



16th International Conference Of Organizational Innovation

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- Indonesia

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Conference Date

July 15-17, 2025

Location

Campus of Universitas Dhyana Putra.
Jl. Raya Padang Luwih, Dalung, Kuta Utara, Dalung, Kec. Kuta Utara,
Kabupaten Badung, Bali 80351 Indonesia

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PROCEEDINGS OF 2025 ICOI THE INTERNATIONAL CONFERENCE OF ORGANIZATIONAL INNOVATION

July, 15 – 17 2025

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1. International Association of Organizational Innovation, USA
2. Universitas Dhyana Putra, Bali, Indonesia
3. Forum Manajemen Indonesia (FMI)

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14. Taru Publication – India



**WELCOME TO THE INTERNATIONAL CON-
FERENCE ON
ORGANIZATIONAL INNOVATION,
DENPASAR, INDONESIA**

On behalf of the International Association of Organizational Innovation, I welcome you to the 2025 International Conference on Organizational Innovation. This conference promises to be the largest ever!

It is an honor and a pleasure for me to be in Denpasar City. I am looking forward to interacting with all of you distinguished scholars and business men & women at this conference! And I am eager to explore the beautiful island of Bali.

The International Association of Organizational Innovation has made great progress in the last few years! The main activities of the Association are hosting this conference and publishing *the International Journal of Organizational Innovation*. Both of these activities continue to grow. As a presenter at this conference you are automatically included as a member of the Association. Besides welcoming you to this conference, I also serve as the Editor of the *International Journal of Organizational Innovation*, the journal sponsored by this Association. I encourage all of you to consider submitting the papers that you are presenting at this conference for publication in the journal. Another professional opportunity available to you is to serve as an Assistant Editor for the journal and review paper submissions to the journal (see the invitation letter in your conference packet).

I would like to thank all of the people who worked very hard to organize this Conference. I know the effort that they had to use in getting this conference together.

I especially thank Universitas Dhyana Putra and their representatives here for hosting our conference. I would also like to thank my colleague Dr. Chich-Jen Shieh for his hard work coordinating with Universitas Dhyana Putra for the planning and delivery of this conference.

I look forward to meeting you all and working with you over the next few days. For those of you who have published in the Journal or serve as an Assistant Editor, Please come up and introduce yourself to me.

Dr. Frederick Dembowski, President,
The International Association of Organizational Innovation
drfdembowski@aol.com

Distinguished guests, esteemed colleagues, and dear participants, Welcome to Bali.



It is a great honour and pleasure to welcome all of you to this beautiful island, renowned not only for its breathtaking landscapes and vibrant culture, but also as a centre for inspiration in the development of sustainable management science. On behalf of the Dhyana Pura University, Bali, I extend my warmest greetings to each participant of the International Conference ICOI-FMI 2025 BALI – INDONESIA.

Ladies and gentlemen, In this era of profound uncertainty and rapid business transformation, further accelerated by the dramatic advancement of Artificial Intelligence (AI), undergraduate management programs must be designed to remain adaptive, dynamic, and responsive to the ever-evolving demands of our time. A modern curriculum should

not only deliver fundamental management knowledge but also integrate a deep understanding of digital technology and AI, including data analytics, business process automation, and data-driven decision-making.

Moreover, the development of soft skills such as leadership, communication, collaboration, and critical thinking has become essential to ensure that our graduates are equipped to adapt and thrive amidst global challenges. The curriculum must include relevant courses such as risk management, business innovation, digital entrepreneurship, and the ethics and legal aspects of digital business, all contextualized with the latest technological advancements. Learning experiences should be practical, featuring collaborative projects, real-world case studies, and industry internships involving the application of AI, so that students can directly engage with the realities of the professional world.

To support these goals, faculty development and the strengthening of digital campus infrastructure are of utmost importance. Collaboration with industry partners and alumni is also crucial to ensure that our curriculum remains aligned with the needs of the job market. Regular evaluation and continuous improvement, through tracer studies and benchmarking with other leading institutions, will guarantee that our curriculum stays relevant and produces graduates who are not only theoretically proficient but also ready to face the uncertainties of the digital business era.

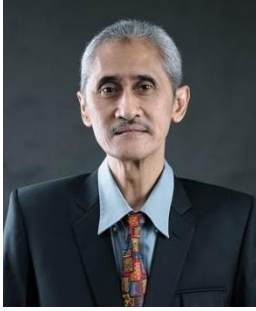
Furthermore, in enriching the adaptation of management science, we must embrace Indonesia's local wisdom, especially from Bali, which is internationally recognized through the "Triple Bottom Line Bali version." Allow me to share how the Balinese community integrates the concept of Tri Hita Karana harmony among people, nature, and God into modern management principles, particularly in the context of sustainability and social business responsibility. This unique local perspective offers valuable inspiration for the global management community.

Through this international conference, I sincerely hope that we can engage in collaborative knowledge sharing and enrich our understanding of management from various perspectives. Let us work together to build a future for management education that is adaptive, innovative, and firmly rooted in noble values.

I wish you a fruitful and inspiring conference. May this event bring meaningful benefits to us all.

The President's Dhyana Pura University
Prof. Utama, IGBR.

FOREWORD



It is my distinct honour and great pleasure to welcome all distinguished participants, scholars, researchers, and practitioners from around the world to the 2025 International Conference of Organizational Innovation (ICOI), held from 15th to 17th July 2025 at the vibrant and culturally rich island of Bali, Indonesia, hosted by Universitas Dhyana Pura.

The ICOI has grown into one of the most dynamic academic platforms for exchanging ideas and promoting innovation across organizational and management sciences. Each year, this conference brings together experts from a wide range of disciplines to engage in meaningful dialogue, challenge prevailing assumptions, and foster collaborative opportunities that transcend geographical boundaries. The 2025 edition carries on this tradition, aiming not only to provide a scholarly venue but also to inspire new approaches and solutions to the rapidly evolving challenges faced by organizations worldwide.

ICOI 2025 features a diverse range of academic sessions covering key areas of Marketing Management, Finance, Human Resources, Strategic Management, Entrepreneurship & Innovation, Supply Chain Management, and Information Technology. These tracks reflect the multifaceted nature of modern organizational landscapes and reaffirm our shared belief that innovation must be both interdisciplinary and inclusive.

I would like to express my deepest gratitude to our main sponsor institutions: the International Association of Organizational Innovation (IAOI – USA), Forum Manajemen Indonesia (FMI), and Universitas Dhyana Pura, as well as all our Co-Sponsor and Colleague from across Indonesia, Taiwan, USA, Australia, Philippines, Japan, India, Cyprus, South Africa, and Czech. May this conference serve as a fruitful and inspiring experience for all participants. I sincerely hope ICOI 2025 will strengthen our academic networks and create long-lasting collaborations.

On behalf of the organizing committee, I wish you a productive and memorable conference in Bali.

Warmest regards,

Sri Gunawan, DBA

Conference Chair – ICOI 2025

President – Forum Manajemen Indonesia (FMI)

Faculty Member – Dept of Management, Universitas Airlangga, Indonesia

FOREWORD

Welcome to the 16th International Conference of Organizational Innovation (2025 ICOI, Bali, Indonesia)



On behalf of the Organizational Committee, Honourable Chairs, Conference Chairs, and Conference Co-Chairs, it is a great pleasure to welcome you to this 15th ICOI Annual Conference 2024 in Ho Chi Minh City, Vietnam. Our previous 15 conferences in Vietnam, South Korea, China, Thailand, Malaysia, Indonesia, Japan, and Thailand were a resounding success, and on this positive note, we continue the primary activity of our esteemed Association. We had a break for a few years due to the COVID pandemic, but we are back with full spirit and enthusiasm. A special word of appreciation to our Conference Chair, Professor Charles Shieh, Dr Sri Gunawan and Dr. T. Aria Auliandri for their efforts in organizing the conference. Also, our gratitude to Professor Dr Utama and Team, as well as our hosts from Universitas Dhyana Putra,

Denpasar City, Indonesia. We also extend our appreciation to Vickie and Minnie and their team for endless hours and dedication to back-office activities. We also thank our annual sponsors for their valued contributions, identified by their logos in the conference materials and proceedings.

We are fortunate to remind all delegates of our organisation's journal publication, The International Journal of Organizational Innovation (IJOI), under the dedicated editorship of our IAOI President, Dr Frederick. L. Dembowski. This year selected best paper nominations from the conference will be published in the journal. Furthermore, esteemed papers from the conference will have the opportunity to be published in leading special edition international journals.

This year we had in excess of 160 paper submissions, with 120 accepted papers in the Conference proceedings. We are expecting in excess of 180 participants this year. These will be delivered over the next 1.5 days over 20 sessions. Please consult the proceedings and timetable for the themed and parallel presentation sessions, including keynote presentations from special guests. We would also like to take this opportunity to thank track chairs and paper reviewers, who put in endless hours reviewing papers.

We do hope you have an enjoyable and enriching experience throughout the conference, and take advantage of the collaborative, friendly and community of advanced scholarship from our international conference. And if you ever visit Australia, please visit us at The La Trobe Business School in Melbourne. Last but certainly not least, please unwind, relax, and take some time out during the networking functions organised by our hosts.

Professor Alex Maritz
Vice President: The International Association of Organizational Innovation
Professor of Entrepreneurship
La Trobe Business School, La Trobe University: Melbourne, Australia
a.maritz@latrobe.edu.au

FOREWORD



Welcome to Bali, Indonesia to all participants of ICOI 2025 especially welcome to Dhyana Pura University Campus. During your stay in Bali, I hope that all conference participants will have a memorable experience, especially in enjoying Balinese culture, traditions and culinary. It is not enough to enjoy Bali tourism in one day, because there are many tourist destinations that can be visited that offer the uniqueness of Balinese traditions and culture. In addition, of course, conference participants will gain practical and academic knowledge through this conference. We welcome you with full familiarity and warmth during this activity.

Thank you for the support of the International Conference of Organizational Innovation (ICOI) and the Indonesian Management Forum (FMI) for trusting us in organizing this international conference.

Finally, I would like to express our sincere gratitude to everyone involved in making this conference success, especially to the organizing committee. Have a great conference and build new relationships, and all participants will have a memorable and interesting experience.

Warm regards,

Dr. Gusti Ngurah Joko Adinegara, SE, MA

Dean of the Faculty of Business, Tourism, Education and Humanities

Dhyana Pura University

FOREWORD



It is my great pleasure to welcome you to 2025ICOI the International Conference on Organizational Innovation and to the beautiful city of life –Bali, Indonesia. The conference will take place during July, 15 to 17; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines from all over the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest. The 2025 ICOI Conference has been established on a global basis. We have received 160 submissions and each

submission was peer-reviewed by at least two anonymous reviewers and a total of 120 papers are accepted for presentation in the conference.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint 2025ICOI conference a success. Many thanks go to the organizing committee, keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Bali, Indonesia.

Prof. Dr. Bal Kishan Dass,

Former Professor of Mathematics, University of Delhi, India

2025ICOI Conference chair

E-mail: bkdass@tarupublications.com

FOREWORD



Professor Dr. Sydney Engelberg has been Master of Shalom University College in Sydney, Australia and Founding Director of the Program in Community Psychology at the University of New South Wales, Sydney, Australia.

Dr. Sydney Engelberg has his own consulting company and current and past clients include the World Bank, UNICEF, IBM, Microsoft, Intel and the Neumo-Ehrenberg Group of Companies, amongst others.

He is currently Professor at Gratz College, Philadelphia and Visiting Professor at the University of Bologna and the University of Florence in Italy.

Sydney became a world-wide social media sensation after a photo of him holding a baby while lecturing went viral in 2015. This photo has now become a feature on social media being posted and re-posted on a weekly basis almost 5 years after the original posting.

Dr. Engelberg has published widely and run executive workshops in Latin America, Europe, Great Britain and the USA

Dr. Sydney Engelberg

Email: sydneye@hotmail.com

ACKNOWLEDGES



The 2025ICOI- International Conference on Organizational Innovation was held at Universitas Dhyana Putra, Denpasar City, Indonesia is the wealth of cultural landmarks and attractions in addition to its notorious entertainment venues has made it synonymous with exoticism. Its historic wealth coincides with its rapid modernization, reflected in the cityscape and the urban society. 2025ICOI brings together the best of this city at Universitas Dhyana to present and have academic discussion. This 2025ICOI conference particularly encourages the interaction of research scholars and developing academics exchange. The full oral papers were peer reviewed for technical and editorial content by a dedicated committee of referees. Nearly 120 papers were accepted for oral presentation at 2025ICOI. These papers were presented in a single track of 20 sessions spanning two and half days, promoting extended interaction between the various Innovative disciplines. In addition to the contributed papers, 2 invited keynote address: Dr. Sydney Engelberg at Professor at Gratz College, Philadelphia and Visiting Professor at the University of Bologna and the University of Florence in Italy. And Dr. Anastasios Zopiatitis, Professor at Cyprus University of Technology, Cyprus were given. I also thank all authors and participants for their contributions

The 2025ICOI cannot be successful without the full support from many institutes. I would like to thank 1. International Association of Organizational Innovation, USA; 2. Universitas Dhyana Putra, Bali, Indonesia; 3. Forum Manajemen Indonesia (FMI); 4. Universities Airlangga, Indonesia, 5. De La Salle University, Manila, Philippines, 6. La Trobe Business School, La Trobe University, Australia, 7. I-Shou University, Taiwan, 8. National Taipei University of Business – Taiwan, 9. Tunghai University –Taiwan, 10. Ciputra School of Business – Indonesia, 11. Soegijapranata Catholic University – Indonesia, 12. Trisakti School of Management – Indonesia, 13. Universitas Brawijaya – Indonesia, 14. Universitas Pakuan – Indonesia, 15. Universitas Widyatama – Indonesia, 16. HR247 Communication Hub – Indonesia and 17. Taru Publication – India. I look forward to seeing all of you, presenters and audience; I also hope you enjoy this conference and this city, Ho Chi Minh, a wonderful and charming place.

Prof. Dr. Charles Shieh

International Association of Organizational Innovation

2025ICOI, Executive Director

E-mail: charles@iaoiusa.org



2025 ICOI ORGANIZATION LISTING

Honorable Conference Chairs	
Dr. Fred Dembowski	President of International Association of Organizational Innovation , USA
Dr. I Gusti Bagus Rai Utama	President of Universitas Dhyana Putra. Bali. Indonesia
Dr. Sri Gunawan	University Airlangga and President of FMI, Surabaya, Indonesia
Conference Chairs	
Dr. Alex Maritz	Professor in department of Management & Marketing, La Trobe University, Australia
Dr. Bal Kishan Dass,	Former professor in department of Mathematics, University of Delhi, India
Dr. Tomáš Tichý	Professor in VSB-Technical University Ostrava, Czech Republic.
Dr. Fernando Cardoso de Sousa	Founder and director of the Marketing Research Office (GAIM) and the Portuguese Creativity and innovation Association (APGICO)
Dr. Ridong Hu	Professor in of School of Institute of Quantitative Economics, HuaQiao University, China
Dr. Sydney Engelberg	Professor at Gratz College, Philadelphia and Visiting Professor at the University of Bologna and the University of Florence in Italy.
Dr. Jaitip Nasongkhla,	College of education, Chulalongkorn University, Thailand
Dr. Muhammet Usak	Professor at Kazan (Volga Region) Federal University Russia
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Dr. Nai-Chieh Wei	College of Management, I-Shou University, Taiwan
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Dr. Yi-Hsien Lin	Department Of Creative Product Design. I-Shou University, Taiwan,
Prof. Wen-Hwa Cheng	Department of Multimedia Design, National Formosa University. Taiwan

