interior Decoration Industry, Brand Perception Value, and Purchase Intention 室內裝修業網頁設計對品牌知覺價值與購買意願關係之初探
	1100	Chia-hui Wu, Yi-Wei Chang 吳家輝、張鈿崑	A Preliminary Examination of the Relationship Between Corporate Alliances , Brand Marketing Strategies and Brand Alliance 企業聯盟、品牌行銷策略與企業品牌關係之初探
	1116	Ming-Chwen Yang 楊明錚	Average Life Expectancy Prediction in Taiwan 國人的平均壽命預測
	1118	Ya-Chuan Chan, Yi-Jie Hong 詹雅娟、洪藝捷	From Physical Stores to Online Shopping: Changes and Impacts of Consumer Behavior 從實體店到網路購物：消費行為的改變與影響
	1119	Wen-Ze Huang, Kuo-Chang Ting 黃文擇、丁國章	A Study for the Customer on the Adoption Motivation of Electronic Lock Based on the Technology Acceptance Model: A Case Study of Company L 以科技接受模式研究調查電子鎖客戶安裝動機－以L公司為例
	1123	Tsung-Yi Shen, Yen-Wei Chen, Hsien-Che Lin 沈聰益、陳彥維、林賢哲	The Impact of Electric Motorcycle Cognition on Purchase Intention and Behavior 電動機車的認知對購買意圖與行為的影響

## Session B1 (資管)

Room: College of Management Bldg. 408

Chair & Commentator: Chien-Chih Chen Associate Professor(陳建志)

Time	No.	Authors	Title
13:00-14:10	5	Kuo-Chang Ting 丁國章	Establishing a home visit system for premature infant by a prompt and intelligent input system based on Web speech API 以 Web speech API 快速智慧輸入建置低與極低體重快速訪視表單系統
	7	Su-Hsien Huang, Chin-Ting Hsu 黃夙賢、徐金廷	Research and Implementation of Retrieval Augmented Generation in Online Question Answering System 利用檢索增強生成於線上問答系統之研究與實作
	11	Pei-Chun Lee, Li-Chan Chen, Shan-Shan Cheng, You-Long Ye, De-Lun Ciou, Yi-Ci Chen, Yu-Syuan Wu 李佩君、陳麗貞、鄭姍姍、葉祐龍、邱得倫、陳亦琦、吳昱萱	An Exploration Study on Interview Website Design in Hospitality Industry 餐旅業面試網站系統設計與開發之初探
	12	Y-Chuang Chen 陳玉專	Developing Computational Thinking through Visual Thinking and Learning Through Play in Algorithm Courses 透過視覺化思考與遊戲式學習在演算法課程中培養運算思維
	13	Y-Chuang Chen, Chia-Kai Li, Tsu-Hao Liu, Yu-Feng Wei, Yu-Cheng Wu, Yi-Chieh Sun 陳玉專、李佳愷、劉祖豪、韋裕峰、吳宥錚、孫意絜	Development and Implementation of an Intelligent LineBot System: A Case Study of Minghsin University of Science and Technology Library 智能 LineBot 系統的開發與實作－以明新科技大學圖書館為例
	20	Ta-Chung Ying 應大中	Opportunities and Challenges of Using Generative AI to Assist Learning 運用生成式人工智慧輔助學習的機會與挑戰

## Session B2 (資管)

Room: College of Management Bldg. 408

Chair & Commentator: Y-Chuang Chen Associate Professor(陳玉專)

Time	No.	Authors	Title
14:30-15:40	25	Zi-Yang Zeng, Kwei-Bor Chen, Sen-Ren Jan 曾子暘、陳奎伯、詹森仁	Research on Dynamic Adjustment of Traffic Signals During Peak Hours 尖峰時段動態調整交通號誌之研究
	29	Zi-Ming Wang, Ping Chen, Ming-Fong Tsai, Bo-Kai Hu, Shu-Lin Hsieh 王子銘、陳平、蔡明峰、胡博 凱、謝樹林	A Data Upload Mechanism for Reducing Transmission Data Using Unsupervised Classification Modeling Methods 基於無監督式分類模型方法以減少傳輸資 訊量之資料上傳機制
	30	Hong-Wei Tang, Ping Chen, Ming-Fong Tsai, Bo-Kai Hu, Shu-Lin Hsieh 湯宏威、陳平、蔡明峰、胡博 凱、謝樹林	Design and Development of Prototype System for Recycling Material Detection Using Production Traceability Barcodes 應用生產追溯條碼於檢測資源回收材質之 原型系統設計與開發
	31	Kuan-Shin Sung, Ping Chen, Ming-Fong Tsai, Bo-Kai Hu, Shu-Lin Hsieh 宋冠嶽、陳平、蔡明峰、胡博 凱、謝樹林	Using Machine Learning Methods in Film Coating Detection based on Infrared Wavelength Information 基於紅外光波長資訊之機器學習淋膜檢測 應用
	1069	Pin-Chiao Tseng, Chuan- Feng Chiu, Peng-Cheng Kuo, Min- Chieh Tsai, Pei-Ying Peng 曾品喬、邱川峰、郭芄成、蔡閔 傑、彭佩穎	The Design and Implementation of Greenhouse Gas Inventories System 溫室氣體盤查系統之設計與實作

