

## The 1st NCNU–NCCU–UEB Joint Conference

Date: March 21-22, 2025

Venue: College of Management, National Chi Nan university

Address: No. 1, Daxue Rd., Puli, Taiwan 54561

Time	Agenda		
<b>2025/03/21 Friday</b>			
10:00-10:30	Registration		
10:30-11:00	Opening		
11:00-12:00	<p style="text-align: center;"><b>Keynote Speech I (R371)</b>  <b>Dr. Dao Cam Thuy, Vietnam National University</b>                      Topic: Sustainable Marketing:                      Trends and Challenges for Business Development</p>		
12:00-13:30	Luncheon		
13:30-15:00	Session A (R206)	Session B (R207)	Session C (R212)
15:00-15:20	Coffee Break		
15:20-16:50	Session D (R206)	Session E (R207)	Session F (R212)
17:30-20:00	Conference Dinner (Japanese Restaurant)		
<b>2025/03/22 Saturday</b>			
09:30-10:30	<p style="text-align: center;"><b>Keynote speech II</b>  <b>Professor Robin K. Chou, National Chengchi University</b>                      Topic: CEO Neuroticism and Corporate Cash Holdings:                      Evidence from CEOs' Tweets</p>		
10:30-12:00	Session G (R206)	Session H (R207)	Session I (R212)
12:00-13:00	Luncheon and Concluding Remarks		



## Detailed Program

Time	2025/03/21 Friday
13:30-15:00	<p><b>Session A (R206)</b> Chair: Chih-Yung Lin, National Yang Ming Chiao Tung University</p>
	<p><b>Cryptocurrency Risk Management Using Lévy Processes and Time-Varying Volatility</b>  Hai-Tang Wu, Jinan University Meng-Lan Yueh, National Chengchi University</p>
	<p><b>The Impact of the Sustainable and Circular Textile Strategy of the European Union on the Vietnamese Textile Industry</b>  Minh Quang Le, Vietnam National University</p>
	<p><b>ESG Performance and Payout Policy</b>  Chong-Chuo Chang, National Chi Nan University Chia-Wei Yeh, National Chi Nan University Yi-Jou Liu, National Chi Nan University</p>
	<p><b>Session B (R207)</b> Chair: Chien-Lin Lu, National Taipei University</p>
	<p><b>A Forward-Looking Index of Physical Market Variance</b>  Pei-Lin Hsieh, National Chengchi University Rachel J. Huang, National Central University Larry Y. Tzeng, National Taiwan University</p>
	<p><b>Investor Cultural Diversity and Market Reactions to Earnings Announcements</b>  Yen-Cheng Chang, National Taiwan University</p>



Yu-Siang Su, National Chi Nan University  
Kevin Tseng, Chinese University of Hong Kong & National Taiwan University  
Na Wang, Hofstra University

**The Social Effect of Foreign Direct Investment in Vietnam: Employment, Productivity, and Inequality**

Nguyen Anh Thu, Vietnam National University  
Nguyen Thi Vu Ha, Vietnam National University

**Session C (R212)**

Chair: Yu Chih Huang, National Chi Nan University

**Effects of an Essential Oil Aromatherapy Course on Sleep Quality, Well-being, and Depression of Older Adults**

Pei Fen Chiang, National Chi Nan University  
Yu Chih Huang, National Chi Nan University  
Kai-Lin Liang, National Chi Nan University

**The Effect of Visual Marketing on Customer Attention and Revisit Intentions at Coffee Shops in Popular Tourist Destinations in Vietnam**