2025 The International Conference on Organizational Innovation Agenda

DATE : July, 15 2025, Tuesday

LOCATION : Hall Aula-E

TIME	ACTIVITY	PLACE
08 : 30 – 09 : 00	REGISTRATION	
09 : 00 – 10 : 00	<u>Conference Host :</u> Minnie Hsieh: La Trobe Business school, La Trobe University Australia <u>Conference Grand Opening Speech :</u> 1. Prof. Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA 2. Prof. Dr. I Gusti Bagus Rai Utama, President of Universitas Dhyana Putra. Bali. Indonesia <u>Honored VIP Speech :</u> 1. Dr. Ong, Harvey, De La Salle University, Manila, Philippines 2. Dr. Mohammed Abu Jahed, Saint Bonaventure University, New York. USA 3. Dr. Pranav Dass, Shyam Lal College, University of Delhi, Delhi, India 4. Dr. Anastasios Zopiatis ,Professor at Cyprus University of Technology, Cyprus 5. Dr Shanil Haricharan, University of Cape Town, South Africa 6. Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic 7. Dr. Bal Kishan Dass, Department of Mathematics, University of Delhi, India 8. Dr. Alex Maritz: La Trobe Business School, La Trobe University, Australia 9. Dr. Sri Gunawan, Faculty of Economics and Business, Airlangga University, Surabaya Indonesia	
10 : 00 – 10 : 30	Tea Time and Academic Exchange	
10 : 30 – 11 : 30	Keynote Presentation (1) Speaker : Dr. Sydney Engelberg, Professor at Gratz College, Philadelphia and Visiting Professor at the University of Bologna and the University of Florence in Italy. Topic: It takes a Community to Innovate	
11 : 30 – 12 : 30	Keynote Presentation (2) Speaker : Dr. Anastasios Zopiatis ,Professor at Cyprus University of Technology, Cyprus Topic: AI in tertiary education: Still a barren landscape?	
12 : 30 – 13 : 30	Lunch	

DATE : July, 15 2025, Tuesday

LOCATION : Room Exam-OSCE

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 1.1 13 : 30 14 : 50	Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA	
	1.25R-031: A Study on Determining the Presence of Workplace Discrimination against the Filipino LGBT Youth	Christian Eligius A. Jimenez, Philippines
	2.25R-045: Applying AI-Based Generative Design in Enhancing Design Education Practices	Chih-Chin Lai, Taiwan
	3. 25R-049: Research on the Learning-Practice Gap in Taiwan's Visual Communication design Curriculum in Response to Industrial and Digital Transformation Trends	Hsuan-Yi Peng, Taiwan
	4.25R-098: Applying Importance-Performance Analysis to Assess Augmented Immersive Media Attributes	Tzu-Wei Tsai, Taiwan
	5. 25R-122: The Influence of Education Level and Career on Women's Decisions to Postpone Marriage in Central Kalimantan	Usup Riassy Christa, Indonesia
	6. 25R-142: Residents' Voices and Enduring Supports in Sports Events: The Case of Marathon Events in Indonesia	Risca Fitri Ayuni, Indonesia
	7.25R-153: The Effect of Money Politics on Voting Intention in Local Elections: A Political Ethics Perspective and Social Moderation Analysis	Agus Aribowo, Indonesia
14 : 50 15 : 00	Tea Time	
17 : 30	Welcoming Dinner	

DATE : July, 15 2025, Tuesday

LOCATION : Room Tutorial-1

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 2.1 13 : 30 14 : 50	Chair : Dr. Bal Kishan Dass, University of Delhi, India	
	1. 25R-048: Enhancing Retail Business Performance through Knowledge Management, Organizational Culture, and Training: The Role of AI Adoption	Patrick R. Hariramani, Indonesia
	2. 25R-058: Alternative Clustering Algorithms in Sensor Networks	Gupta Divya, India
	3. 25R-134: Environment Knowledge, Green Brand Image, and Purchase Intention: Indonesian Customer's View on Green Cosmetics	Halimatussakdiah, Indonesia
	4. 25R-143: The Effect of Product Development Capability and Customer Response Capability on Marketing Performance of Local Wisdom-Based Food Processing MSMEs in Central Java	Bernadeta Irmawati, Indonesia
	5. 25R-158: Communicative Leadership for Organizational Innovation: Adaptive and Transformational Approaches in the Digital Transformation of Indonesian Higher Education	Novika Ayu Triany, Indonesia
14 : 50 15 : 00	Tea Time	
Session 2.2 15 : 10 16 : 30	Chair : Dr. Pranav Dass, Shyam Lal College, University of Delhi, India	
	1. 25R-085: An Insider Action Research Proposal on Addressing Loss in Productivity among Software Developers in Complex Projects: Protecting the Integrity of Developer Critical Thinking in the Software Development Lifecycle (SDLC) with AI Tooling	Jake Ervin Jonathan Go, Philippines
	2. 25R-104: The Influence of Information Availability and Service Quality on Customer Satisfaction in Commuter Line Users (Study on Jabodetabek Commuter Line Train Customers)	Doni Wihartika, Indonesia
	3. 25R-110: Blockchain-Based Customer Data Management Systems: A Framework for Insurance Service	Oliver Hasan Padmanegara, Indonesia
	4. 25R-113: The Effect of Web Quality and Perceived Usefulness on Behavioral Intention and Actual Use among ShopeeFood Users in Samarinda	Justin Fervaldo Sutantio, Indonesia
	5. 25R-121: The Influence of Perceived Ease of Use on Attitudes in Using the Gaya Application in Creating a Social Enterprise in the Field of Fine Arts	Heribertus Himawan, Indonesia
	6. 25R-149: How Fintech Innovation Transformed Finance: A SLR-Based Analysis from APIs to DeFi	Kusuma Ratnawati, Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 15 2025, Tuesday

LOCATION : Room Tutorial-2

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 3.1 13 : 30 14 : 50	Chair : Dr. Alex Maritz, La Trobe Business School, La Trobe University, Australia	
	1. 25R-023: Examining Entrepreneurial Orientation as a Moderator in E-Commerce Adoption and SME Performance	Gil Antonio R. Dela Cruz, Philippines
	2. 25R-082: Beyond the Curb: Orphan-Learners Interest in English Communication	John Noel B. Magno, Philippines
	3. 25R-095: Synergy in Creativity: Harnessing AI and Human Collaboration to Enhance Productivity in the Philippine Creative Industry	Atienza, Ringgold P., Philippines
	4. 25R-106: Systematic Literature Review: Corporate Image, Buyer-Supplier Relationship Marketing Communication, and Supplier Performance	Hari Muharam, Indonesia
	5. 25R-116: The Effect of ESG on Firm Value Mediated by Firm Size in the Energy Sector BEI Period 2022- 2024	Vincentia Wahyu Widajatun, Indonesia
	6. 25R-160: Thrifting Lifestyle: Exploring Urban Consumers' Intentions and Attitudes Towards Preloved Branded Goods	Ni Putu Dyah Krismawintari, Indonesia
14 : 50 15 : 00	Tea Time	
Session 3.2 15 : 10 16 : 30	Chair : Minnie Hsieh, La Trobe Business school, La Trobe University, Australia	
	1. 25R-022: The Dynamics of Openness and Control in Platform Strategy: A Five-Factor Comparative Analysis in Video Game Industry	Katsumasa Tanaka, , Japan
	2. 25R-108: Application of Analytical Hierarchy Process (AHP) Method in Decision Support System for Selecting Automatic Motorcycle Engine Oil	Agatha Rinta Suhardi, Indonesia
	3. 25R-137: Integration of Supply Chain Viability Practices With Digital Transformation and Intrapreneurship in Achieving Reconfiguration Capability: A Comparative Analysis Between Developing and Developed Countries for Improving FMCG Sectors in Indonesia	Sherlywati, Indonesia
	4. 25R-146: Driving Sustainability Performance in Manufacturing: The Mediating Effect of Eco Innovation on Green Manufacturing in East Java	Christin Susilowati, Indonesia
	5. 25R-152: Analysis of Entrepreneurial Leadership of the Tourisme SMEs Cluster Leader in Borobudur Central Java	Rustina Untari, Indonesia
	6. 25R-156: Capital Structure, Profitability, Liquidity, and Firm Size in Indonesia's Healthcare Sector: A Dynamic Panel Data Approach	Powell Gian Hartono, Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 15 2025, Tuesday

LOCATION : Room Tutorial-3

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 4.1 13 : 30 14 : 50	Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic	
	1. 25R-107: Crafting SWOT Matrix for Strategies: Leveraging Bidics in Forensic Accounting	Enny Susilowati Mardjono, Indonesia
	2. 25R-119: Financial Performance with Interest Rate as a Moderating Variable on Stock Returns	Reva Yuliani, Indonesia
	3. 25R-120: The Impact of Financial Technology on the Contribution of MSMEs to Indonesia's GDP	Atik Purmiyati, Indonesia
	4. 25R-125: The Impact of ESG Factors on Stock Price Through Profitability and Finance Performance	Adi Hasan Ragil Saputra, Indonesia
	5. 25R-126: The Role of Financial Management in Overcoming Budget Efficiency	Burhanuddin, Indonesia
	6. 25R-129: Delving the Correlation between Fintech Adoption and Perceived Macroeconomic Implications: The Role of Individual Financial Behavior as a Catalyst	MG Westri Kekalih, Indonesia
14 : 50 15 : 00	Tea Time	
Session 4.2 15 : 00 16 : 30	Chair : Dr. Yu-Chang Chen, National Taiwan University, Taiwan. Tsu-En Wang: Washington University, USA	
	1. 25R-024: The Wealth of Health: Why Economic Growth Starts with Healthcare	Cristina Teresa N. Lim, Philippines
	2. 25R-081: Adulting Mode On: The Effect of Customer Brand Engagement on Filipino Online Grocery Shopping Behavior	Maricar Adan, Johnwin G., Philippines
	3.25R-130: Repeated Market Overreactions and Lessons Learned at the Indonesia Stock Exchange during the Covid-19 Pandemic	Widuri Kurniasari, Indonesia
	4.25R-148: From Banking Halls to Virtual Halls: A Conceptual Framework on How Intrinsic and Extrinsic Factors Drive Real-World Purchase Intention and Decisions in the METAVERSE	Najwa Awalia Absari, Indonesia
	5. 25R-151: How Your Understanding of Market Efficiency Determines Stock Performance – and Why Behavioral Bias Matters	Risna Wijayanti, , Indonesia
	6.25R-155: Squeezed but Empowered: The Influence of Financial Autonomy on Financial Well-Being through Financial Mindfulness Among the Sandwich Generation	Yuyun Karystin Meilisa Suade, Indonesia
	7.25R-159: Efficiency as the Missing Link: Exploring How ESG Practices Shape Cash Holding Decisions	Puput Tri Komalasari, Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 15 2025, Tuesday

LOCATION : Room Tutorial-4

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 5.1 13 : 30 14 : 50	Chair : Dr. Ong Harvey, De La Salle University, Manila, Philippines	
	1. 25R-032: Enhancing Newly Graduated Nurses's Nursing Resuscitation Competency through Diverse Educational Strategies	Wu, Pi- Chi, Taiwan
	2. 25R-033: Exploring Factors Influencing Franchise Intention Using the Analytic Hierarchy Process (AHP): A Case Study of the ¥9.9 Wagyu Meal Startup Project	Chun Lin, Taiwan
	3. 25R-034: The Impact of High-Decibel Noise on Workers: A Case Study of a Steel Pipe Factory	Nai-Chieh Wei, Taiwan
	4. 25R-035: The Impact of Leadership Styles and Welfare on Job Performance in Army Units	An-Yu Guo, Taiwan
	5. 25R-046: Shaping ESG Awareness in the Beautification of Airport Observation Decks: An Exploratory Study of Curatorial Team and Stakeholder Interactions	Pan, Qian-Ying, Taiwan
	6. 25R-071: Gamification Combined with a Health Promotion Model in University Physical Education: A Qualitative Study	Lin, Jian-Jun, Taiwan
14 : 50 15 : 00	Tea Time	
Session 5.2 15 : 00 16 : 30	Chair : Dr. Shanil Haricharan, University of Cape Town, South Africa	
	1. 25R-084: Under Pressure: Examining the Effects of Mindfulness and Abusive Work Environment on Employee Well-Being and Turnover Intentions in the Manufacturing Industry	Kristine S. Miguel, Philippines
	2. 25R-096: Understanding the IT Talent Divide: Cross-National Perspectives on Job Satisfaction in the U.S., Malaysia, and Singapore	Zachary Wong, USA
	3. 25R-105: Analysis of the Relationship of the Work Environment and Job Satisfaction of Nurses in Regional Hospitals	Tutus Rully, Indonesia
	4. 25R-118: Adopting Generative Ai in Higher Education: A Systematic Review of Stakeholder Perceptions, Challenges, and Ethical Considerations	Irantha Hendrika Kenang, Indonesia
	5. 25R-114: The Influence of Visionary Leadership on Employee Creativity and Performance: The Mediating Role of Organizational Citizenship Behaviour	Angelina Sofya Friscila, Indonesia
	6. 25R-041: Exploring the relationship between leadership and strategic human resource management in cultivating innovation in African public governance	Shanil Haricharan, South Africa
17 : 30	Welcoming Dinner	

DATE : July, 15 2025, Tuesday

LOCATION : Room Tutorial-5

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 6.1 13 : 30 14 : 50	Chair : Dr. Anastasios Zopiatis , Cyprus University of Technology, Cyprus	
	1. 25R-112: The Effect of Store Atmosphere, Hedonic Shopping Motivation, Price Discount and Shopping Lifestyle on Impulse Buying at Miniso Grand Mall Batam	Lukmanul Hakim, Indonesia
	2. 25R-133: Enhancing Gen Z Purchase Intentions on the Sociolla Website: The Mediating Influence of EWOM	Vita Briliana, Indonesia
	3. 25R-138: The Influence of Brand Ambassador and Promotion on Purchase Intention through Brand Image as an Intervening Variable on Tokopedia E-Commerce	Chrisdy William, Indonesia
	4. 25R-139: The Influence of Product Quality, Service, Price, and Promotion on Purchasing Decisions at Umama Scarf Malang	Diana Putri Damayanti, Indonesia
	5. 25R-141: Analysis of the Influence of Superstitious Behavior and Self-Esteem on Consumer Preferences in Home Purchase Decisions	Liliana Chandra, Indonesia
	6. 25R-150: Unpacking Gen Z's Shopping Habits: The Pivotal Role of Live Streaming and Online Customer Reviews on Shopee—From “Aware” to “Intent”	Erwin Erwin, Indonesia
14 : 50 15 : 00	Tea Time	
Session 6.2 15 : 10 16 : 30	Chair : Dr. Mohammed Abu Jahed, Saint Bonaventure University, New York. USA	
	1. 25R-073: Optimizing Social Media Strategies for Graduate Education Marketing: A KPI-Based Analysis for an International Business Program	Gonzales, Nicole Shane M., Philippines
	2. 25R-083: The Effects of Green Brand Image on Brand Loyalty: The Case of Popular Convenience Stores in Bulacan	Mark Jefferson L. Castor, Philippines
	3. 25R-103: The Role of Social Media, Entrepreneurial Orientation and Business Strategy on Business Performance: in Culinary Business in Kendari	Nofal Nur, Indonesia
	4. 25R-128: Capital Structure Determinants: Evidence in Indonesia Food Processing Firms	Yudhia Mulya, Indonesia
	5. 25R-131: The Influence of Internal Factors on Leverage Decisions in the Context of Organizational Innovation: A Study in Indonesian Healthcare Companies	Nila Pusvikasari, Indonesia
	6. 25R-021: Dimensions of supply chain agility and firm performance: Fast fashion industry context	Mohammed Abu Jahed, USA
17 : 30	Welcoming Dinner	

DATE : July, 15 2025, Tuesday

LOCATION : Room Discussion-1

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 7.1 13 : 30 14 : 50	Chair : Dr. Sydney Engelberg, Professor at Gratz College, Philadelphia	
	1. 25R-030: The Moderating Effect of Gender on the Relationship between Hedonic Shopping Value and Online Impulse Buying Behavior for Clothing	Jose Pocholo R. Villena, Philippines
	2. 25R-028: Technological Diffusion and National Security: A Geopolitical Perspective	Hsin-Yu Shih, Taiwan
	3. 25R-101: An Analysis of the Effects of Viral Marketing, Food Influencers, and Brand Image on Consumer Purchase Intention towards Seruit in Bandar Lampung	Susi Indriyani, Indonesia
	4. 25R-140: Multisensory Cues in a Restaurant: The Roles of Food Quality and Service Experience on Revisit Intentions	Sony Kusumasondjaja, Indonesia
	5. 25R-147: The Influence of Ideology Incompatibility toward Boycott and Negative Word of Mouth Mediated By Brand Hate in Indonesia	Ikhtiara K. Isharina, Indonesia
14 : 50 15 : 00	Tea Time	
Session 7.2 15 : 10 16 : 30	Chair : Dr. Manuel R. Tanpoco, De La Salle University, Manila, Philippines	
	1. 25R-109: Ecotourism and Digital Marketing: Bridging the Gap between Travelers and Sustainable Practices	Andhi Sukma, Indonesia
	2. 25R-115: Sustainable Dining Dilemmas: Exploring Gen Z's Attitudes toward Food Waste and Environmental Responsibility in All-You-Can-Eat Restaurant	Nila Krisnawati, Indonesia
	3. 25R-135: Factors Affecting Customer Satisfaction Mediated By Employee Etiquettes	Maris Agung Triandewo, Indonesia
	4. 25R-154: Brewing Loyalty: The Mediating Role of Customer Retention Between Experience, Product Quality, and Sustainable Patronage in Premium Coffee Shops	Monalisa, Indonesia
	5. 25R-157: Sparked by Temptation, Driven by Impulse, Haunted by Regret: Mapping Emotional Trajectories in Digital Beauty Product Transactions	Gracela Marisa Sanapang, Indonesia
	6. 25R-100: A study of school organization justice on teachers' organizational commitment and organizational citizenship behavior	Manuel R. Tanpoco, Philippines
17 : 30	Welcoming Dinner	