## Session B3 (資管)

Room: College of Management Bldg. 410

Chair & Commentator: Pei-Chun Lee Assistant Professor(李佩君)

Time	No.	Authors	Title
14:30-15:40	1070	Kwun-Wah Chan 陳冠樺	Exploring Online Shopping Intentions of Consumers in Hong Kong and Taiwan: Trust and Subjective Norms as Antecedents 香港台灣兩地消費者網路購物意願之探討－以信任和主觀規範為前置變數
	1073	Jia-Jane Shuai, Hsiao-Wen Chiu, Tzu-Chi Huang, Yu-Ting Huang 帥嘉珍、邱筱雯、黃資淇、黃羽霆	The Impact of Non-Economic Events on the Stock Market: A Case Study of the Russia – Ukraine War 非經濟事件對股市之影響－以烏俄戰爭為例
	1077	Wei-Liang Hsu, Jeng-Yiiang Li 徐瑋良、李政穎	A Study on Disease Prediction Models: A Case of Diabetes 疾病預測模型之研究－以糖尿病為例
	1081	Kuo-Chang Ting 丁國章	An OSCE Medical Education Implementation Study Based on RAG Using the Pinecone Database
	1031	Chien-Chih Chen, Fei- Ling Hu 陳建志、胡妃伶	Integrating the Information Systems Success Model with Price Quality: Exploring User Behavior, Satisfaction, and Individual Benefits on E-commerce Platforms 資訊系統成功模式結合價格品質探討電子商務平台之使用者行為、滿意度與個人效益

## Session C1 (財金)

Room: College of Management Bldg. 701

Chair & Commentator: Shu-Ying Lin Associate Professor(林淑瑛)

Time	No.	Authors	Title
13:00-14:10	2	Chih-Ping Fan, Hsing-Yu Chien, Yen-Chen Ma, Yi-Ren Wang 范芝萍、簡焯宇、馬彥宸、王怡仁	Development of a TWSE Portfolio Optimization Platform Using R Shiny 台股投資組合優化平台之建置－R Shiny 的應用
	8	Chao-an Kuo, Meng-Ting Huang 郭釗安、黃夢婷	Business Strategy and Financial Performance Analysis of Third-Party Payment Companies: A Case Study of Green World FinTech 第三方支付公司之經營策略與財務績效 分析－以綠界科技為例
	1010	Chao-An Kuo, Ching-Fang Chen 郭釗安、陳靜芳	A Study on Tesla Inc.'s Diversified Business and Stock Price Valuation 特斯拉公司(Tesla Inc.)的多元業務與股 價估值之探討
	1074	Shumei Chiang, Shufen Lin, Wei- Chieh Lo 姜淑美、林淑芬、羅煒杰	The Myth and Reality of ESG Investing: A Performance Analysis Based on Empirical Data ESG 投資的神話與真相－實證數據的績 效分析
	1080	Shu-Ying Lin, Ching-Yi Li 林淑瑛、黎靖翊	The Impact of ESG Performance on Firm Value: Empirical Evidence from Listed and OTC Companies in Taiwan ESG 表現對企業價值之影響：以臺灣上 市櫃公司為實證
	1087	Ming-Huang Lee, Ya-Xuan Wu 李明煌、吳雅萱	Application of the KNN Algorithm to Analyze the Correlation Between Major Shareholders' Holding Changes and Stock Returns 應用 KNN 演算法分析大股東持股變化 與股票報酬率的相關性



## Session D1 (工管)

Room: College of Management Bldg. 806

Chair & Commentator: Shih-Chou Hsu Assistant Professor(許世洲)

Time	No.	Authors	Title
13:00-14:10	3	Chih-Ming Hsu 徐志明	Predicting Earthquakes by Using the Self-Organizing Map and Genetic Programming
	1015	Yeu-Ching Chang, Yu-Hsing Lin 張宇晴、林於杏	A Case Study of Consumable Material Management 耗材管理之個案研究
	1052	Yi -Chan Chung, Yao-Wen Hsu 鍾宜展、許耀文	Research on Convenience Store Service Quality Improvement Strategies 便利商店服務品質改善策略之研究

## Session E1 (休閒)

Room: College of Human Ecology, Lixu Bldg.304

Chair & Commentator: Yu-mei Hong Associate Professor(洪毓美)