Dao Cam Thuy, Vietnam National University

**Personnel Management for Physical Therapy and Sports Protection, Taking the Sun Moon Lake Marathon as an Example**

Ya Ting Wen, National Chi Nan University





Time	2025/03/21 Friday
15:20-16:50	<p><b>Session D (R206)</b> Chair: Meng-Lan Yueh, National Chengchi University</p>
	<p><b>The Lasting Impact of Conflicts: Evidence from the Banking Markets</b> Dien Giau Bui, Yuan Ze University Hao-Wen Chang, National Yang Ming Chiao Tung University Iftekhar Hasan, Fordham University Chih-Yung Lin, National Yang Ming Chiao Tung University Stefano Manfredonia, Fordham University</p>
	<p><b>Sustaining Innovation and Disruptive Innovation: A Study on Taiwan's Motorcycle Manufacturing Industry</b> Liu Ruei Cheng, National Chi Nan University</p>
	<p><b>Impacts of Public Policies on Innovation Capacities of Vietnam Food Processing Firms</b> Do Hoang Phuong, Vietnam National University</p>
	<p><b>Session E (R207)</b> Chair: Pei-Lin Hsieh, National Chengchi University</p>
	<p><b>Why Don't Multinational Firms Repatriate Foreign Incomes? Evidence from the Tax Cuts and Jobs Act</b> Hsuan-Chi Chen, University of New Mexico Chih-Yung Lin, National Yang Ming Chiao Tung University Chien-Lin Lu, National Taipei University Yu- Chiao Wang, National Yang Ming Chiao Tung University</p>
	<p><b>Regional Industrial Cluster of Taiwan Lithium Battery Industry: An</b></p>



**Empirical Investigation of Born Regional Theory**

Teng-Yi Huang, National Chi Nan University

**Impact of Social Media on Ecotourism Choice Behavior in Sapa, Lao Cai**

Bui Mai Huong, Vietnam National University

**Session F (R212)**

Chair: Hong-Yi Chen, National Chengchi University

**Why Can't the Market Add and Subtract? Evidence from Central Firms in Business Groups**

Woojin Kim, Seoul National University

Shu-Feng Wang, Ajou University

**Asset Pricing and A Tale of Night and Day: Evidence from Taiwan**

Hui-Wen Chang, National Chengchi University

Shiang-Ting Tseng, National Chengchi University

Nien-Tzu Yang, National United University

**Leveraging International Trade for Poverty Reduction: Insights from Vietnam, India, Mexico, Bangladesh, and Indonesia**

Do Phu Hai, Vietnam National University



Time	2025/03/22 Saturday
10:30-11:30	<p><b>Session G (R206)</b> Chair: Shu-Feng Wang, Ajou University</p>
	<p><b>ESG Return Comovement</b> Yueh-Hsiang Lin, National Taipei University of Business Hong-Yi Chen, National Chengchi University Sheng-Syan Chen, National Taiwan University</p>
	<p><b>Exploration and Practical Application of Virtual Reality with Multiplayer Connectivity Technology</b> Hon-Lam-Rick Ng, National Chi Nan University Mei-Ling Chiang, National Chi Nan University</p>
	<p><b>Spillover Effects of Foreign Policy Uncertainty and Their Impact on FDI Inflows in Asia–Pacific: A Panel Quantile Approach</b> Tran Thi Mai Thanh, Vietnam National University To Ngoc Lan, Vietnam National University</p>
	<p><b>Session H (R207)</b> Chair: Hsin-Yu Shih, National Chi Nan University</p>
	<p><b>The Co-evolution of Healthcare and Semiconductor Technology: A Socio-Technical Systems Analysis</b> Tsong-Han Ke, National Chi Nan University Hung-Chun Huang, National Chi Nan University Hsin-Yu Shih, National Chi Nan University</p> <p><b>Digital Workforce Training and Employee Performance</b> Dao Thi Ha Anh, Vietnam National University</p>



Bui Thi Quyen, Vietnam National University  
Nguyen Thi Mai Huong, Vietnam National University  
Phan Vu Linh Giang, Vietnam National University  
Nguyen Quynh Anh, Vietnam National University

**Session I (R212)**

Chair: Nguyen Thi Phuong Linh, Vietnam National University

**Organizations' Strategies for Addressing Quiet Quitting in the Post-Pandemic Era**

Mei-Shu Chang, National Chi Nan University

**Assessing the Impact of Global Value Chain Participation on Industrial Upgrading: A Cross-National Perspective**

Nguyen Thi Phuong Linh, Vietnam National University  
Dang Quynh Chi, Vietnam National University  
To Ngoc Lan, Vietnam National University  
Phan Duc Thao Nguyen, Vietnam National University