DATE : July, 15 2025, Tuesday

LOCATION : Room Discussion-2

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 8.1 13 : 30 14 : 50	Chair : Dr. Chih-Fu Wu, Tatung University, Taipei, Taiwan	
	1. 25R-042:The Impact of Brand Green washing on Consumer Purchase Intention: The Mediating Role of Green Fatigue	Po-Nien Chen, Taiwan
	2. 25R-043: The Impact of Personal Brand Management on Clients' Willingness to Recommend in the Real Estate Brokerage Industry	Yung-Chen Liao, Taiwan
	3. 25R-044: The Price of Green Eating: A Study on Taiwanese SME Managers' Stereotypes of Vegetarian Employees and Their Impact on Career Development	Hsin-Yuan Shih, Taiwan
	4. 25R-059: The Impact of Brand Image and Customer ESG Tourism Demand on Tourism Managers' Willingness to Promote Low-Carbon Tourism	Ming-Hung Chiang, Taiwan
	5. 25R-060: The Factors Influencing Impulse Buying of Sports Apparel via Livestream Shopping by Female Consumers in Taiwan	Shu-Yu Lin, Taiwan
	6. 25R-061: The Impact of Promoting Plant-Based Diets on Brand Image Enhancement and Consumer Purchase Intention	Chin-Tang Hsu, Taiwan
14 : 50 15 : 00	Tea Time	
Session 8.2 15 : 10 16 : 30	Chair : Dr. Jyh-Rong Chou, I-Shou University, Taiwan	
	1. 25R-062: The Impact of ESG Implementation on Employee Turnover Intention in the Restaurant Industry: The Mediating Roles of Fairness and Organizational Commitment	Tsai-Ying Weng, Taiwan
	2. 25R-063: Effects of Lighting Configurations on Visual Fatigue Among Eyelash Technicians	En-Chi Chang, Taiwan
	3. 25R-064: Factors Influencing the Adoption Intention of Supercritical Fluid Dyeing (SFD) in Dyeing and Finishing Plant	Ming-Wan You, Taiwan
	4. 25R-065: Comparing the Impact of Virtual Reality and Avatar-Guided Video on Empathy and Media Experience	Ding-Hau Huang, Taiwan
	5. 25R-066: Strategic Responses to Advertising Overinvestment and Green Marketing: The Moderating Role of Digital Marketing Maturity in Sustainable Brand Development	Ju-Feng Pan, Taiwan
	6. 25R-067: The Impact of Experiential Marketing in Spine Health Courses on Consumers' Purchase Intention	Yun-Lung Cheng, Taiwan
17 : 30	Welcoming Dinner	

DATE : July, 15 2025, Tuesday

LOCATION : Room Discussion-3

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 9.1 13 : 30 14 : 50	Chair : Dr. Wilson Cordova, De La Salle University, Manila, Philippines	
	1. 25R-074: Exploring Emotional Resonance through AI-Generated Imagery in Interdisciplinary Music Performance: Legendary Impressions of Mt. Jiguanshan	Chun-Ting Hsu, Taiwan
	2. 25R-111: Analysis of Accounting Implementation in MSMEs in Bogor Regency	Yan Noviar Nasution, Indonesia
	3. 25R-117: Implementation of Accounting Information Systems on the Business Process of MSMEs Traditional Food in Bogor Regency	Abdul Kohar, Indonesia
	4. 25R-132: Mediating Role of Work Environment: A Booster for Employee Performance	Denta Felli Ananda, Indonesia
	5. 25R-144: Intrinsic Motivation Improves Business Performance: A Study of the Absence of Gender Roles as a Moderating	Rr. Niken Purbasari, Indonesia
	6. 25R-145: Content Analysis of Misleading F&B Advertisements on Instagram Focusing on Health and Nutrition Claims as Well as Advertising Appeal	Arief Budiman, Indonesia
14 : 50 15 : 00	Tea Time	
17 : 30	Welcoming Dinner	

DATE : July, 16 2025, Wednesday

LOCATION : Room Tutorial-1

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 10.1 09 : 00 10 : 30	Chair : Dr. Ching-Jui Keng, National Taipei University of Technology, Taiwan	
	1. 25R-027: User-Centered Caring Design for Amblyopic Children to Accomplish the Life Equality and Pleasure	Wan-Li, Wei, Taiwan
	2. 25R-050: Marketization of Higher Education in Taiwan	Chien-Tang Chang, Taiwan
	3. 25R-052: Utilization Rate of Preventive Oral Health Services and Institutional Disparities for Children under Six in the Kaohsiung-Pingtung Area	Yu-Ting Tseng, China
	4. 25R-086: The Relationship Between Industry-Expert Team Teaching and Students' Cognition and Learning Attitudes in Tourism Information Courses	Kuan-Hung Chen, China
	5. 25R-087: Based on Analytic Hierarchy Process to discuss success factors in higher education schools' promotion of knowledge management	Kuan-Hung Chen, China
	6. 25R-053: The Advertising Effect Of Combining AR and Person Interactivity	Ching-Jui Keng, Taiwan
11 : 00	Return	

DATE : July, 16 2025, Wednesday

LOCATION : Room Tutorial-2

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 11.1 09 : 00 10 : 30	Chair : Dr..Nai-Chieh Wei, Department of Industrial Management, I-Shou University, Taiwan	
	1. 25R-054: Metro development, Traffic-oriented urban development and Real estate value: Evidence from an emerging country	Quoc Tran Nam, Vietnam
	2. 25R-055: Institutional factors for Start-up: A theoretical framework and practical implications	Quoc Tran Nam, Vietnam
	3. 25R-036: ChatGPT Application in Collaborative Learning Environments: An Empirical Analysis of Student Interaction Based on the AMO and TAM Theory	Yi-Chou Wang, Taiwan
	4. 25R-037: Chatgpt Effect: Exploring Memory and Application in Cognitive Learning	Kuo-Shu Tseng, Taiwan
	5, 25R-038: Reduce Disposable Use: An Integrated Perspective on Environmental Protection, Food Safety and Visual Aesthetics	Jhong-Min Yang, Taiwan
	6. 25R-097: The Resilient Bureaucrat: How Team Resilience Fuels Leadership Support and Performance in the Public Sector	Hong-Cheng Liu, Taiwan
11 : 00	Return	

DATE : July, 16 2025, Wednesday

LOCATION : Room Tutorial-3

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 12.1 09 : 00 10 : 30	Chair : Dr. I-Ying Chang, Chung Hua University, Taiwan	
	1. 25R-026: The Impact of Mindfulness on Work Engagement: Work Stress and Employee Well-being as Mediators and Age as the Moderator	Huong Huynh Pham, Vietnam
	2. 25R-039: Facial Masks from a Lifestyle Perspective: A Case Study of Female Consumers in Taiwan	Hui-Chuan Hung, Taiwan
	3. 25R-040: The Impact of Personality Traits and Product Knowledge on Consumer Satisfaction: Evidence from Foundation Cosmetics	Su-Chin Huang, Taiwan
	4. 25R-088: The Influence of Climate-Related Disclosures on Audit Pricing: Insights from TCFD Adoption	Jui-Sheng Wang, Taiwan
	5, 25R-090: A study on the Effect of Cross-Channel Service Design on the Satisfaction with Community Service Experience	Hsin-Yin Hsieh, Taiwan
	6. 25R-056: Using AI Tools to Promote Sustainable Tourism Practices: Opportunities and Ethical Considerations in the Post-Pandemic Era	I-Ying Chang, Taiwan
11 : 00	Return	

DATE : July, 16 2025, Wednesday

LOCATION : Room Tutorial-4

Universitas Dhyana Putra, Bali Indonesia

Time	Topic of Seminar	Country
Session 13.1 09 : 00 10 : 30	Chair : Dr. Hong-Cheng Liu, Shih-Hsin University, Taiwan	
	1. 25R-047: A Model for Innovation and Commercial Integration in Classical Music: A Case Study of “Annie’s Culinary Concert”	Yen,An-Ni, Taiwan
	2. 25R-051: Unlocking the Power of Generative AI: Applications of ChatGPT in Event Planning and Marketing Content Creation	Wan-Yu Chang, Taiwan
	3. 25R-057: Using User-Centered Design Approach to Develop a Post-Stroke Rehabilitation Decision Support System	Hsin-Chang Lo, Taiwan
	4. 25R-068: Neurophysiological and Visuotactile Evaluation of Human-Product Interaction: A Case Study of Jenga-like Wooden Stones	Chi-Hung Lo, Taiwan
	5. 25R-070: Exploring Audience Emotional Resonance in Animation and Live-Action Films Through The Lens of Emotional Design Theory	Chia-Ling Chang, Taiwan
	6. 25R-072: An Examination of Consumer Perceptions Regarding Low-Carbon Products Using the Kano Model	Jyh-Rong Chou, Taiwan
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Exploring Factors Influencing Franchise Intention Using the Analytic Hierarchy Process (AHP): A Case Study of the ¥9.9 Wagyu Meal Startup Project

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Abstract

This study applies the Analytic Hierarchy Process (AHP) to construct a decision-making model suitable for franchise projects characterized by pricing-value paradoxes. Using the "¥9.9 Wagyu Meal" business model as a case, this research explores key factors that influence entrepreneurs' intention to franchise. The model consists of three levels: the goal level (franchise intention), the criterion level (brand trust, total investment, payback period, headquarters support, operational flexibility, ESG sustainability), and the alternative level (franchise, wait-and-see, create own brand). Based on questionnaire data and expert evaluations from 32 potential entrepreneurs and five senior executives from chain restaurant groups, the study conducted weight analysis and consistency verification. Results indicate that brand trust (0.32), payback period (0.26), and ESG sustainability (0.18) are the most critical influencing factors. These findings reflect entrepreneurs' emphasis on predictability, capital return, and corporate social responsibility. The study also proposes a three-stage franchise recruitment strategy for headquarters: Risk Transparency → Profit Visualization → Sustainability Institutionalization.

Keywords: AHP, Franchise Intention, Entrepreneurial Decision-Making, Brand Trust, ESG Sustainability

A Model for Innovation and Commercial Integration in Classical Music: A Case Study of “Annie’s Culinary Concert”

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Abstract

This study explores how classical music can transcend its traditional elitist framework through innovative curatorial approaches and interdisciplinary integration, transforming into a more accessible and market-oriented art form. Using the self-initiated project “Annie’s Culinary Concert” as a case study, this research investigates the fusion of musical repertoire and culinary design to deliver an immersive cultural experience combining guided listening with fine dining. Employing a qualitative methodology, the study draws on in-depth interviews, participant observation, and textual analysis to explore the evolving role of musicians—from performers to curators and cultural entrepreneurs—who collaborate with the culinary sector to create novel models of cultural marketing. Findings reveal that interdisciplinary curation significantly broadens audience reach and enhances both cultural value and commercial potential. The transformation of the creator’s role into an integrator and storyteller is identified as central to success. This research offers insights into innovative classical music promotion and presents a viable model for art-industry co-creation.

Keywords: classical music, interdisciplinary curation, culinary integration, qualitative research, cultural marketing, Annie’s Culinary Concert

Strategic Responses to Advertising Overinvestment and Green Marketing: The Moderating Role of Digital Marketing Maturity in Sustainable Brand Development

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Abstract

Under the combined pressures of digital transformation, sustainability imperatives, and rising operational costs, misallocation of marketing resources has emerged as a critical risk to sustainable brand development. This study targets business owners and senior executives in Taiwan to examine whether strengthening digital footprint management, implementing green marketing strategies, and actively practicing corporate social responsibility (CSR) can reduce reliance on short-term advertising and enhance long-term brand value and sustainability outcomes. In this context, green marketing refers to the strategic shift away from one-off paid media investments toward content marketing and digital asset development with long-tail value, aligning with the evolving PESO model into a SOEP-oriented approach. Digital marketing maturity is positioned as a key moderating variable, where digitally mature firms are more likely to leverage social media, SEO, and content-driven strategies to build enduring brand equity and mitigate the negative impact of advertising overinvestment. This study seeks to provide strategic guidance for marketing resource allocation in the era of dual digital and sustainability transitions, while addressing the current literature gap in integrated marketing strategies for brand sustainability.

Keywords: Digital Footprint Management 、 Green Marketing 、 Content Marketing Strategy 、 Advertising Overinvestment 、 Brand Sustainability 、 Digital Marketing Maturity 、 Resource Misallocation 、 PESO Model

Optimizing Social Media Strategies for Graduate Education Marketing: A KPI-Based Analysis for an International Business Program

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Abstract

Social media significantly transformed how higher education institutions engaged with prospective students, particularly in the context of digital marketing. As competition among institutions intensified, social media advertising became a critical tool for attracting and converting potential applicants. This study explored the optimization of social media strategies for promoting graduate education, with a specific focus on the Master in International Business (MIB) program at a university college.

Through a key performance indicator (KPI)-based analysis, the research evaluated the effectiveness of Facebook and Instagram advertisements in reaching target audiences, generating inquiries, and influencing enrollment outcomes. The study assessed performance metrics such as click-through rate (CTR), cost-per-click (CPC), and conversion rate, while also examining the influence of ad formats and audience targeting strategies on campaign success. In addition to ad performance, the research investigated the underlying motivations of prospective students—such as industry relevance, career advancement, and program appeal—as mediating factors in their decision-making process. By analyzing the relationship between digital campaign strategies and student behavior, the study provided data-driven recommendations for improving social media marketing practices in graduate education. The findings aimed to help institutions enhance return on investment (ROI), optimize audience segmentation, and develop regionally responsive, high-conversion campaigns.

Keywords: social media marketing, key performance indicators, graduate school enrollment, Facebook and Instagram advertising, higher education strategy

The Effects of Green Brand Image On Brand Loyalty: The Case of Popular Convenience Stores in Bulacan

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Abstract

Today's consumer landscape has evolved towards a more sustainable and responsible economy. Consumers and businesses have adapted eco-friendly practices to contribute to a cleaner and greener environment. Many firms have used this opportunity to enhance their long-term profitability, as illustrated by previous studies. While emerging studies highlight the impact of green initiatives on business performance and consumers' purchase intention, studies explaining the relationship between green brand image and brand loyalty are still limited, particularly in the context of mainstream brands associated with low-involvement purchases and long-held consumer loyalty. Hence, this study investigated how consumer perception of the green image of popular convenience stores influenced brand loyalty. The data were gathered from Generation Y and Z respondents from Bulacan and analyzed through a structural equation model (SEM). The results showed that environmental beliefs and environmental knowledge significantly influenced environmental concern, while green brand image was a strong predictor of brand loyalty. Although environmental concern did not directly impact green brand image, it showed an indirect influence on brand loyalty through the mediating role of green brand image. These findings offer valuable insights for marketers and policymakers in developing effective green branding strategies for environmentally conscious consumers in the convenience store sector.

Keywords: Green Brand Image, Brand Loyalty, Sustainability, Green Marketing, Convenience Stores

The Role of Social Media, Entrepreneurial Orientation and Business Strategy on Business Performance: in Culinary Business In Kendari

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Abstract

This study aims to measure and analyze the Role of Social Media, Entrepreneurial Orientation and Business Strategy on Business Performance in Culinary Businesses in Kendari City. The object of the study is Culinary Businesses in Kendari City. This study uses primary data. The population is 153 Culinary Businesses. The sampling technique uses the census method. The data analysis used is Multiple Regression Analysis. The results of the study indicate that: The Role of Social Media, Entrepreneurial Orientation and business strategy and business performance can affect business performance. The role of Social Media affects business performance. Entrepreneurial Orientation can affect business performance, strategy can improve business performance

Keywords: Social Media, Entrepreneurship Orientation, Business Strategy, Business Performance, Culinary Business

The Influence of Internal Factors on Leverage Decisions in the Context of Organizational Innovation: A Study in Indonesian Healthcare Companies

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Abstract

This study aims to identify the impact of internal corporate factors on leverage decisions, emphasizing the role of organizational innovation in strategic management. The research analyses the relationship between tangibility, profitability, growth, liquidity, and firm size on leverage within healthcare companies listed on the Indonesia Stock Exchange from 2019 to 2023. Sampling technique using purposive sampling method, 14 companies over five years (70 observations) were selected. Data analysis was conducted using descriptive statistics and multiple regression analysis through E-views software. The findings indicate that tangibility, liquidity, and firm size significantly affect leverage decisions, while profitability and growth variables do not affect the leverage decisions. These results suggest that internal resources, operational liquidity, and company scale are key considerations in capital structure decisions within the healthcare sector. The study highlights the importance of aligning financial strategies with organizational innovation to enhance resilience and sustainability in dynamic economic environment.