Time	No.	Authors	Title
13:00-14:10	10	Yi-In Lee, Hsiu-Yuan Hu, Shao-I Chiu 李怡穎、胡秀媛、邱紹一	The Relationship between Family Support and the Consumption Behavior of Adolescents: Money Attitude as Mediator 青少年家庭支持與消費行為之研究：以金錢態度為中介變項
	1011	Chih-Yuan Lin, Ze-Ying Tian Ai, Li-Ciou Lin 林致遠、田艾澤滢、林麗秋	Research on the Key Factors of Success in the Development of Leisure Agriculture in Naluowan Leisure Agricultural Area, Jianshi Township 尖石鄉那羅灣休閒農業區發展休閒農業之成功關鍵因素研究
	1063	Yi-Xuan Yeh, Shu-Hwa Hsiao 葉翊萱、蕭淑華	Making SDGs Alive by Using RPG maker MV-Take Hukou Township, Hsinchu County as an example 運用 RPG maker MV 活現 SDGs – 以新竹縣湖口鄉為例
	1078	Yihuan Xu, Naixin Chang 徐宜萱、張乃心	Research on the Management of Board Game Stores in Hsinchu 新竹桌遊店經營管理研究 – 以空想邊境桌遊、踢桌子桌遊、桌遊聯盟新竹竹北部落為例
	1108	Chi-yun Feng, Yu-han Ho, Yin-tung Lin, Tung- yuan Wu, Yu-Tong Xie, Shiu-an-yu Tseng 馮琦芸、何雨涵、林胤彤、吳東原、謝雨彤、曾炫諭	The Impact of Seasonal Variations on Skin Barrier Function 皮膚屏障功能與壓力表現相關性

## Session F1 (樂齡)

Room: College of Human Ecology, Lixu Bldg.502

Chair & Commentator: Shiuan-yu Tseng Associate Professor (曾炫諭)

Time	No.	Authors	Title
13:00-14:10	22	Wen-Xin Liu, Tsung-Tai Yang 劉玟欣、楊琮泰	Analysis of Five-Element Wellness and Dietary Care for an Aging Population 五行養生與高齡化的飲食照顧初探
	26	Yi-Ting Ren, Feng-Chi Yu 任怡婷、游豐吉	A Preliminary Study on Leisure Involvement, Leisure Benefits, and Well-Being- Case on Faculty and Staff Participation in Recreational Activities 教職員工文康活動參與之休閒涉入、休閒效益與幸福感初探
	1012	Chiu-Chin Huang, Hsiu-Ling Huang, Chia-Yu Liao 黃久秦、黃秀玲、廖家瑜	Hsinchu County's Therapeutic Economy Youth elderly Collaboration of Horticulture Activities in Multiple Experimental Fields Taking Maker Bay as an Example 新竹縣療經濟－多元實驗場域之青銀共創園藝活動－以合好一起鍊為例
	1030	Yu-Hao Tseng 曾鈺溟	A Preliminary Study on the Development and Application of a Personalized Management System for Rehabilitation Training Equipment 復健訓練器材之個人化管理系統開發與應用之初探
	1058	Chi-Hua Wang, Su-Fang Chen 王繼華、陳素芳	Older Adult Learners Participating in Aroma Stone Handcraft Courses 樂齡學習者參與擴香石手作課程之心理體驗與生活意義探究
1093	Yi-Syuan Lai, Shen-Chang Wang, Li-Kai Liao, Bo-Xiang Peng, Yun-Xuan Chang, Qing-Yuan Wen, Hsin-Chih Huang, Po-Yu Pan 賴奕瑄、王申長、廖利凱、彭柏翔、張芸瑄、溫慶源、黃信智、潘柏佑	Culinary Service Learning Experience and Effectiveness for the Elderly: A Case Study of a Dragon Boat Festival Rice Dumpling Activity 銀髮族餐飲服務學習體驗與成效－以端午節包肉粽活動為例	

## Session F2 (樂齡)

Room: College of Human Ecology, Lixu Bldg.504

Chair & Commentator: Chi-Hua Wang Assistant Professor (王繼華)

Time	No.	Authors	Title
13:00-14:10	27	Wan-Jiun Tzeng, Feng-Chi Yu 曾琬君、游豐吉	An Exploration of the Sleep Quality and Self Perceived Health Status of Elementary School Teachers 國小教師睡眠品質與自覺健康狀況之初探
	1013	Yu-Lin Tseng, Feng-Chi Yu, Shu-Fen Wu 曾宥霖、游豐吉、吳淑芬	Applying the Health Belief Model to Examine Breast Cancer Awareness Among Mammography Screening Participants 以健康信念模式探討乳房攝影篩檢參與者的乳癌認知
	1024	Suh-May Yen, Hung Li Chen, Hsiu-Ling Huang 顏素美、洪麗真、黃秀玲	Effects of Reminiscence Therapy on Cognitive Function in Middle-Aged and Elderly People 懷舊治療對中老年人認知功能影響之薈萃分析
	1025	Chi-Hua Wang, Hsiu-Yun Sung 王繼華、宋秀雲	The Impact of Living Aesthetics on Successful Aging in Older Adults: A Perspective from Cement Planter Creation 從水泥磚盆創作看生活美學對高齡者成功老化的影響
	1105	Min Sheng Ku, Li Hsien Shih 古旻陞、史麗仙	A Study on the National Policy of Second Employment for Middle Aged and Elderly People in Taiwan 高齡化社會下之中高齡就業政策探討
	1114	Mine Sheng Ku, Bi Fen Hsu 古旻陞、許碧芬	A Study on the Curriculum Design Concepts of Senior Universities: An Examination Based on the Lifelong Learner Philosophy in the 12-Year Basic Education Curriculum Guidelines (108 Curriculum) 樂齡大學課程設計理念之研究－以108課綱之終身學習者之理念進行檢視