Keywords: tangibility, profitability, growth, liquidity, company size, leverage.

The Influence of Ideology Incompatibility Toward Boycott and Negative Word of Mouth Mediated By Brand Hate in Indonesia

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Abstract

A strong brand is the foundation for building strong and profitable relationships with customers, and is a valuable asset for companies. However, when a brand fails to meet consumer expectations, provides a negative experience, or commits a violation, the impact can be enormous. Boycotts are the primary method consumers use to express their anger or dislike of what is happening in relation to a brand. This study contributes to consumer behavior literature by empirically investigating the influence of ideological incompatibility on brand hate and its impact on boycott behavior and negative word of mouth. The research uses a quantitative approach conducted on Millennials in Indonesia. Data were collected from a total of 203 respondents and analyzed using structural equation modeling (SEM) with partial least squares (PLS). The results demonstrate that brand hate positively mediates the relationship between ideological incompatibility and boycotts. Findings further reveal that brand hate also influences negative word of mouth. This study has important theoretical implications and offers international brand and marketing managers practical insights.

Keyword: Boycotts, Negative Word of Mouth, Brand Hate, Ideology Incompatibility

The Impact of High-Decibel Noise on Workers: A Case Study of a Steel Pipe Factory

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Abstract

This study, using a steel pipe factory in southern Taiwan as a case example, examines the impact of high-decibel noise on workers through actual noise measurements and questionnaire surveys. Techniques such as hypothesis testing, ANOVA analysis, and chi-square testing are employed, and the data is analyzed using SPSS software to assess how noise affects workers' efficiency. The findings indicate that prolonged exposure to high-decibel noise causes irreversible hearing damage. It also leads to anxiety, irritability, frustration, difficulty concentrating, and inefficiency in work and learning. Furthermore, even after leaving the workplace, workers may experience auditory hallucinations caused by noise, negatively affecting their quality of life.

Keywords: High-decibel noise, hearing impact, noise prevention, work efficiency.

Shaping ESG Awareness in the Beautification of Airport Observation Decks: An Exploratory Study of Curatorial Team and Stakeholder Interactions

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Abstract

This study investigates how Environmental, Social, and Governance (ESG) principles can be effectively integrated into the design and enhancement of an airport observation deck through the collaborative interactions between the curatorial team and various stakeholders. We employed a purely qualitative case study approach using semi-structured interviews, focus groups, on-site observations, and document analysis, followed by a thematic analysis of the data. Four key themes emerged from the findings: (1) ESG awareness and design practices, (2) stakeholder engagement and governance in practice, (3) community identity and emotional connection, and (4) challenges and enabling conditions. The curatorial team's co-creative design interventions transformed the observation deck into a public space that "speaks" for sustainability, while early and genuine stakeholder participation enhanced design acceptance and social significance. This study extends sustainable design theory by highlighting the social and governance dimensions of ESG in public spaces, and offers concrete recommendations for practice—such as establishing community feedback mechanisms and ESG educational platforms in airport facilities. Overall, the research provides a deeper understanding of sustainable transformation in airport public spaces, emphasizing the importance of multi-party collaboration and local community involvement for successful ESG integration.

Keywords: ESG sustainability, stakeholder engagement, curatorial practice, airport observation deck, public space governance

Neurophysiological and Visuotactile Evaluation of Human-Product Interaction: A Case Study of Jenga-like Wooden Stones

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Abstract

As the integration of therapeutic design and human-computer interaction (HCI) garners increasing academic attention, this study aims to construct an evaluation model that combines electroencephalography (EEG) measurements with visuotactile perception to assess the relaxation experience induced by therapeutic products. Utilizing an eye-tracker, electromyography (EMG), galvanic skin response (GSR), and EEG, we recorded multisensory physiological responses from 50 participants following a 10-minute interaction with the therapeutic product “Jenga-like Wooden Stones.” A novel Visuotactile Index (VTI) was proposed as an integrative indicator. Mathematical models were developed to describe the correlation between EEG frequency bands and emotional states, culminating in the VTI model that integrates theta and beta wave activity, eye-blink frequency, and EMG signal features. Results indicated a significant positive correlation between theta waves and VTI, while beta waves were found to be negatively associated with EMG fluctuation rates. The findings suggest that stable visuotactile perception and meditative EEG patterns significantly enhance therapeutic experience. These insights provide physiological design references for future therapeutic product development and offer valuable implications for ergonomic design and emotion-sensitive interaction interfaces.

Keywords: EEG analysis, therapeutic products, Visuotactile Index (VTI), human-computer interaction, physiological signal integration

Exploring Emotional Resonance through AI-Generated Imagery in Interdisciplinary Music Performance: Legendary Impressions of Mt. Jiguanshan

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Abstract

This study takes the cross-domain performance "Legendary Impressions of Mt. Jiguanshan" planned by the author in 2024 as the object, and explores the integrated application of music and AI-generated images. The work is inspired by the cultural landscape and legends of Jiguan Mountain in Yanchao, Taiwan. The music is created through a string quartet, and the interaction between images and music is the core, attempting to develop an experimental cross-disciplinary form of expression.

The performance content covers many local folk images, including Kirin Spring, Sun Valley and Chang'e Valley, Monkey Trail, Cockscomb Peak, Jinshan Taoist Temple and Mud Volcano. This article selects the two movements "Top of the Cockscomb" and "Jinshan Taoist Temple" as the scope of analysis, exploring the method of integrating visual imagery into the musical composition, as well as the cultural connotations and audience emotional responses stimulated in this process. This study aims to analyze the impact of the fusion of music and visual images on human perception and emotion, and further explore the impact of adding AI artificial intelligence generative design, in order to provide theoretical reference and application inspiration for related fields such as design, cultural studies and music creation.

Keywords: Cross-disciplinary performances, music, AI generation, sensory research, Jiguanshan

Capital Structure Determinants: Evidence in Indonesia Food Processing Firms

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Abstract

This study examines the determinants of capital structure. Leverage is measured by debt-to-equity ratio and decompose to three regression models: short-term debt, long-term debt, and total debt. The purpose of this study is to test whether there are differences in the capital structure determinants across three debt regression models. The sample consists of 13 food processing firms publicly traded on the Indonesia Stock Exchange during the period 2015–2024. Panel regression tests indicate that the fixed effects model is the appropriate model for all three debt regression models. The adjusted r-squared is highest for long-term debt regression model which is 80,66% and short-term debt model has the lowest which is 59,3%, while total debt regression model has adjusted r-square of 76,91% The study finds that significant determinants differ across the various debt measures. Asset tangibility and non-debt tax shields are significant determinants in all three models, and the signs consistent with theoretical expectations. Intangible assets and growth opportunities are significant only for the long-term and total debt regression models. Firm size is a significant determinant in the short-term and total debt regression models. Uniqueness is found to be significant only in the long-term debt regression model. The findings of this research support the agency cost theory, that increasing value of collateralizable assets will reduce the risk of wealth transfer from creditor to shareholders as debt increases. It also confirms the trade-off theory that firms tend to utilize less debt when they benefit from non-debt tax shields as substitute for tax advantage of debt financing. Intangible assets are found to complement tangible assets in facilitating access to long-term and total debt and support the signaling theory. Size significance supports the trade-off theory which confirms that large firms borrow more since they have lower agency cost. The significance of growth opportunities aligns with pecking order theory for long-term debt and total debt, indicating that high growth firms will use more debt to fund growth because of the less impact of asymmetric information. Furthermore, firms facing high costs associated with uniqueness tend to reduce their debt levels to minimize liquidation costs.

Keywords: tangible asset, intangible asset, firm size, growth opportunities, uniqueness, trade off theory, agency cost theory.

The Moderating Effect of Gender on the Relationship between Hedonic Shopping Value and Online Impulse Buying Behavior for Clothing

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Abstract

The e-commerce market continues to grow worldwide, including in the Philippines, fueled by impulse buying and the enjoyment many Filipinos find in shopping. While gender plays a role in shaping these behaviors individually, this study explored whether it also influences their relationship. To gather insights, an online survey was conducted using purposive, quota, and convenience sampling methods. Among the 50 respondents, 24 were female and 26 were male. The data was analyzed using JASP, descriptive statistics, and a moderated regression test. The results confirmed that hedonic shopping value significantly influences impulse buying ($p < \alpha$), meaning that the more people enjoy shopping, the more likely they are to make unplanned purchases. However, gender did not moderate this relationship, as the change in R^2 was insignificant ($p > \alpha$). While one moderation criterion was met, the second was not, meaning gender does not significantly affect the link between hedonic shopping value and impulse buying. For businesses, this suggests that engaging, fun marketing strategies can encourage impulse buying without needing gender-specific approaches, helping save costs. However, the study had some limitations, including its sample size and product scope. Future research can build on these findings to explore the topic further.

Keywords: Gender, Hedonic Shopping Value, Impulse Buying Behavior

Facial Masks from a Lifestyle Perspective: A Case Study of Female Consumers in Taiwan

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Abstract

Lifestyle factors affect female consumers' satisfaction with facial mask usage. As modern life accelerates and stress levels rise, women's demand for high quality and convenient skincare products grows. Facial masks, as a key component of daily skincare routines, are subject to variations in satisfaction levels depending on individual characteristics and lifestyle patterns. This research employed purposive sampling and conducted a questionnaire survey targeting Taiwanese women with prior experience using facial masks.

The results indicate that certain demographic variables such as marital status, age, and educational level significantly affect satisfaction with facial masks. Specifically, unmarried women and those with a university education reported higher satisfaction with the efficacy of facial masks. Self-image, brand orientation, and trend consciousness were analyzed regarding lifestyle dimensions. Except for trend consciousness, the other two lifestyle dimensions showed a significant positive correlation with satisfaction regarding product design and functional performance. Respondents strongly emphasized self-image and demonstrated the highest level of satisfaction with the product's appearance and effectiveness.

Keywords: facial masks, lifestyle, satisfaction, female consumers

The Impact of Brand Greenwashing on Consumer Purchase Intention: The Mediating Role of Green Fatigue

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Abstract

Against the backdrop of rising sustainability awareness, green marketing has become central to corporate brand strategies. However, excessive emphasis on green claims may lead to consumer green fatigue, thereby diminishing purchase intention. This study adopts information overload theory and green fatigue theory to construct a structural model with green fatigue as a mediating variable. It examines how information overload, excessive green marketing, and green premium influence consumer purchase intention. The research targets Taiwanese consumers aged 25 to 65 with experience purchasing home appliances, employing purposive and convenience sampling and collecting data via structured questionnaires. Structural equation modeling (SEM) is applied for empirical analysis. The findings are expected to reveal the negative impact of green fatigue and provide practical guidance for optimizing sustainable communication strategies.

Keywords: excessive green marketing, green fatigue, information overload, green premium, purchase intention

The Factors Influencing Impulse Buying of Sports Apparel via Livestream Shopping by Female Consumers in Taiwan

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Abstract

With the development of digital technology, livestream shopping has become a popular sales model due to its real-time interaction and immersive experience. Female consumers in Taiwan place high value on both the fashion and functionality of sports apparel, making them more susceptible to the attractiveness of streamers and promotional messages. These factors can trigger conformity effects and product image congruence, leading to impulse buying behavior. This study conducted a questionnaire survey targeting female consumers with livestream shopping experience, and applied SPSS and AMOS for reliability, validity testing, and structural equation modeling. The results show that streamer attractiveness and promotional stimuli have a positive influence on both conformity effects and product image congruence. In turn, both factors positively predict impulse buying tendencies and exhibit mediating effects. This study aims to deepen the understanding of female consumers' impulse buying psychology and provide practical strategic insights for marketers.

Keywords: streamer attractiveness, promotional stimuli, conformity effect, product image congruence, impulse buying tendency

The Impact of Promoting Plant-Based Diets on Brand Image Enhancement and Consumer Purchase Intention

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Abstract

With the rise of health consciousness and sustainability awareness, plant-based diets have emerged as a global consumer trend. Businesses are increasingly integrating plant-based strategies into their branding to enhance brand image and attract value-driven consumers. However, the mechanisms by which plant-based products influence brand perception and purchase intention remain unclear. This study focuses on Taiwanese consumers and constructs an integrated model to examine how health consciousness, social influence, and environmental sustainability affect purchase intention through the mediating role of plant-based brand image. Using survey data and structural equation modeling (SEM), the study aims to provide empirical insights for branding strategies and fill gaps in domestic research on plant-based marketing.

Keywords: Plant-based diet, Brand image, Purchase intention, Health consciousness, Sustainable consumption

The Impact of Experiential Marketing in Spine Health Courses on Consumers' Purchase Intention

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Abstract

With population aging and sedentary lifestyles becoming increasingly common, spinal health issues have emerged as a growing concern. However, the current healthcare system remains treatment-oriented and invests relatively little in preventive care, leading to widespread dissatisfaction with medical effectiveness among consumers. This study centers on experiential marketing and investigates its influence on consumers' purchase intention toward spine health courses. It also examines how three factors—dissatisfaction with medical effectiveness, social influence, and health autonomy—affect consumers' perception of experiential marketing. A structural equation model (SEM) was developed, positioning experiential marketing as a mediating variable to explore how the aforementioned factors impact purchase intention through experiential mechanisms. Data were collected through a questionnaire survey targeting health-conscious consumers aged 30 to 65, followed by reliability and validity analysis and hypothesis testing. The expected outcomes of this study aim to fill the gap in applying experiential marketing in health services by providing empirical evidence. The findings are intended to support industry practitioners in designing more engaging health promotion strategies, thereby enhancing consumer participation and purchase intention.

Keywords: experiential marketing, spine health courses, purchase intention, dissatisfaction with medical effectiveness, social influence, health autonomy

An Examination of Consumer Perceptions Regarding Low-Carbon Products Using the Kano Model

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Abstract

A major challenge facing contemporary society is the impact of global climate change and environmental degradation. The emergence of low-carbon products illustrates sustainable consumption practices, yet a gap exists between corporate initiatives and consumer adoption. This study addresses this gap by integrating the Kano model of quality with planned behavior theories to examine consumer perceptions of low-carbon products. We surveyed 277 Taiwanese consumers online, assessing their knowledge, social influences, attitudes, and perceived behavioral control regarding low-carbon products, along with their purchasing behaviors. Using Kano's classification method, we categorized the psychological factors influencing consumer satisfaction. Most factors (e.g., environmental knowledge, perceived ease of use, social recognition) were identified as one-dimensional attributes, while some were must-be attributes (e.g., actual environmental impact) that cause dissatisfaction if absent. One factor, peer support, was classified as attractive, enhancing satisfaction when present. The research underscores the Kano model's utility in sustainability contexts and emphasizes prioritizing essential attributes and improving performance attributes to promote low-carbon product adoption. These findings contribute to understanding consumer perception and sustainable behavior, providing theoretical insights and practical implications.

Keywords: Low-Carbon Products, Consumer Perceptions, Kano Model

Adulting Mode On: The Effect of Customer Brand Engagement on Filipino Online Grocery Shopping Behaviour

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Abstract:

With the rapid growth of online grocery platforms in the Philippines, understanding the psychological mechanisms behind consumer behavior has become critical. This study investigates how environmental consciousness influences Customer Brand Engagement (CBE)—cognitive, emotional, and behavioral—and how these, in turn, impact commitment and intention to revisit among Filipino Gen Z online grocery shoppers. The moderating roles of political ideology and education level were also analyzed. Using a descriptive-causal research design and Partial Least Squares Structural Equation Modeling (PLS-SEM), data were gathered from 385 respondents. Results revealed that CBE strongly mediates the relationship between sustainability awareness and consumer loyalty behaviors. Political ideology and education further influenced engagement intensity. These findings offer practical insights for digital marketers and online retailers to develop more sustainable, targeted branding strategies.

Keywords: Customer Brand Engagement, Online Grocery, Environmental Consciousness, Political Ideology, Gen Z, Philippines

An Analysis of The Effects of Viral Marketing, Food Influencers, and Brand Image on Consumer Purchase Intention Towards Seruit in Bandar Lampung

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Abstract

This study aims to identify the influence of viral marketing on the interest in buying Seruit's specialty foods in Bandar Lampung, analyze the role of food influencers in influencing the interest in buying Seruit's specialty foods, measure the impact of brand image on the interest in buying Seruit's specialty foods, and explore the relationship between viral marketing, food influencers, and brand image in increasing the interest in buying Seruit's specialty foods. This study uses a quantitative approach method to identify the causal relationship between variables with numerical data obtained from respondents. The data in this study were collected through a questionnaire with a Likert Scale, in-depth interviews, and literature studies. Then the data were analyzed using Validity and Reliability Tests, Descriptive Analysis, Classical Assumption Tests and Multiple Linear Regression Analysis. The results of this study indicate that Brand Image has the most significant influence on Purchase Interest, while Viral Marketing and Food Influencers have a weaker influence. These findings will be compared with previous relevant studies. This study has limitations, including focusing on one type of food and one geographic location. Further research can expand the scope of the study by involving other types of food and different locations, and considering other factors that can influence purchase intention, such as price, sales promotion, and service quality.

Keywords: Purchase Intention, Brand Image, Regression Analysis

The Effect of Store Atmosphere, Hedonic Shopping Motivation, Price Discount and Shopping Lifestyle on Impulse Buying at Miniso Grand Mall Batam

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Abstract

This study aims to analyze the influence of Store atmosphere, Hedonic shopping motivation, Price discount and Shopping lifestyle on Impulse buying. The research method used is a survey with a questionnaire as a data collection tool. Respondents consisted of tumbler product buyers at Miniso Grand Mall Batam in 2022 as many as 97 samples from a population of 3,200. The data analysis method used is quantitative analysis with statistical analysis using multiple linear analysis methods, to test the relationship between variables. Based on the results of the SPSS calculation, the t-test (partial) shows that (X1) t count $-1.552 < 1.661$ and significant $0.124 > 0.05$, (X2) t count $5.655 > 1.661$ and significant $0.001 < 0.05$, (X3) t count $-0.627 < 1.661$ and significant $0.532 > 0.05$, (X4) t count $3.450 > 1.661$ and significant $0.001 < 0.05$. The results of the study show that store atmosphere and price discount do not have a significant effect on impulse buying at Miniso Grand Mall Batam, but hedonic shopping motivation and shopping lifestyle have a significant effect on impulse buying at Miniso Grand Mall Batam. Simultaneously, store atmosphere, hedonic shopping motivation, price discount, and shopping lifestyle have a significant influence on impulse buying.

Keywords: Store atmosphere, hedonic shopping motivation, price discount, shopping lifestyle and impulse buying.

Enhancing Gen Z Purchase Intentions on the Sociolla Website: The Mediating Influence of Ewom

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Abstract

Indonesia's population is growing, especially in and around Jakarta. This growth has created significant business opportunities, particularly in beauty e-commerce. Because they grew up with technology, Generation Z has a lot of buying power, good digital connections, and their own tastes when it comes to buying things. They believe what people in online communities, people with a lot of followers, and relevant business experiences say. The point of this study is to look at how buying good makeup and loving a brand affects Gen Z customers' plans to buy through eWOM. This study specifically looks at whether how good people think products are and how much they love a brand affect their decision to buy by encouraging electronic word of mouth. For this study, the first-hand information comes from a poll that was sent out through Google Forms and fully filled out by 200 website users in Jakarta who use Sociolla. SMART-PLS is the method that was used in this study. The study's findings show that how people feel about quality and how much they love a brand affect eWOM and buying intention. Additionally, eWOM affects the intention to buy. This study will help online store managers get people more interested in buying from their sites by looking into different parts of brand personality.

Keywords: Brand Love, Perceived Quality, E-WOM, Purchase Intention

The Influence of Brand Ambassador and Promotion on Purchase Intention Through Brand Image as an Intervening Variable on Tokopedia E-Commerce

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Abstract

The development of the internet provides innovation in the form of digital marketing which is the company's process of conducting business activities electronically or e-commerce. Some e-commerce is influenced by popular trendsetters so that they become brand ambassadors to attract consumers in the promotion process and can build a brand image of a company in the eyes of the public. The purpose of this study is to test and analyze the influence of brand ambassadors and promotions directly or indirectly on purchase intention through brand image on Tokopedia e-commerce. This study uses data analysis methods using PLS-SEM, measurement tests and structural model tests to determine the influence between each construct on the study. The results showed that there was a positive and significant influence on brand ambassadors and promotions directly or indirectly on purchase intention through brand image on Tokopedia e-commerce.

Keywords: brand ambassador, promotion, brand image, purchase intention, e-commerce.

The Influence of Product Quality, Service, Price, and Promotion on Purchasing Decisions at Umama Scarf Malang

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Abstract

The fashion and hijab industry is currently experiencing rapid growth with increasingly fierce competition due to rising demand and product variety in the market. This research aims to determine the influence of product quality, service, price, and promotion on purchasing decisions at Umama Scarf Malang. This study is a case study with a descriptive quantitative approach. The population of this research consists of Umama Scarf consumers who have shopped at the store, with a sample of 68 selected consumers. Primary data were collected through questionnaires measured by a Likert Scale, while secondary data were obtained from relevant sources. The data analysis methods used include descriptive analysis and multiple linear regression analysis. The F statistical test shows a significant value of $0.000 < 0.05$, which means that the variables of Product Quality, Service, Price, and Promotion simultaneously and significantly influence Purchasing Decisions. Hypothesis testing indicates that Product Quality and Price do not affect Purchasing Decisions, whereas Service and Promotion do influence Purchasing Decisions. The coefficient of determination results, with an R Square value of 59.7%, indicate that 59.7% of the variables Product Quality, Service, Price, and Promotion significantly contribute to Purchasing Decisions, while 40.3% are influenced by other factors not included in this study.

Keywords: Product Quality, Service, Price, Promotion, Purchasing Decisions.

Analysis of the Influence of Superstitious Behavior and Self-Esteem on Consumer Preferences in Home Purchase Decisions

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Abstract

This study examines the influence of superstitious behaviour and self-esteem on consumer preferences in home purchase decisions. The purpose of this study is to understand how superstitious behaviour and self-esteem affect the consumer decision-making process when choosing a house. A total of 243 respondents participated in this study, with 216 respondents providing valid answers. Data were collected using an online questionnaire, which was divided into two parts: respondent demographics and key factors related to superstition, self-esteem, and home purchase preferences. The analysis was conducted using Structural Equation Modelling (SEM) with Partial Least Squares (PLS). The results showed that superstitious behaviour and self-esteem had a significant effect on home purchase preferences. Specifically, individuals with higher levels of superstitious beliefs tend to consider symbolic aspects, such as luck, in home purchase decisions. In addition, high self-esteem is associated with a preference for choosing a house that reflects personal values and social status. This study contributes to the understanding of factors that influence consumer preferences in home purchase decisions, as well as providing insights for marketers and policy makers in the property sector.

Keywords: Superstitious belief behaviour, self-esteem, home purchasing preferences, consumer decision making, symbolic consumption.

Unpacking Gen Z's Shopping Habits: The Pivotal Role of Live Streaming and Online Customer Reviews on Shopee—From “Aware” to “Intent”

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Abstract

Technological advancements have catalyzed the evolution of diverse marketing strategies, innovations, and activities aimed at bolstering product promotion. This study specifically investigates the roles of live streaming and online customer reviews as digital catalysts influencing Generation Z's purchase intention for products available on the Shopee e-commerce platform, with brand awareness serving as a mediating variable. Drawing on a survey of 216 Generation Z respondents in Makassar, this quantitative study adopted a Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. Data were collected via questionnaires utilizing a 5-point Likert scale. The primary findings reveal that live streaming significantly and directly fosters Generation Z's purchase intention, underscoring the efficacy of this interactive format in stimulating immediate purchasing decisions. Interestingly, online customer reviews did not exhibit a direct influence on purchase intention. However, mediation analysis indicated that both live streaming and online customer reviews substantially contribute to enhanced brand awareness. Furthermore, brand awareness proved to be a critical mediator, fully bridging the relationship between both live streaming and online customer reviews and Generation Z's purchase intention. This suggests that while live streaming acts as a more direct driver of purchase intention, online customer reviews play a crucial role in building long-term brand equity, which subsequently triggers purchase intention. This study offers theoretical insights into Generation Z consumer behavior within the digital environment and provides practical implications for marketers to design synergistic strategies that leverage the power of live streaming and online customer reviews in e-commerce.

Keywords: Live Streaming, Online Customer Reviews, Brand Awareness, Purchase Intention, Shopee

Enhancing Newly Graduated Nurses's Nursing Resuscitation Competency through Diverse Educational Strategies

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Abstract

Newly graduated nurses in the emergency department who do not receive adequate emergency training may experience frustration due to unfamiliarity with procedures, potentially compromising patient safety. Current assessments indicate that the emergency response knowledge of newly graduated nurses averages only 38.9 points, while their skills score is 46.4%. The primary reasons for these deficiencies include insufficient emergency training, lack of practical experience, and training models and schedules that do not align with their needs. This study aims to enhance the emergency response capabilities of newly graduated nurses through a variety of teaching strategies, including scenario simulations, the use of interactive card games, the recording of emergency procedure videos, participation in practical emergency learning, and the implementation of an auditing system. As a result, the emergency response knowledge of newly graduated nurses improved from 38.9 points to 93.1 points, and their skills increased from 46.4% to 100%. Even with emergency certification, nurses may still appear flustered in emergency situations due to a lack of practical drills and participation. Utilizing interactive card games and scenario simulations can increase familiarity with procedures, while immediate feedback during emergency participation can enhance learning outcomes. This experience demonstrates that newly graduated nurses can improve their emergency response knowledge through diverse teaching strategies.

Keywords: Diverse teaching, newly graduated nurses, emergency response capabilities, interactive card games, scenario simulations.

ChatGPT Application in Collaborative Learning Environments: An Empirical Analysis of Student Interaction Based on the AMO and TAM Theory

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Abstract

This study explored the impact of AI-assisted learning by examining ChatGPT as a digital learning tool and its effects on university students' motivation, willingness to participate, and perceived learning support. This research constructs a theoretical framework by integrating the Ability-Motivation-Opportunity (AMO) theory with the Technology Acceptance Model (TAM). It explores students' adoption intention and learning outcomes when using ChatGPT, and the results show that ChatGPT significantly improves students' learning ability, stimulates learning motivation, and creates flexible learning opportunities. The study demonstrated that all dimensions of the AMO framework—ability, motivation, and opportunity—positively influence constructs of the TAM model, including Perceived ease-of-use (PEOU), Perceived usefulness (PU), attitude toward using (ATU) and Behavioral intention to use (BIU). Based on the results, this study gives practical suggestions for schools and organizations, like improving teaching methods and using resources better, to make AI-based learning tools more valuable and effective.

Keywords: ChatGPT 、 AMO 、 Collaborative Learning 、 TAM

Chatgpt Effect: Exploring Memory and Application in Cognitive Learning

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Abstract

This study examines how ChatGPT is used in education and affects students' learning, especially in six key areas: analyzing, evaluating, creating, remembering, understanding, and applying information. ChatGPT has become popular for personalized learning and interactive teaching methods. That said, there are also some concerns. For example, students might become too dependent on AI, which could weaken their critical thinking or even their memory skills. This is especially true when they rely too much on tools like ChatGPT to look up answers instead of thinking or remembering for themselves. These issues raise important questions about how tools like ChatGPT affect students' long-term cognitive development. Consequently, using this tool effectively and in a balanced manner has become a key challenge for educators.

This study compares the performance of students who used ChatGPT with those who did not across the six cognitive domains. The results show that ChatGPT students performed better in analysis, creation, understanding, and application. ChatGPT helped their analytical skills. When it came to creative thinking, the tool offered a variety of ideas and inspiration. For understanding, ChatGPT made it easier for students to grasp and internalize what they were learning digest. Conversely, no significant difference was found in evaluation and memory ability. It is because students still rely on their reasoning and repeated practice.

Keywords: ChatGPT, digital amnesia, dependency, Cognitive Learning

Applying AI-Based Generative Design in Enhancing Design Education Practices

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Abstract

With the rapid evolution of technology and the rise of generative AI tools such as ChatGPT since 2022, Artificial Intelligence (AI) has gradually penetrated various industries, including design education. One of the current challenges in design education is how to cultivate students' creative thinking and spatial comprehension to meet the increasing demand for digital tools and technical skills in the future design environment.

This study aims to explore the potential application of AI-assisted generative design tools and Mixed Reality (MR) technology in design education, and to evaluate their impact on learning outcomes. The research conducted experimental comparisons on students with different learning backgrounds, testing the effectiveness of traditional learning models versus innovative learning models that integrate AI and MR. The effects on students' creativity, design efficiency, and spatial understanding were evaluated through qualitative interviews and quantitative analysis. Additionally, based on cognitive and constructivist learning theories, this study designed teaching strategies that accommodate different learning styles, and assessed the effectiveness of these new pedagogical approaches. It is hoped that the results of this study can offer new teaching strategies and practical references for design education, thereby optimizing the transmission and acquisition of design knowledge.

Keywords: Artificial Intelligence, Mixed Reality, Design Education, Learning Effectiveness, Head-mounted Device

Research on the Learning-Practice Gap in Taiwan's Visual Communication Design Curriculum in Response to Industrial and Digital Transformation Trends

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Abstract

Amid rapid technological advancement, the evolutions of digital technologies and shifting industry trends have significantly impacted professional practices. As AI continues to penetrate various sectors, the gap between academic training and real-world demands in visual communication design has widened, positioning the field at a critical point of curricular transformation. This study investigates the integration of industry-relevant content—particularly AI—into visual design education through a mixed-methods approach. Semi-structured interviews with seven experienced educators in digital media design were analyzed using grounded theory to extract perspectives on AI pedagogy. Additionally, six experts completed a DEMATEL-ANP questionnaire to examine inter-course relationships and the placement of AI within the curriculum. The analysis revealed key influence pathways among core courses and produced a ranked weighting of course impact. While educators broadly recognize AI as a future necessity, its curricular integration remains limited. Based on structural insights, the study proposes a modular curriculum framework to enhance program flexibility and industry alignment. These findings offer a foundation for curriculum reform in design education.

Keywords: Visual Communication Design, Curriculum Structure, Modularization, Industry Trends

Marketization of Higher Education in Taiwan

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Abstract

Government support has long played a crucial role in the development of higher education in Taiwan. For example, National Taiwan University (NTU) receives NT\$7.978 billion annually from the Ministry of Education. However, students only pay a fraction of the true educational cost. For instance, students in the College of Social Sciences pay NT\$25,230 per semester, while those in the College of Medicine pay NT\$39,560. The average annual instructional cost per student is NT\$247,592, indicating that tuition fees account for only around 10% of the actual cost. This system, primarily funded by taxpayers, reflects a model where national universities are essentially state-run. This phenomenon is at the core of the debate surrounding the potential marketization of Taiwan's higher education system.

Keywords: Higher education, Marketization, Public funding, Educational equity, University finance, Taiwan, Voucher system, Academic efficiency

Beyond the Curb: Orphan-Learners Interest in English Communication

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Abstract

The study aims to understand orphan-learners' interest in English communication and the challenges they face. Interviews and observations were used as research instruments. Interviews were conducted at a juncture where information could only be obtained by personally connecting with the target informants. Its results will significantly impact: 1. Orphan-Learners: The instructional materials developed will enhance their English communication skills and guide them toward English proficiency. 2. Teachers: Understanding learners' interests and experiences will guide teachers in creating, adapting, and improving engaging and relevant learning materials. 3. Staff: Findings will guide staff in teaching English fundamentals and creating activities to encourage English use in the orphanage. 4. Researchers: The study will help researchers understand the interest levels and shared experiences of informants in English communication, aiding their future careers and opportunities. 5. Future Researchers: This study will serve as a valuable resource for future research on orphan-learners' situations and their interest in learning subjects.