## Session G1 (幼保)

Room: Department of Early Childhood Education and Care, B14324

Chair & Commentator: Hsiu-Chin Lin Assistant Professor(林秀勤)

Time	No.	Authors	Title
13:00-14:10	1065	Hua-Chen Lo, Si Han Wang, Ya Chun Lee, Mei Jung Chung 羅華珍、王思涵、李亞純、鍾枚蓉	Explore the Design of Teaching Aids in the Field of Children's Health With Visual and Motion Integrated Images-The Adventure of King QQ in the Pyramid of the Kingdom of Health 探究以視動整合的圖像設計幼兒健康領域之教具－以健康王國金字塔 QQ 國王的冒險之旅為例
	28	Chung-Liang Chang, Yi- Huang Shih, Meng Chin Hsu, Yi-Yi Liu 張仲良、施宜煌、許孟勤、劉乙儀	Developing Aesthetic oriented Curriculum Leadership for Preschool Principals:Roles and Challenges
	1040	Hui-Ching Hsu, Yu-Hsuan Chang, Wei-Yi Pai, Shih-Ting Hong, Ching-Fen Lee 許惠菁、張鈺萱、白維翊、洪詩婷、李青芬	The Effect of Preschoolers' Self-Care Abilities: The Role of Health 影響幼兒生活自理能力的因素探討－健康扮演的角色
	1044	Chung-Liang Chang, Yi- Huang Shih, Meng Chin Hsu, Yu-Chiea Shen 張仲良、施宜煌、許孟勤、沈玉潔	The Development and Implementation of Thematic Curricula in Taiwanese Preschool Education: Approaches and Challenges
	1075	Shu-Ting Peng, Hsin-i Pao 彭淑婷、保心怡	The Predicament and Healing Journey of a Preschool Teacher in her Professional Career 一位幼兒園老師的專業生涯困境和療癒之路
	1084	Chia-Chien Pai, Ya-Syuan Li, Zih-Syuan Syu, Hua-Chen Lo 白佳仟、李垂璇、許子軒、羅華珍	SDGs Sustainable Development Issues Integrated into the Development of Environmental Protection Teaching Aids for Young Children SDGs 永續議題融入環境保護幼兒教具之研發

## Session G2 (幼保)

Room: Department of Early Childhood Education and Care, B14324

Chair & Commentator: Yi-Huang Shih, Associate Professor(施宜煌)

Time	No.	Authors	Title
14:30-15:40	14	Ru-Si Chen 陳儒晰	The Relationship Between Professional Alienation, Social Position, and Teacher Agency Among Preschool Teachers 幼兒教師專業異化、社會位置與教師能動性的影響
	18	Meng-Chin Hsu 許孟勤	Preschool Teacher's Practical Knowledge in Guiding Children Play Blocks 幼兒園教師引導幼兒積木區遊戲的實務知識
	19	Meng-Chin Hsu 許孟勤	Preschool Teachers' Practice and Challenges on Play in the Learning Area 幼兒園教師對學習區遊戲的做法與困境
	1021	Chung-Hui Chen, Chen-Chi Wei 陳寵惠、隗振琪	A Preliminary Exploration of the Role of Social Workers in Home-Based Childcare Service Centers: A Perspective from Supervisors 社工人員在居家托育服務中心之角色初討—以督導觀點為例
	1026	Hsiu-Chin Lin, Yu Yun Chuang 林秀勤、莊侑芸	A Study on the Relationship Between Career Self-efficacy, Occupations Interest and Career Choice of College Students 大學生生涯自我效能、職業興趣與生涯選擇關係之研究
	1033	Ming-Jhen Cai, Yu-Yun Lin, Yu Chen Lin, Yu-Ting Lin, Hua-Chen Lo 蔡明珍、林昱芸、林妤蓁、林毓婷、羅華珍	The Effectiveness of Designing and Applying Teaching Aids for Gender Equality Education in Kindergartens 幼兒園性別平等教育教具設計與應用之成效
	1034	Hua-Chen Lo 羅華珍	Using Metacognitive Perspectives to Guide Pre-Service Kindergarten Teachers to Develop Interactive Teaching Aids for SDGs Children: Teaching Practice 運用後設認知觀點引導幼兒園職前教師研發SDGs 幼兒互動式教具之教學實踐