Keywords: orphan-learners perceive, engagement, motivating, empowering

The Relationship Between Industry-Expert Team Teaching and Students' Cognition and Learning Attitudes in Tourism Information Courses

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Abstract

Delivering education that truly connects theory with practice has long been a public expectation, yet universities are often criticized for a theory–practice gap and graduates' weak employability. At the classroom level, instructors' practical expertise therefore deserves close attention. In a tourism-information course, weaving real workplace issues into the curriculum can link learning to students' future career skills, making the course a cornerstone for developing basic labor knowledge. However, the explosion of knowledge, the instantaneous spread of information, and rapidly advancing educational technology have outpaced any single instructor's capacity to stay current. Collaborative teaching has emerged in response: rather than “lone-wolf” teaching, a team of educators augmented by industry experts works together, leveraging collective strengths to raise instructional effectiveness and enhance learning outcomes. This study surveyed undergraduates in southern Taiwan, distributing and collecting questionnaires on-site. A total of 436 valid responses were obtained, representing an 87 percent return rate. The results show that (1) industry-expert team teaching is positively related to students' learning cognition; (2) learning cognition is positively related to learning attitude; and (3) industry-expert team teaching is positively related to learning attitude. The paper concludes with a discussion of these findings and offers practical suggestions for diversifying teaching approaches to spark student interest and, ultimately, improve learning performance.

Keywords: industry experts, team teaching, tourism information course, learning cognition, learning attitude

A study of school organization justice on teachers' organizational commitment and organizational citizenship behavior

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Abstract

The performance on organizational commitment would benefit the reinforcement of school teachers' cohesiveness to the organization and consideration of organizational interests as individual interests to be willing to invest in extra time for the organization. It reveals that employees with higher organizational commitment would more easily perform organizational citizenship behavior. Teachers of colleges & universities in China and Philippines, as the research samples, are distributed 320 copies of questionnaire. After removing invalid and incomplete copies, 283 copies are valid, with the retrieval rate 88%. The research results are summarized. 1. Teachers perceiving justice of the organization would motivate the organizational citizenship behavior. School organization justice would positively affect teachers' organizational commitment and organizational citizenship behavior. 2. Teachers with stronger organizational commitment would present strong organizational citizenship behavior. In this case, teachers with more organizational commitment to the school would promote the performance on organizational citizenship behavior. 3. A school consider the policy by respecting teachers' perspective could induce teachers' willingness to expand themselves, positive involve in the work, assist others, promote cooperation, and actively share knowledge for school requirements, with benign interaction. According to the results to propose discussion, it is expected to help schools reinforce teachers' cohesiveness to the schools, regarding school benefits as individual interests, willingness to invest extra time for schools, and performance on organizational citizenship behavior.

Keywords: school organization justice, teachers, organizational commitment, organizational citizenship behavior

Adopting Generative Ai in Higher Education: A Systematic Review of Stakeholder Perceptions, Challenges, and Ethical Considerations

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Abstract

This systematic literature review employs the PRISMA method to analyze stakeholder perceptions, institutional challenges, and ethical considerations in the adoption of Generative Artificial Intelligence (GenAI) in higher education (2021–2025). Focusing on three research questions: stakeholder perceptions, implementation barriers, and ethical governance. The study synthesizes findings from 17 empirical studies selected from 536 articles in the Dimensions AI database. Results reveal divergent stakeholder views: students perceive GenAI as a valuable learning tool, while faculty emphasize risks to academic integrity and pedagogical roles. Institutions face systemic challenges, including fragmented policies, infrastructure gaps, and uneven training support. Although ethical concerns (e.g., data privacy, algorithmic bias) are widely recognized, most frameworks lack actionable solutions. The review advances two key contributions: (1) a proposed *integrated adoption model* combining constructs from technology acceptance, diffusion of innovation, and institutional theory to explain adoption dynamics; and (2) practical recommendations for addressing implementation barriers through tiered training programs, equity-focused infrastructure investments, and stakeholder-driven policy development. These insights provide a guide for universities to balance innovation with ethical responsibility, urging coordinated action among administrators, faculty, and policymakers.

Keywords: GenAI, Higher Education, Institutional Challenges, Stakeholder Perceptions, Ethics

Communicative Leadership for Organizational Innovation: Adaptive and Transformational Approaches in the Digital Transformation of Indonesian Higher Education

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Abstract

In the wake of accelerated digital transformation, higher education institutions worldwide face unprecedented challenges in redefining leadership, communication, and organizational culture. This study explores how academic leaders in Indonesian private universities enact adaptive and transformational leadership communication to navigate complex change processes. Drawing on a qualitative case study of three private universities and nine academic leaders, the research investigates how leaders engage stakeholders, manage resistance, and foster institutional learning in response to the demands of digital innovation. Findings indicate that adaptive leadership communication characterized by dialogic engagement, trust-building, and emotional responsiveness was essential for managing ambiguity and resistance. Simultaneously, transformational leadership communication centered on vision articulation, intellectual stimulation, and individualized support was critical in mobilizing commitment and aligning institutional narratives. Leaders who demonstrated communicative agility by integrating both styles were more successful in sustaining engagement and advancing change. The study proposes a hybrid communicative model of leadership; wherein adaptive and transformational communication practices are deployed situationally to foster both psychological safety and strategic momentum. This model reflects the cultural and operational realities of Indonesian higher education, where effective leadership is grounded not only in technical capability but in relational intelligence and contextual sensitivity. The findings offer theoretical contributions to leadership and communication scholarships and provide practical implications for developing leadership capacity in digital transformation contexts particularly in emerging economies and post-pandemic education systems.

Keywords: Adaptive Leadership, Transformational Leadership, Leadership Communication, Digital Transformation, Higher Education

Examining Entrepreneurial Orientation as a Moderator in E-Commerce Adoption and SME Performance

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Abstract

This research analyzes the impact of E-commerce adoption on the Sustainable Business Performance of Small and Medium Enterprises (SMEs) in Metro Manila, Philippines from the research question. A mixed methodology was adopted, involving both quantitative surveys and qualitative interviews among participants in various locations. The respondents comprised of MSME owners and 150 respondents were sampled from three selected districts. Path analysis that utilizes Smart PLS 3.0 is the approach for quantitative data, while thematic analysis is done for qualitative data. Findings suggest statistical characteristics for demographic features and the validity of constructs, with the adoption of E-Commerce and Entrepreneurial Orientation significantly influencing Sustainable Business Performance. The study upholds the positive moderator of E-commerce Adoption and Entrepreneurial Orientation on the Sustainable Performance. The topic of discussion also covers the threats and chances of online shopping invasion, considering that the E-commerce may bring profound benefits to the modern world with the increasing tendency to digitalize the whole life in accordance with the global carving of the technological era shift and the turn of the tides of business and governance practices under the circumstances of the COVID-19 Pandemic.

Keywords: Digitalization adoption, Sustainable business performance evaluation, Micro, small, and medium enterprises (MSMEs), Digitization transformation, Business dynamic changes.

Institutional factors for Start-up: A theoretical framework and practical implications

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Abstract

During recent decades, the interest of start-up has been emerging in academy and social practices, due to its impact on economic growth and sustainable development. In this paper, we review 78 articles in international scientific journals, highlight key institutional factors that impact on entrepreneurial activities, and develop a theoretical framework for start-up. From the theoretical framework, we discuss the practical implications as guidelines for the policy-makers in institutions, and suggest directions for further research in start-up fields. The study has theoretical and empirical contributions for the development of the literature and management practices.

Key words: institutional factors, start-up, entrepreneurship, sustainability.

Analysis of Entrepreneurial Leadership of the Tourisme Smes Cluster Leader in Borobudur Central Java

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Abstract

This research aims to identify the characteristics of leaders who have successfully mobilized their communities to develop an tourism business. The study focused on the leader of the Borobudur tourism cluster. Data were collected from three groups of informants: cluster members, district-level cluster assistants, and province-level cluster assistants. The qualitative data analysis was based on entrepreneurial leadership theory.

The research found that cluster leaders possess a strong vision for developing their clusters to support international tourism activities. They also have excellent salesmanship skills, allowing them to promote their clusters to external parties. They have successfully formed partnerships with various stakeholders, securing financial assistance for cluster members. The rural leader can engage their members effectively and demonstrate high flexibility in managing the global tourism business. practicalimplications, this research can assist the leader of community to manage their organization.

This research also can assist communities or NGO in developing activities and management to get income generating. Therefore the sustainability of community will be emerge. The Originality of this research are unit analysis of this research is rural Cluster. The Borobudur Cluster is rural Community wihich engage in global business activities.This research use entrepreunerial leadership approach for community leader or rural leader.

This research would be more perfect if it involved customers as respondents.

Keywords: Borobudur cluster; entrepreneurial leadership; SMES ; rural leader.

The Wealth of Health: Why Economic Growth Starts with Healthcare

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Abstract

The link between healthcare outlay and key health markers, such as life expectancy and mortality rates, is multifaceted (Van den Heuvel & Olaroiu, 2017). Empirical evidence implies that increased healthcare investment is associated with improved health outcomes, comprising longer life expectancy and lower mortality rates (Galvani-Townsend et al., 2022). However, healthcare funding stays inadequate in low- and middle-income countries (LMICs), posing challenges to public health and economic development (WHO, 2020). This analysis explores the brunt of healthcare expenditure on life expectancy, (maternal and child mortality) across the four World Bank income classifications: low-income, lower-middle-income, upper-middle-income, and high-income countries. Employing a panel dataset of 217 countries from 1999 to 2020, the study takes on Fixed Effects Model (FEM) and Random Effects Model (REM), with the Hausman test denoting FEM as the preferred estimation method. Outcomes reveal that increased healthcare spending, higher life expectancy, and reduced mortality rates interpose to economic growth across all income classifications. Moreover, the effect of control variables varies by income level, underscoring the nuanced relationship between health investment and economic performance. The enquiry emphasizes the precarious role of healthcare expenditure in fostering human capital, enhancing productivity, and driving long-term economic growth.

The Influence of Climate-Related Disclosures on Audit Pricing: Insights from TCFD Adoption

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Abstract

This study examines how signing the TCFD framework impacts audit fees, using 8,535 Taiwanese firms from 2015 to 2022. To address sample selection bias, Propensity Score Matching is applied. Results reveal a significant positive relationship between TCFD adoption and audit fees, driven by disclosure complexity and specialized auditing expertise. This research offers insights into firms, regulators, and practitioners on the cost implications of climate-related disclosures and audit pricing.

Keywords: Task Force on Climate-related Financial Disclosures (TCFD), Climate-Related Disclosures, Audit Fee

Crafting Swot Matrix For Strategies: Leveraging Bidics in Forensic Accounting

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Abstract

This study develops anti-fraud strategies for the Indonesian Supreme Audit Institution (SAI) by leveraging the BIDICS big data platform to enhance investigative audits. Utilizing a SWOT-AHP framework, the research integrates qualitative content analysis with in-depth interviews of Certified Professional Investigator (CPI) auditors, coded via Atlas.ti, to identify strategic SWOT components. The methodology evaluates nine alternative strategies based on impact, cost, time, and resources, employing semi-structured interviews approved under the 2021 Code of Ethics for Public Accountants. Results prioritize two strategies: enhancing Government Internal Supervisory Apparatus (APIP) capabilities through integrated SPP (score 0.237) and collaborating with local governments to improve internal control maturity (score 0.236). These leverage institutional strengths to address fraud risks effectively. Additional strategies focus on analytical systems for anomaly detection and mentorship programs to overcome resource limitations. The SWOT-AHP approach provides a quantifiable decision-making framework, strengthening forensic accounting and internal controls. By fostering cross-institutional collaboration and advanced analytics, the study enhances fraud detection and prevention, promoting transparency and governance in Indonesia's public sector. Implementation of these strategies is expected to mitigate corruption and elevate audit quality.

Keywords: BIDICS, Forensic Accounting, SWOT-AHP, Internal Control

Financial Performance with Interest Rate as a Moderating Variable on Stock Returns

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Abstract

This study aims to analyze the effect of financial performance as measured using the Capital Adequacy Ratio (CAR), Loan to Deposit Ratio (LDR), and Non-Performing Loan (NPL) on stock returns with interest rates as a moderating variable in commercial banks listed on the Indonesia Stock Exchange for the 2019 -2024 period. The data used is quantitative, derived from the company's financial statements and related macroeconomic data. The research population is banking sector listed on the IDX for the 2019-2024 period, with the sample selected using purposive sampling method. Data were analyzed using multiple linear regression and Moderated Regression Analysis (MRA). The results showed that CAR has a significant positive effect on stock returns, LDR has no significant effect on stock returns, and NPL has a significant negative effect on stock returns. Interest rates proved to moderate the relationship between CAR and NPL on stock returns, but did not moderate the relationship between LDR on stock returns. The research implications emphasize the importance of capital management and asset quality in improving the performance of banking stocks, as well as the need for consideration of macroeconomic factors such as interest rates in making investment decisions.

Keywords: CAR, LDR, NPL, Stock Return, Interest Rate, Moderation

The Impact of Financial Technology on the Contribution of Msmes to Indonesia's Gdp

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Abstract

The rapid advancement of Information Technology (IT) over the past decade has profoundly influenced multiple sectors, including business, education, and public services. Micro, Small, and Medium Enterprises (MSMEs) have adopted IT to enhance operational efficiency, drive innovation, and expand access to both traditional and digital markets. Despite these advantages, limited digital literacy continues to hinder MSME development, highlighting the need to strengthen technological capabilities. MSMEs contribute significantly to national economic development through job creation and Gross Domestic Product (GDP) growth. The integration of financial technology (fintech) enhances financial sector efficiency and broadens access to capital, particularly via peer-to-peer (P2P) lending platforms. Additionally, the use of the Quick Response Code Indonesian Standard (QRIS) as a digital payment system improves transaction security and supports the development of a digital economy ecosystem. This study also aligns MSME digital transformation with the Sustainable Development Goals (SDGs), particularly Goal 1 (no poverty), Goal 8 (inclusive growth), Goal 9 (industry and innovation), and Goal 10 (reduced inequalities). Thus, fostering a strong digital ecosystem is crucial to achieving inclusive and resilient economic growth. This study investigates the short- and long-term effects of fintech, GDP, People's Business Credit (KUR), inflation, the number of MSMEs, and primary education on the contribution of MSMEs to Indonesia's GDP for the period 2019Q1–2023Q4. Employing a quantitative method with an Error Correction Model (ECM) and Principal Component Analysis (PCA), the results reveal that all variables, except the number of MSMEs and primary education, have significant long- or short-term effects.

Keywords: Financial Technology, Micro Small and Medium Enterprises, Gross Domestic Product, Financial Inclusion, Inclusive Economic Growth.

The Impact of Esg Factors on Stock Price Through Profitability and Finance Performance

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Abstract

This study investigates how ESG (environment, social and Governance) factors influence stock prices through profitability and finance performance listed on the Indonesia Stock Exchange (IDX), specifically those included in the 2024 has ESG scored. The study applies with structural equation modelling and analyzes cross section data to examine the relationship between ESG score and stock prices. The results showed that ESG significantly affected finance performance; ESG also significantly affected stock prices. Then, ESG does not influence profitability, finance performance does not influence stock prices and profitability doesn't influence finance performance. Profitability could not moderate ESG, and finance performance could not moderate ESG. This finding indicates that companies with strong ESG practices tend to be more highly valued by investors, as ESG is increasingly viewed as a key indicator of long-term sustainability, lower risk, and responsible corporate behavior. The positive response from the market suggests that ESG is no longer just a symbolic or ethical consideration, but a strategic factor that contributes to enhancing firm value and investor confidence.

Keyword: ESG, Finance Performance, Profitability.

The Role of Financial Management in Overcoming Budget Efficiency

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Abstract

Financial management is one of the important aspects in managing an organization, both in the public and private sectors. In the context of the budget, financial management acts as a tool for planning, organizing, leading, and controlling financial resources in order to achieve organizational goals efficiently and effectively. Budget efficiency In the context of budget management, innovation is also the key to achieving efficiency. Organizations need to continue to find new ways to improve the efficiency of budget use, such as through the application of new technologies, the development of more efficient products and services, or collaboration with other parties. An example of a case that can be used as a reference is the implementation of digital solutions in budget management in the public sector carried out by the Surabaya City Government, which succeeded in increasing budget efficiency by 20% in one year.