## Session H1 (其他)

Room: College of Management Bldg. 511

Chair & Commentator: Li-Hsueh Lin Associate Professor(林麗雪)

Time	No.	Authors	Title
13:00-14:10	16	Kaohong Lin, Junyi Dai, Miaoling Wang, Chiawen Hsu, Yifeng Chen, Chingyu Yang, Jiannshing Shieh 林高弘、戴君毅、王妙伶、許財 文、陳宜鋒、楊靜于、謝建興	An rPET Blister Recycling Technology for ESG Sustainable Management and Green Low-Carbon Manufacturing 以 rPET 泡殼再生循環技術實踐 ESG 永續 經營綠色低碳製造
	39	Wei-Lun Hsu, Te-Sheng Li 許維倫、李得盛	Improvement of the IC Packaging Deflashing Process. IC 封裝去封膠製程改善
	1017	Zhiyuan Lin, Yating Chang, Chihlin Cheng 林致遠、張雅婷、程芷琳	The Study on Urban Residents Perception and Preference for Traditional Atayal Cuisine of Tmmyan – A Case Study of Zhudong Township, Hsinchu County 新竹縣竹東鎮民眾對泰雅族傳統美食醃肉 認知及喜好之探討
	1020	Cheng-Hsueh Yang , Hsin-Yi Chan, Yu-Wei Huang 楊政學、詹心怡、黃羽薇	A Study on Green Conservation Labels and Consumers' Cognition and Purchase Intention: ESG as the Moderating Factor 綠色保育標章與消費者認知及購買意願之 研究：以 ESG 為調節變數
	1050	Chen-Chuan Kuan, Te-Sheng Li 官振傳、李得盛	Applying AHP to Find out the Key Factors of Internet of Vehicle to Military Mobilization of Resources-Taking Vehicle Mobilization as an Example 應用 AHP 找出車聯網導人物力動員關鍵成 功因素－以車輛動員為例
	1071	Cheng-Wei Chung, Lung-Chih Hsu, I-Chieh Weng 鍾政偉、許龍池、翁以捷	An Exploratory Study on User Experience Between Interpersonal and Technological Service Models 探討人際型服務與科技型服務間體驗感受 之研究
	1125	Youn-Jan Lin, Jyun-Tai Wang	The Theory and Case Studies of the '

		林永禎、王俊泰	Resource Analysis ' Method in the TRIZ Innovation Tool 萃思創新工具「資源分析」之理論與案例
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## Session H2 (其他)

Room: College of Management Bldg. 504

Chair & Commentator: Cheng-Hsueh Yang Associate Professor (楊政學)

Time	No.	Authors	Title
13:00-14:10	1023	Yun-Chin Chen 陳詠晴	The Prediction Analysis and Management Issues of Pet Care and Training Stores in Taiwan 寵物照顧及訓練營運店數預測分析與管理探討之研究
	1045	Tzu-Chia Yu, Wu-Der Jeng, Yao-Wen Hsu, Chun-Tai Wang 游子佳、鄭武德、許耀文、王俊泰	The Impact of Conscription Policy Reform on an Air Force Air Defense Artillery Unit and Its Response Strategies 兵役制度的轉變對空軍防空砲兵某部隊之影響與因應對策
	1057	Yi -Chan Chung, Yao-Wen Hsu 鍾宜展、許耀文	Research on the Correlation Between Tourism Factory Business Strategies and Business Performance 觀光工廠經營策略與經營績效關聯性之研究
	1059	Shun-Yao Hou 侯順耀	A Preliminary Exploration of the Feasibility and Diversity of Operational Management for the Local Cultural Centers in Hsinchu County under the Three-Centers Collaboration Model 以『三館協作』模式初探新竹縣地方文化館群之營運管理之可行性與多樣性
	1088	Tsen-Chien Chen 陳正虔	The Differentiation of Common Species in a Coral Reef Fish Assemblage for Recreational Scuba Diving 珊瑚礁魚類群聚中常見物種的分析：運用於休閒潛水
	1095	Chun-Mei Liao, Yan-Ping Huang 廖春妹、黃燕萍	The Employment Service Difficulties for Indigenous People: A Case Study of Hsinchu Jianshi Township 新竹縣原住民就業困境之探討－以尖石鄉為例
	1097	Hsin-Yu Tai, Yu-Hsin Lin 戴昕妤、林於杏	A Study on the Adaptation of Foreign Students from New Southbound Countries: A

			<p>Case Study of International Programs of Industry-Academia Collaboration at A Technological University</p> <p>新南向外籍學生生活適應之研究：以某科技大學產學合作專班為例</p>
	1111	<p>Che-Ming Chang, Sandy Yu-Ping Shao</p> <p>張哲明、邵玉萍</p>	<p>Applying Artificial Intelligence Technology and Analytical Hierarchy Process Method to Establish an Intelligent System for Employee Performance Evaluation</p> <p>應用人工智慧科技與層級分析法建立智慧型員工績效評估系統</p>