Keywords: Government Management, Finance, Budget, Efficiency

Delving the Correlation Between Fintech Adoption and Perceived Macroeconomic Implications: The Role of Individual Financial Behavior as a Catalyst

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Abstract

This study aims to investigate the effect of financial technology (Fintech) adoption on the perception of macroeconomic implications by examining the mediating role of financial behavior in the digital economy era. Using a quantitative approach [if relevant, specify: and Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis], this study analyzes the direct and indirect path coefficients between key variables. The results show that Fintech Adoption positively and significantly affects Financial Behavior. Furthermore, financial behavior positively and significantly impacts the perception of macroeconomic implications. A positive and significant direct effect of Fintech Adoption on the Perception of Macroeconomic Implications was also found. The mediation analysis confirmed that Financial Behavior significantly mediates the relationship between Fintech Adoption and Perceived Macroeconomic Implications. This finding underscores the important role of fintech in shaping economic perceptions, primarily through transforming financial practices and decisions at the micro level. The study concludes that fintech adoption directly influences perceptions of macroeconomic conditions and fundamentally changes financial behavior, contributing significantly to those perceptions and highlighting the interconnectedness of technology, individual actions, and economic outlook in the digital age.

Keywords: Fintech Adoption, Financial Behavior, Macroeconomic Implications, Mediation, Digital Economy

Repeated Market Overreactions and Lessons Learned at the Indonesia Stock Exchange During the Covid-19 Pandemic

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Abstract

This study examines the market overreaction hypothesis, especially on repeat events perceived as bad news during difficult times, namely the COVID-19 pandemic. The event study approach found evidence of non-synchronous trading, pre-event leakage, event information content, magnitude effect, reversal, and learning impact on the overreaction of 706 stocks listed in the Indonesia Stock Exchange during a window period of days before, during and after the PSBB Jakarta II announcement and the official announcement of Indonesia entering into recession. However, empirical evidence does not support a contrarian strategy for generating abnormal returns from market overreaction to either event. The body of the abstract begins here. The abstract should be a concise summary of the research article.

Keywords: Non-synchronous trading, pre-event leakage, market overreaction, learning impact, bad news, COVID-19 pandemic, contrarian strategies

From Banking Halls to Virtual Halls: A Conceptual Framework on How Intrinsic and Extrinsic Factors Drive Real-World Purchase Intention and Decisions in the Metaverse

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Abstract

This study proposes a conceptual framework to investigate the factors influencing real-world purchase intention and purchase decisions within the metaverse, with a particular focus on Bank BTN's Virtual Expo. Integrating Self-Determination Theory (SDT) and Stimulus-Organism-Response (S-O-R) Theory, the model posits that perceived usefulness and trust in the platform as external stimuli that affect psychological responses, including perceived relatedness, perceived competence, and perceived autonomy. These psychological constructs are hypothesized to influence users' identification with the metaverse (Metaverse Identification), which in turn drives their purchase intention and decision-making in the real world. This framework contributes to the theoretical advancement of SDT and S-O-R by adapting them to immersive digital contexts and introduces Metaverse Identification as a key mediating variable. Managerially, the model offers strategic insights for platform developers and marketers aiming to foster deeper user engagement and conversion within virtual environments. While this study remains conceptual, it lays the groundwork for future empirical testing in the context of immersive commerce.

Keywords: Self-Determination Theory, S-O-R Theory, Metaverse, Virtual Expo.

How Your Understanding of Market Efficiency Determines Stock Performance – and Why Behavioral Bias Matters

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Abstract

Capital market efficiency is an important factor in stock trading activities in a capital market. With high market efficiency, stock prices in the capital market reflect the information available in the capital market. This study aims to determine how market players perceive the level of capital market efficiency in Indonesia and to determine its effect on the investment performance of capital market players. This study also examines the role of finance in stock investment performance. In addition, perceptions of capital market efficiency can cause behavioral bias in capital market players which can have a positive or negative impact on investment performance. This study used a quantitative approach and uses a questionnaire as a data collection method distributed to 220 students in Indonesia. The sampling method in this study is purposive sampling method. This study used perceptions of market efficiency, financial behavioral bias and investment performance as variables. The analysis technique used in this study is SEM PLS. The results of the study indicated that perceptions of market efficiency have a significant effect on stock investment performance among students. However, financial behavioral bias does not affect stock investment performance among students and financial behavioral bias does not mediate the relationship between perceptions of market efficiency and stock investment performance among students.

Keywords: perception of market efficiency, financial behavior, investment performance

Squeezed But Empowered: The Influence of Financial Autonomy on Financial Well-Being Through Financial Mindfulness Among the Sandwich Generation

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Abstract

This study investigates the influence of financial autonomy on financial well-being, with financial mindfulness serving as a mediating variable, among individuals categorized as part of the sandwich generation in Indonesia. This generation concurrently bears financial responsibilities for both older and younger family members, rendering autonomous and mindful financial management crucial to fostering financial well-being. Adopting a quantitative approach, the research employed a structured survey of 281 respondents from the sandwich generation across western, central, and eastern regions of Indonesia. Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique. The findings yielded four key insights. First, financial autonomy has a positive effect on financial well-being, indicating that individuals with greater independence in financial decision-making tend to achieve a higher sense of economic security. Second, financial mindfulness has a positive effect on financial well-being, underscoring its role as a psychological resource that supports individuals' economic resilience and satisfaction. Third, financial autonomy has a positive effect on financial mindfulness, reflecting increased awareness, intentionality, and reflective control in managing finances. Fourth, financial mindfulness positively mediates the relationship between financial autonomy and financial well-being, reinforcing its function as a psychological mechanism that channels the benefits of autonomous financial behavior into improved financial outcomes. These findings provide both theoretical and practical implications for the development of behaviorally informed financial literacy programs. Such programs should integrate components that foster both autonomy and mindfulness as foundational elements in promoting sustainable financial well-being among members of the sandwich generation.

Keywords: financial autonomy, financial mindfulness, financial well-being, sandwich generation, empowered generation.

Efficiency as the Missing Link: Exploring How Esg Practices Shape Cash Holding Decisions

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Abstract

This study examines the relationship between Environmental, Social, and Governance (ESG) scores and corporate cash holdings, with firm efficiency as a mediating variable—a mechanism that remains relatively underexplored, particularly in the context of Indonesian non-financial firms. Utilizing a quantitative approach and secondary data sourced from the Bloomberg database, the analysis covers 405 firm-year observations from 2018 to 2022. Hypothesis testing is conducted using Hayes' PROCESS macro (version 4.2) in SPSS to evaluate both direct and indirect effects. The findings reveal that ESG scores do not have a significant direct effect on cash holdings. However, ESG performance significantly enhances firm efficiency, which in turn positively influences cash holdings. Mediation analysis confirms that firm efficiency fully mediates the relationship between ESG scores and cash holdings. These results underscore the importance of ESG-driven operational improvements in shaping corporate liquidity strategies. This study contributes to the limited body of literature on ESG and cash management in emerging markets, offering novel evidence from Indonesia.

Keywords: Cash holding, ESG Score, Firm efficiency, Sustainability

Dimensions of supply chain agility and firm performance: Fast fashion industry context

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Abstract

This study investigates the multifaceted dimensions of supply chain agility in the fast fashion industry, a sector defined by the critical need for rapid response. The objective of the paper is twofold: first, to examine the dimensions of supply chain agility with respect to a measurement model; second, to test moderating effect of supply chain relationship quality between agility and firm performance. Employing a mixed methods approach, the study integrates qualitative insights from a field study, analyzed through content analysis, with quantitative data collected from Bangladeshi apparel manufacturers. The quantitative data were analyzed using partial least squares structural equation modeling (PLS-SEM), followed by an examination of the moderating effect of supply chain relationship quality on the agility-performance link using the Hayes PROCESS macro. The findings provide valuable insights into how relationship quality shapes the impact of agility dimensions on firm performance, offering practical implications for enhancing supply chain management in the fast fashion context.

Keywords: Fast Fashion Industry, Supply chain agility, supply chain relationship quality, content analysis, PLS-SEM

The Dynamics of Openness and Control in Platform Strategy: A Five-Factor Comparative Analysis in Video Game Industry

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Abstract

In digital industries, platform-based business models have made openness and control key strategic levers shaping innovation, ecosystems, and competitive advantage. This study explores how platform strategies shift between openness and control over time, using the gaming industry as a focal context. Through a comparative case analysis of four major platforms—Nintendo’s Family Computer, Valve’s Steam, Apple’s App Store, and Epic Games Store—this paper identifies the structural drivers behind platform governance transitions. The analysis is based on an abductive case study approach and introduces a Five-Factor Framework encompassing technological, economic, institutional, competitive, and ecosystem dimensions. These factors are selected not arbitrarily, but based on their theoretical centrality across prior research on platform strategy, digital innovation, and ecosystem design. By integrating these dimensions into a single framework, the study captures the structural interplay that drives governance shifts. Findings reveal that platform governance is shaped by the multi-causal alignment of structural forces rather than by singular managerial choices. Openness fosters distributed innovation and developer diversity, while control ensures quality, security, and monetization. The study also identifies hybrid structures—such as selective openness and strategic re-control—as transitional or adaptive forms within broader platform dynamics. Based on these insights, the paper proposes the Dynamic Openness-Control Theory, a generalizable framework that explains platform governance as a pendulum-like movement shaped by structural configurations¹. This theory contributes to platform strategy and innovation management by offering a dynamic, comparative lens applicable across platform-based industries.

The Impact of Personality Traits and Product Knowledge on Consumer Satisfaction: Evidence from Foundation Cosmetics

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Abstract

In contemporary society, there is increasing emphasis on personal appearance and image. Within the rapidly growing cosmetics market, foundation as a core product in base makeup has garnered heightened attention. This study investigates the key factors influencing consumer satisfaction with foundation products, focusing on product knowledge (measured by self-awareness of skincare needs) and personality traits (such as openness to new experiences, enjoyment of life, and preference for variety) a questionnaire survey among 200 consumers with prior foundation usage experience. The survey included three primary constructs: product knowledge, personality traits, and satisfaction with foundation use. Results from factor analysis and correlation analysis using SPSS indicated a significant positive correlation between product knowledge and foundation satisfaction.

Personality traits such as novelty-seeking also significantly affect product satisfaction. Another analysis revealed that respondents with high product knowledge and personality traits reported significantly higher product satisfaction. These findings suggest that product knowledge and personality traits affect consumer satisfaction with foundation products.

Keywords: Personality Traits, Product Knowledge, Foundation Cosmetics, Consumer Behavior

The Impact of Personal Brand Management on Clients' Willingness to Recommend in the Real Estate Brokerage Industry

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Abstract

This study explores the mediating role of personal branding in shaping customer referral intention within Taiwan's digitally evolving and competitive real estate brokerage industry. Drawing on Relationship Marketing Theory and supported by Uses and Gratification Theory, Self-Presentation Theory, and Expressive Brand Building Theory, the research proposes a model with seven hypotheses examining how social media marketing, professional knowledge, and public expression influence customer referral intention through personal branding. A quantitative survey of Taiwanese real estate agents was conducted, and data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results confirm all proposed hypotheses, highlighting personal branding as a critical mediator that converts agents' digital and professional efforts into increased customer willingness to recommend. The study not only fills a theoretical gap regarding personal branding's mediating role in high-contact service contexts but also offers practical insights for enhancing branding strategies in real estate and related fields such as insurance, finance, and consulting.

Keywords: Personal Branding, Social Media Marketing, Professional Knowledge, Public Expression, Referral Intention, Real Estate Brokerage, Relationship Marketing Theory

Unlocking the Power of Generative AI: Applications of ChatGPT in Event Planning and Marketing Content Creation

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Abstract

This study investigates the real-world applications of ChatGPT in the meetings, incentives, conventions, and exhibitions (MICE) industry, with a focus on event planning and marketing content creation. Adopting a qualitative methodology, the research includes semi-structured interviews with industry professionals and analysis of two case studies from Southeast Asia. Findings demonstrate how ChatGPT is utilized in proposal writing, agenda design, creative brainstorming, multilingual translation, and brand storytelling. Results reveal that ChatGPT effectively reduces content production time, enhances interdisciplinary collaboration, supports cultural adaptation, and broadens regional communication. However, challenges related to content accuracy, ethical transparency, and human-AI collaboration boundaries remain significant. This paper contributes to the academic understanding of generative AI applications in the MICE field and provides actionable recommendations for practitioners and educators. It also outlines future research directions to assess long-term impacts and global scalability.

Keywords: generative AI, ChatGPT, event planning, content creation, MICE industry, digital marketing

Utilization Rate of Preventive Oral Health Services and Institutional Disparities for Children under Six in the Kaohsiung-Pingtung Area

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Abstract

This study investigates regional disparities in the utilization of preventive oral health services for children under six in southern Taiwan, focusing on Kaohsiung City and Pingtung County. Using National Health Insurance data from January to September 2024, the study analyzed service utilization across 69 institutions by institution level, teaching status, and region. One-way ANOVA, Scheffé post hoc tests, and t-tests were applied. Results showed that institutional-level differences were not statistically significant ($p = .067$), though non-teaching hospitals and Pingtung had higher average utilization rates. Kaohsiung's utilization rate (0.6215) was significantly lower than both the regional (0.7637) and national (0.7848) benchmarks ($p < .001$), while Pingtung's rate (0.7213) was not significantly different. These findings suggest that despite greater dental resources, Kaohsiung may suffer from limited caregiver awareness and insufficient outreach. In contrast, Pingtung's stable usage may reflect effective community engagement. Policy recommendations include enhancing parental education, improving service access in underserved areas, and integrating oral health promotion into childcare systems. Regular monitoring and targeted support are needed to reduce urban-rural disparities and improve equity in early childhood oral health.

Keywords: Preventive oral health, children under six, utilization rate, regional disparity, Kaohsiung-Pingtung area

Comparing the Impact of Virtual Reality and Avatar-Guided Video on Empathy and Media Experience

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Abstract

Virtual reality (VR), recognized for its immersive and embodied qualities, has emerged as a powerful tool for promoting empathy, though its relative effectiveness compared to traditional media remains contested. This study compared VR and avatar-guided video formats in fostering empathy and examined the role of media experience. Forty young adults were randomly assigned to either a VR condition using an immersive headset or a video condition featuring an avatar narrating an elderly character's internal experiences. Participants completed measures of affective and cognitive empathy, as well as presence, immersion, and body ownership. Results indicated that VR significantly enhanced emotional empathy—specifically empathic concern, emotional resonance, and empathic imagination—and increased body ownership. However, no significant differences emerged in cognitive empathy, personal distress, or helping motivation. Correlation analyses further revealed strong associations between body ownership and multiple affective empathy dimensions, underscoring the role of embodied perception. Although non-immersive media lacked VR's sensory advantages, emotionally expressive avatars effectively evoked empathy through narration and visual cues. These findings confirm VR's strengths in eliciting emotional empathy while highlighting the compensatory value of narrative and character design in non-immersive formats, offering practical implications for empathy-focused interventions and educational tools.

Keywords: Virtual reality, avatar, empathy, media experience

Exploring Audience Emotional Resonance in Animation and Live-Action Films Through The Lens of Emotional Design Theory

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Abstract

The weaving techniques of the Tao people of Lanyu embody rich life wisdom and traditional values. However, they are facing decline due to modernization and the crisis of cultural transmission. This study focuses on how animation and film can enhance public understanding of Lanyu culture and explores the effectiveness of these two media in cultural dissemination. Animation, with its creative freedom and diverse styles, can enhance cultural appeal, while live-action film conveys cultural context intuitively through realism, deeply portraying the cultural background to evoke audience resonance. By comparing the differences in emotional responses and the advantages and limitations of both media in cultural cognition, this study aims to provide new perspectives for cultural preservation and promotion, deepen societal respect and awareness of Lanyu's weaving culture, and fulfill the mission of cultural sustainability.

Keywords: Lanyu weaving culture, animation, live-action film, emotional design.

Gamification Combined with a Health Promotion Model in University Physical Education: A Qualitative Study

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Abstract

College freshmen often experience declines in physical activity and difficulty maintaining healthy behaviors. Gamification can increase motivation and engagement in education, and health promotion theories offer frameworks for positive behavior change; however, their combined application in higher education physical education (PE) remains underexplored. This qualitative study investigates the implementation and outcomes of integrating gamification with a health promotion model in a first-year university PE course. Data were collected through classroom observations and focus group interviews, and analyzed with thematic analysis. The results indicate that the gamified course significantly enhanced students' motivation and class participation, encouraged some to exercise more regularly after class and adopt healthier habits, and reduced fear or disengagement among students previously uneasy with PE. However, competitive elements created pressure for a minority of students. In conclusion, incorporating gamification into university PE effectively promotes student engagement and proactive health behaviors, providing new empirical insight into merging gamification with health promotion in physical education and underscoring the potential of gamified PE classes to foster lifelong fitness habits in college students.