## Session H3 (其他)

Room: College of Management Bldg. 511

Chair & Commentator: Che-Ming Chang Assistant Professor(張哲明)

Time	No.	Authors	Title
14:30-15:40	9	Shih-Hao Wang, Yao-Wen Hsu, Wu-Der Jeng, Chun-Tai Wang 王世豪、許耀文、鄭武德、王俊泰	A Study on the Impact of Military Leadership Styles and Organizational Ambidexterity on the Job Performance of Air Force Aircraft Maintenance 以軍隊領導風格與組織雙元性對空軍飛機修護工作績效之研究
	43	Hieu Phung Huynh, Ying-Je Huang 黃孝鳳、黃英哲	A Study on the Employee Loyalty During Pandemic Period
	1062	Chieh-Jui Chang, Chii-Ruey Lin 張捷睿、林啟瑞	Managing Strategic Paradoxes: Organizational Contradictions and Competitive Advantage – Insights From ASML
	1076	Jeng-Shing (Rock) Chern, Zheng Hong (George) Zhu, Elisabeth Piotelat, Radhika Ramachandran, Nikolay N. Smirnov, Antonio Viviani, Olivier Contant, Leslie I. Tennen, Yi-Wei (Eva) Chang, Ake Ingemar Skoog	Management and Promotion of the Acta Astronautica Journal From 2011 to 2025
	1102	Jeng-Shing (Rock) Chern, Chen-Joe Fong	Management Enhancements in the Space System Engineering
	1104	Cong Xu, Shihan Shen	Rethinking Real Estate Economics Through Creative Critical Practices: A Multi-Dimensional Value Approach

## Session H4 (其他)

Room: College of Management Bldg. 504

Chair & Commentator: Chih-Ming Hsu Professor(徐志明)

Time	No.	Authors	Title
14:30-15:40	1019	Chiu-Hua Hu, Yan-Ping Huang 胡秋華、黃燕萍	Empowerment Process Research of Indigenous Women Participating in Tribal Human Resource Development Programs 原住民婦女參與部落人力培力計畫之充權歷程研究
	1027	Yung-Chi Chen, Yi-Ching Lin, Fang-Hui Hsieh, Ting-Yi Chuang, Chin-Hsuan Yang, Wen-Hsin Wu 陳永琦、林苡晴、謝芳惠、莊婷亦、楊芷萱、吳文馨	Exploring the Perception and Recognition of Euthanasia of Taiwanese People's 探討臺灣民眾對安樂死的認知與認同感
	1060	Chen-Yi Chang, Wu-Der Jeng, Yao-Wen Hsu, Chun-Tai Wang 張晨毅、鄭武德、許耀文、王俊泰	Enhancing the Training Effectiveness and Capability of Air Force Maintenance Personnel - A Case Study of a Certain Air Force Wing 提升空軍技勤人員訓練成效及能力－以空軍某聯隊為例
	1061	Tzu-Hsiang Chien, Ling-En Lin 簡子翔、林伶恩	Maintenance Management and Research on the Introduction of Electric Vehicles into Military Official Use—A Case Study of the Ground Support Unit of Air Force Wing M 電動車輛導入國軍公務車維保管理與研究－以空軍 M 聯隊地勤單位為例
	1113	Hinu Bsyal, Che-Ming Chang 晞努巴西燕、張哲明	A Study on the Development and Innovation Strategies of Tribal Social Enterprises: A Case Study of Taoshan Community Association in Wufeng Township, Hsinchu County 部落社會企業發展與創新策略探討：以新竹縣五峰鄉桃山社區協會為例
	1117	Pin-Hsuan Chao, Che-Ming Chang 趙品宣、張哲明	Discussion on the Management and Development Strategies of Bamboo and Wood Industry Production

			Cooperatives:Take Shanshaman'an, Wufeng Township, Hsinchu County as an Example 竹木產業生產合作社經營與發展策略探討：以新竹縣五峰鄉山莎蔓岸為例
	1124	Li-Hsueh Lin, Chieh-Jui Chang 林麗雪、張健睿	An Analysis of Carbon Accounting and Emission Reduction Strategies Among Taiwan's Top 50 Publicly Listed Companies 臺灣上市前 50 大企業碳盤查與減碳策略研究

## Poster 1 (海報)

Room: College of Management Bldg. 1st floor hall

Chair & Commentator: Yi-Wei Chang Associate Professor, Wen-pin Wei Assistant Professor

Time	No.	Authors	Title
08:00-16:00	4	Chih-Ming Hsu, Chaio-ling Su 徐志明、蘇巧玲	A Study on the Relationship Between Service Innovation, Interaction Quality and Behavioral Intention - Taking Teppanyaki Restaurants as an Example 服務創新、互動品質與行為意圖關聯性之研究－以鐵板燒餐廳為例
	32	Chih-Ming Hsu, Yi-Wei Chang, Tsai-Chang Huang 徐志明、張鈞崑、黃財章	The Impact of Service Innovation on Customer Satisfaction and Behavioral Intentions-Take the Group Catering Service Company in Hsinchu Area as an Example 服務服務創新、顧客滿意度與行為意圖關聯性之研究－以新竹地區團體膳食服務公司為例
	33	Yu-Jhen Wang, Wen-Pin Wei 王毓楨、魏文彬	Kindergarten Organizational Identification and Work Pressure 幼兒園組織認同與工作壓力探討
	34	Yu-Hui Wu, Wen-Pin Wei 吳雅惠、魏文彬	Day Care Center Operation and Innovative Development Strategies 日間照顧中心經營與創新發展策略探討
	35	Wei-Zhen Lin, Wen-Pin Wei 林威禎、魏文彬	Beauty Consumption Motivation and Customer Satisfaction 美妝消費動機與顧客滿意度探討
	36	Hua-Chun Chang, Wen-Pin Wei 張華浚、魏文彬	Tea Oil Industry Development and Marketing Strategy 苦茶油產業發展與行銷策略探討
	37	Yi-Hui Lu, Wen-Pin Wei 盧憶慧、魏文彬	Talent Cram School Management and Parents' Selection Factors 才藝補習班經營與家長選擇要素探討
	38	Pei-Jung Wei, Wen-Pin Wei 魏珮蓉、魏文彬	Financial Services for the Elderly and Customer Satisfaction Strategies 高齡金融服務與顧客滿意度探討
	40	Yuan Cho, Yi-Wei Chang, Chao-Yi Pan	Convenience Store Management and Customer Selection Factors

	卓淵、張鈿崑、潘昭儀	便利商店經營與顧客選擇要素探討
41	Cheng-Hsing Chou, Yi-Wei Chang, Chao-Yi Pan 周政興、張鈿崑、潘昭儀	Environmentally Friendly Exhaust System Design and Marketing Strategy 環保排風系統設計與行銷策略
42	Ju-Chu Teng, Yi-Wei Chang, Mei-Ru Weng 鄧如菊、張鈿崑、翁玫茹	School Leadership Styles and Work Stress 學校領導風格與工作壓力探討
44	Shih-Yun Chou, Tung-Yueh Pai 周詩紘、白東岳	Material Management and Cost Control Strategies 物料管理與成本控制策略探討
45	Shu-Pao Chin, Tung-Yueh Pai 金書堡、白東岳	Smart Device Manufacturing and Competitive Strategies 智慧設備製造與競爭策略探討
46	Hao-Ting Chuang, Tung-Yueh Pai 莊皓婷、白東岳	Total Quality Management and Performance Evaluation Strategies 全面品質管理與績效評估探討
47	Ying-Shuang Chen, Tung-Yueh Pai 陳瑩霜、白東岳	Real Estate Sales and Customer Satisfaction Strategies 房地產銷售與顧客滿意度探討
48	Wei-Yen Liu, Tung-Yueh Pai 劉威延、白東岳	Convenience Store Service Quality and Group Consumption Behavior Strategies 便利商店服務品質與群體消費行為探討
49	Ya-Ting Xue, Tung-Yueh Pai 薛雅庭、白東岳	Railway Transportation Management and Vehicle Renewal Strategy 鐵路運輸管理與車輛更新策略探討
1028	Tung-Yueh Pai, Meng-Shien Tsai 白東岳、蔡孟誠	Early Childhood Education Business Changes and Marketing Strategies 幼教經營變遷與行銷策略探討
1029	Tung-Yueh Pai, Shu-Fang Li 白東岳、李書芳	Car Installment Strategies and Risk Management 汽車分期付款策略與風險管理探討
1036	Ya-Hui Wang, Yi-Wei Chang, Hui-Ya Wang 王雅惠、張鈿崑、王惠亞	Construction Formwork Engineering and Business Performance 建築模板工程與經營績效探討
1037	Cheng-Chieh Tuen, Yi-Wei Chang, Hsiang-Lin Chang 田正杰、張鈿崑、張湘琳	Mechanical and Electrical Parts Agency and Marketing Strategy 機電零件代理與行銷策略探討

1048	Yung-Chi Chen, Wan-Yu Lin 陳永琦、林婉裕	The Impact of Instant Messaging Software on Communication Efficiency: A Case Study of Preschool Educator Using Line for Parent-Teacher Communication 即時通訊軟體對溝通效能之影響－以教保服務人員使用 Line 於親師溝通為例
1049	Chih-Ming Hsu, Yi-Wei Chang, Yu-Ling Tseng 徐志明、張鈿歲、曾鈺聆	Research On Online Consumer's Group Purchasing Behavioral Intentions 線上消費者團購行為意圖之研究
1066	Wen-Pin Wei, Hsizu-Pin Lin 魏文彬、林賢賓	Bookstore Management and Innovation Strategies 書店經營與創新策略探討
1067	Yung-Chi Chen, Yung-Ting Chou 陳永琦、周詠婷	Using Technology Acceptance Model to Explore Intention to Use KKday 以科技接受模式探討旅遊平台 KKday 的使用意圖
1068	Yung-Chi Chen, Nai-Hsin Chang 陳永琦、張乃心	Exploring the Relationship Between Work Values, Partnerships, and Work Efficiency: A Case Study of Early Childhood Educators 探究工作價值觀、夥伴關係與工作效率之關聯－以教保服務人員為例
1096	Yung-Chi Chen, Ai-Yuan Chiu 陳永琦、邱愛媛	Exploring the Impact of Positive Leadership and Organizational Climate on Innovation Atmosphere: A Case Study of Elementary Schools 探究正向領導、組織氣氛對創新氛圍之影響－以國民小學為例
1101	Che-Ming Chang, Chien-Chung Feng 張哲明、馮建中	Generative AI-Driven Innovation in Senior Education Services: A TRIZ-Based Systemic Design Approach 生成式 AI 驅動之樂齡教育服務創新模式：基於 TRIZ 理論的系統化設計方法



## Poster 2 (海報)

Room: College of Human Ecology, Lixu Bldg. 1st floor hall

Chair & Commentator: Yun-Long Shao Associate Professor (邵雲龍)

Time	No.	Authors	Title
08:00-16:00	23	Tsai-Lin Liu, Yuan-Pin Chang 劉采琳、張原賓	The Analysis of Functional Baked Products and International Development Trends: A Case Study of Adding Chinese Herbal Medicine 機能性烘焙產品與國際化發展趨勢分析—以添加中草藥為例
	1016	Po-Min Tsai 蔡柏旻	The Exploration of Service Design and Service Quality in Glamping 奢華露營服務設計與服務品質探討
	1090	Jing-Shan Tsou, Kang-Bo Wang 鄒靜珊、王康柏	A Case Study on AI-Assisted Digital Storytelling: A Focus on Hakka Ban Cuisine 人工智慧輔助數位敘事之個案探討—以客家飯食為例

## Poster 3 (海報)

Room: College of Human Ecology, Lixu Bldg. 1st floor hall

Chair & Commentator: Yun-Long Shao Associate Professor (邵雲龍)

Time	No.	Authors	Title
08:00-16:00	1014	Chih-Yuan Lin, Ling-Hui Chen, Ming-Tseng Chuang 林致遠、陳玲慧、莊明增	Exploring the Key Factors in the Development of a Hot Spring Utilization Business in Xiuluan Village, Jianshi Township 尖石鄉秀巒村發展溫泉使用事業之關鍵因 素探討
	1022	Tsung-Ju Yang, Yi-Ting Hsu, Wen-Hui Lu 楊宗儒、徐藝庭、呂玟慧	The Impacts of Emotional Intelligence and Work Stress on Self-Efficacy: A Case Study of Long-Term Care Workers 情緒智力與工作壓力對自我效能的影響效 果：以長照服務人員為例
	1086	Shih-Ching Peng, Chang-Hung Tsai, Choi-Wai Cheok, Yuan-Yi Chan, Hsiu- Ling Huang 彭詩晴、蔡昌宏、卓采葳、詹媛 貽、黃秀玲	Exploring Board Game Design as an Intervention for Improving Hand-Eye Coordination and Concentration in the Elderly: A Preliminary Study 手眼協調與專注力訓練對銀髮族之影響：以 桌遊設計介入初探
	1098	Min Sheng Ku 古旻陞	A Study on the Ethical Challenges Faced by Nurses in Long-Term Care 護理師在長期照護中遇到的道德挑戰之研 議
	1110	Tsung-Ju Yang, Xiu-Zhen Xiao, Li Huang 楊宗儒、蕭秀貞、黃莉	The Impacts of Home Care Program on the Stress of Primary Caregivers with Disabilities 居家服務對身心障礙者之主要照顧者壓力的 影響
	1112	Chui-En Chiu, Feng-Chi Yu, Chun-Hung Wu, Sin-Yi Shih 邱垂恩、游豐吉、吳俊宏、石心 儀	Exploring the Industries with Local Characteristics by Six-Grade Model: A Case Study of Guanshi Mesona 六級化地方特色產業探討－以關西仙草為 例
	1115	Ming-Chia Liu, Feng-Chi Yu 劉明嘉、游豐吉	A Preliminary Study of the Water Temperature in the House Bathing Car 到宅沐浴車沐浴水溫之初步研究

	1121	Yih-Cheng Pan, Feng-Chi Yu 潘益成、游豐吉	A Preliminary Study on Service Quality and Satisfaction in Home Based Long Term Care in Hsinchu County: Application of the PZB Model 新竹縣居家長照服務品質與滿意度初探：PZB 模型應用
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