Factors Affecting Customer Satisfaction Mediated By Employee Etiquettes

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Abstract

This study aims to identify factors that influence customer satisfaction in the digital banking sector, specifically the Livin' by Mandiri application. This study examines the influence of Customer-Oriented Behavior, Employee Etiquettes, and e-CRM on Customer Satisfaction. The method used is a quantitative approach with purposive sampling technique, involving 283 respondents from Jakarta and Bekasi. The data used is primary data obtained through distributing questionnaires. The results showed that Customer-Oriented Behavior and Employee Etiquettes have a positive effect on Customer Satisfaction, while e-CRM also plays an important role in increasing Customer Satisfaction. In addition, Employee Etiquettes serves as a partial mediator that strengthens the relationship between Customer-Oriented Behavior and Customer Satisfaction.

Keywords: Customer-Oriented Behavior, Employee Etiquettes, e-CRM, Customer Satisfaction

Brewing Loyalty: The Mediating Role of Customer Retention Between Experience, Product Quality, and Sustainable Patronage in Premium Coffee Shops

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Abstract

This study investigates how customer experience and product quality shape sustainable patronage in the premium coffee shop industry, with a specific focus on the mediating effect of customer retention. Drawing on Relationship Marketing and Service-Dominant Logic, the research uses a quantitative approach and surveys 173 repeat customers from premium coffee shops in Makassar, Indonesia. Data analysis employing SEM-PLS demonstrates that both customer experience and product quality significantly influence customer retention, which in turn has a strong and significant impact on customer loyalty. Importantly, customer retention fully mediates the relationship between experience, product quality, and loyalty, revealing a unique pathway for sustainable competitive advantage. These findings offer actionable guidance for managers and contribute new theoretical insights for understanding loyalty formation in emerging market contexts.

Keywords: Customer Experience, Product quality, Customer retention, Customer loyalty, Premium coffee shop.

Sparked by Temptation, Driven by Impulse, Haunted by Regret: Mapping Emotional Trajectories in Digital Beauty Product Transactions

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Abstract

In the rapidly evolving digital marketplace for beauty products, consumer behavior is increasingly influenced by social and emotional triggers, most notably Fear of Missing Out (FOMO), celebrity endorsements, impulse buying, and post-purchase regret. Grounded in Social Influence Theory (SIT) and Cognitive Dissonance Theory (CDT), this study examines the structural relationships among these variables, with a particular focus on the mediating effect of impulse buying on the relationship between social stimuli and post-purchase regret. Using a quantitative approach, data were collected from 189 consumers who had purchased beauty products through digital platforms. The model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results reveal that both FOMO and celebrity endorsement significantly influence impulse buying behavior. FOMO also has a direct and indirect impact on post-purchase regret through impulse buying. However, while celebrity endorsement directly affects post-purchase regret, its indirect path via impulse buying is insignificant. These findings suggest that FOMO serves as a dominant trigger in digital consumption, increasing impulsivity and regret when expectations are not met. Meanwhile, celebrity endorsement encourages impulsive behavior but does not consistently lead to regret, indicating a complex interplay between rational assessment and emotional influence. This study introduces a novel framework that integrates social and emotional constructs to deepen the understanding of digital consumer behavior. Managerially, the research highlights the importance of ethical promotional strategies, transparent messaging, and credible celebrity-brand alignment to minimize regret effectively. The findings offer both significant theoretical contributions and practical guidance for future research across diverse product categories and populations.

Keywords: FOMO, celebrity endorsement, impulse buying, post-purchase regret, digital beauty product transactions.

The Impact of Mindfulness on Work Engagement: Work Stress and Employee Well-being as Mediators and Age as the Moderator

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Abstract

The 4th Industrial Revolution, driven by technological breakthroughs, has accelerated digitalization, fostering global economic development while presenting significant challenges for the IT workforce. Elevated demands for expertise, growing demands for jobs, and increased work pressures have resulted in chronic stress, adversely affecting employee well-being and job performance. In the context of modern human resource management, mindfulness is acknowledged as an effective psychological intervention for managing work stress, enhancing work motivation, and contributing to sustainable organizational development. Nonetheless, research on mindfulness within the IT sector has been limited. Based on the JD-R theory and supported by theories related to resources, positive emotions, and socio-human factors, the paper aims to investigate the relationship between mindfulness and work engagement. Additionally, it explores the mediating roles of work stress and employee well-being, as well as the moderating role of age in this relationship. A research framework with hypotheses has been developed to facilitate future quantitative analysis utilizing structural equation modeling (SEM). Data will be collected via online surveys targeting approximately 300 IT engineers aged 22-65 working in Ho Chi Minh City, Vietnam. The expected key findings not only reinforce mindfulness theories but also provide insights into the mediating roles of work stress and employee well-being, as well as the moderating role of age. Furthermore, the paper aspires to deliver practical management implications for improving work performance, enhancing individual quality of life, and fostering a sustainable organizational culture within Vietnam's IT industry.

Keywords: Mindfulness, Work Stress, Employee Well-being, Work engagement, Technology, Vietnam.

The Impact of Leadership Styles and Welfare on Job Performance in Army Units

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Abstract

This study adopts a qualitative research approach, primarily utilizing in-depth interviews to explore how leadership styles and welfare systems influence the job performance of volunteer military officers. In recent years, national policy shifts have transitioned the military toward a fully volunteer force. Consequently, volunteer officers, who serve at the foundational level of military units, have become indispensable. Leadership styles, particularly those of commanding officers, have therefore grown increasingly crucial. This research is supported by relevant literature, examining welfare systems and job performance among volunteer officers, drawing on prior academic findings to inform the study. The findings suggest that, for volunteer officers, job performance is closely linked to leadership approaches and the welfare systems in place. Leadership that emphasizes problem-solving, fosters harmonious relationships, and adopts a human-centered approach tends to positively influence performance. Additionally, the relatively higher salaries and welfare benefits offered compared to civilian employment contribute significantly to job satisfaction and performance. Thus, both leadership style and welfare provisions demonstrate a strong positive correlation with job performance.

Keywords: Leadership styles, welfare systems, job performance

Exploring the relationship between leadership and strategic human resource management in cultivating innovation in African public governance

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Abstract

Orientation: Current scholarship explores the intricate relationships between leadership and strategic human resource management practice within the public sector. These studies highlight the crucial role of leadership in fostering an innovative environment, emphasising that transformational and participative leadership styles can boost employees' creativity and innovative endeavours. Furthermore, research findings highlight the crucial role of senior managers in enabling and supplying resources for innovation, necessitating the development of skills to align various types of innovation with strategic management approaches. The literature underscores various challenges to innovation in the public sector, including bureaucratic limitations, poor communication, and inadequate reward systems, all of which hinder the development of an innovative culture.

Research purpose: This paper explores the interplay between leadership and strategic human resource management in facilitating innovation within public governance in Africa.

Motivation for the study: Current studies emphasise the complex and interconnected dynamics of innovation processes, highlighting the essential role of robust leadership and strategic organisational frameworks in nurturing innovation within public sector entities. It underscores the necessity for further investigation into the impacts of innovation and cross-cultural comparisons to deepen the understanding of the dynamics surrounding public sector innovation. Within the realm of the African public sector, there exists an apparent absence of empirical research focused on the factors that promote or hinder innovation, as well as their consequences for effective public governance.

Research approach/design and method: The qualitative study draws upon the author's research conducted within the public service sectors of three African nations: South Africa, Zambia, and Uganda. The data from these studies underwent thematic analytical processes. Themes were organised according to Ken Wilber's integral theory four quadrant model. Ethics approval was secured for all three studies from the University of Cape Town.

Main findings: The findings highlight the crucial connection between leadership, strategic human resource management, employee behaviours, organisational structure

and culture, along with well-being of both the organisation and its employees, in cultivating an innovative environment within public service.

Contribution and Implications: The findings contribute to the understanding of innovative practices in public governance in Africa by highlighting the complex interdependence among various aspects of workplace reality. It offers significant empirical insights for scholars studying public sector innovation, while also providing practical implications for policymakers and administrators in areas such as governance, management, leadership development, organizational design, culture, and performance management. The study calls for further research to explore new approaches and frameworks that can enhance the understanding of the factors that promote innovation in this context.

Keywords: Transformational leadership, strategic human resource management, innovation, public sector, Africa, organisational climate and culture, employee well-being

The Impact of ESG Implementation on Employee Turnover Intention in the Restaurant Industry: The Mediating Roles of Fairness and Organizational Commitment

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Abstract

Although Taiwan's restaurant industry has experienced a rapid recovery following the pandemic, it continues to face challenges related to high turnover rates and workforce instability. To address these issues, the implementation of ESG (Environmental, Social, and Governance) practices has emerged as a potential strategy. This study aims to explore how ESG practices influence employee turnover intention through perceptions of fairness, sense of belonging, and product safety, ultimately shaping organizational commitment. A structural equation modeling approach was used to conduct a survey and empirical analysis targeting restaurant employees in Taiwan. The study also examines the mediating effect of organizational commitment and the moderating role of leader–employee relationships. The anticipated findings suggest that when employees perceive fair treatment, cultural identification, and assurance of product safety, they are more likely to exhibit stronger organizational commitment and lower turnover intention, thus enhancing workforce stability and promoting sustainable organizational development. This research fills a gap in empirical studies on the relationship between ESG and employee behavior and offers strategic insights for the restaurant industry.

Keywords: ESG, organizational commitment, fairness, sense of belonging, product safety perception, turnover intention, restaurant industry

Under Pressure: Examining the Effects of Mindfulness and Abusive Work Environment on Employee Well-Being and Turnover Intentions in the Manufacturing Industry

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Abstract

The research employed a quantitative, correlational design to explore the relationships among abusive supervision, abusive coworker treatment, mindfulness, employee well-being, and turnover intention. The study aimed to evaluate both the direct and indirect effects of workplace abuse on employee outcomes, as well as the moderating role of mindfulness and the mediating effect of employee well-being. This study highlighted the damaging effects of workplace abuse on employee well-being and retention, particularly in the manufacturing sector. Examining how individuals interacted daily was necessary to address this. Organizations had to cultivate a culture of accountability and respect. Civility training, conflict resolution seminars, and giving staff members the confidence to speak up when they saw toxic conduct were some ways to do this. While mindfulness offered limited buffering effects, organizations had to proactively address abusive behaviors, especially from leadership, to foster a healthier and more stable workforce. HR professionals should have designed tailored policies to prevent abuse and mitigate its negative effects, such as establishing structured grievance-reporting systems and fostering transparent communication between staff and management. Proactive measures like regular training on respectful workplace behavior, adapted to local cultural values, could have further aligned policies with employee needs.

Keywords: employee well-being, Turnover Intentions, abusive supervision, abusive coworker treatment, mindfulness

Understanding the IT Talent Divide: Cross-National Perspectives on Job Satisfaction in the U.S., Malaysia, and Singapore

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Abstract

The United States (U.S.) Information Technology (IT) industry continues to wrestle with a persistent shortage of qualified domestic professionals. Despite the sector's strong career outlook and above-average compensation, domestic IT professionals frequently face excessive workloads, reduced work-life balance, and limited opportunities for career progression. Although salaries remain relatively competitive, many workers report feeling under-compensated given the demands of their roles. Additional challenges include job insecurity, exclusionary workplace cultures, lack of inclusivity, and the constant pressure to adapt to rapid technological advancements.

In contrast, several Asia Pacific nations—including China, Taiwan, Singapore, and Malaysia—have witnessed sustained IT sector growth. This expansion is largely driven by an ample supply of skilled labor, bolstered by high-quality education systems, proactive government policies, and attractive career prospects. These contrasting dynamics underscore a widening divergence in global IT workforce trends.

While a substantial body of research has examined job satisfaction within national boundaries, comparative studies across countries remain limited. To date, no empirical research has systematically investigated how job satisfaction differs among IT professionals across multiple national contexts. Such comparative insights are crucial for identifying strategic areas in which the U.S. can improve its domestic IT workforce pipeline and reduce reliance on foreign talent.

This study is particularly timely, as recent policy directions—including efforts under the Trump administration to re-shore manufacturing and related activities—have renewed emphasis on strengthening the U.S. workforce. Against this backdrop, the present exploratory study aims to fill a critical gap by examining self-reported job satisfaction among IT professionals in the United States, Malaysia, and Singapore. Using eight independent variables, this study reveals that significant differences exist in job satisfaction across these countries.

The Resilient Bureaucrat: How Team Resilience Fuels Leadership Support and Performance in the Public Sector

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Abstract

This study examines the way team resilience affects leadership support and job performance within Taiwan's public agencies. Paper questionnaires were distributed to supervisors and employees across northern, central, and southern regions, yielding 263 usable responses a valid return rate of 88 percent. According to correlation analysis, team resilience is positively correlated with leadership support, team resilience is positively correlated with job performance, and team resilience is positively correlated with leadership support. The results of structural equation modeling showed that team resilience is a strong positive factor influencing leadership support, which, in turn, influences job performance. The model fit indices all met recommended thresholds, supporting the hypothesized links. Practically, when teams can marshal physical resources, mutual assistance, and adaptive flexibility under pressure, they improve both task execution and organizational citizenship behaviors. High-resilience teams also elicit greater emotional and material backing from supervisors, indirectly boosting performance. In sum, team resilience and leadership support reinforce one another, creating an upward spiral that is pivotal for sustaining high-quality public service and overall organizational effectiveness.

Keywords: public sector; team resilience; leadership support; job performance

Analysis of the Relationship of the Work Environment and Job Satisfaction of Nurses in Regional Hospitals

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Abstract

A healthy and safe environment is essential, because a healthy and secure environment can make a person work quietly, and the results of work are expected to meet the established standards. Job satisfaction is one of the factors that influences the working environment. This research aims to determine the relationship between the work environment and the job satisfaction of nurses in regional general hospitals in Bogor City. This study uses a quantitative approach. Data were collected by distributing questionnaires to 80 respondents. The sampling technique for this research uses saturated sampling. The analysis technique for this research is descriptive analysis, correlation coefficients (Rank Spearman), coefficient of determination r^2 , and correlation coefficient hypothesis. This research shows a strong relationship between work environment and job satisfaction based on the results of the Rank Spearman correlation coefficient of 0,759 and from the results of the coefficient of determination is it known that work environment has a positive relationship with a value of $r^2 = 66,1\%$. Hypothesis test results in $t_{count} > t_{table}$ ($10,292 > 1,664$), H_0 is rejected and H_a is accepted.

Keywords: work environment, job satisfaction, nurses, regional hospital

The Influence of Visionary Leadership on Employee Creativity and Performance: The Mediating Role of Organizational Citizenship Behaviour

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Abstract

The underlying phenomenon of the present study is how visionary leadership influences employees' creativity and performance in the competitive and fast-changing business environment of the modern era. The purpose of this study is to evaluate the influence of visionary leadership on employee creativity and performance and the mediating role of organizational citizenship behavior (OCB) between them. The originality of this study lies in the mediation process connecting visionary leadership to performance and creativity with organizational citizenship behavior (OCB) as the mediator, which has been less studied in Indonesian university settings. The sample subjects are 222 government officials and employees on employment contracts at Palangka Raya University, with a quantitative survey approach and data analysis using Smart PLS 4.1. The study confirms that visionary leadership has a positive impact on employee performance and creativity. Additionally, corporate citizenship behavior was also shown to play a mediating role in the link between visionary leadership and employee performance and creativity and consequently facilitate the building of a congenial and innovative work environment.

Keywords: Visionary leadership, organizational citizenship behavior, employee creativity, employee performance

Factors Influencing the Adoption Intention of Supercritical Fluid Dyeing (SFD) in Dyeing and Finishing Plant

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Abstract

Facing growing environmental regulations and sustainability demands, the dyeing and finishing industry is under pressure to transform its high-pollution and high-energy processes. Supercritical Fluid Dyeing (SFD) technology, with advantages such as waterless processing and resource recyclability, presents a sustainable alternative. However, its adoption is hindered by high costs and limited organizational intent. This study develops an integrated model to examine how innovation orientation, experience, and professional expertise influence adoption intention, with entrepreneurial orientation as a mediator and industry transformation pressure as a moderator. A survey of senior managers in China's dyeing industry and structural equation modeling are used to analyze adoption behavior. The findings aim to enhance understanding of green technology adoption and provide practical and theoretical insights for industrial sustainability.

Keywords: Supercritical Fluid Dyeing, Green Technology Adoption, Innovation Orientation, Entrepreneurial Orientation, Professional Expertise, Industry Transformation Pressure

Synergy in Creativity: Harnessing AI and Human Collaboration to Enhance Productivity in the Philippine Creative Industry

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Abstract

As artificial intelligence in business processes continues to grow, concerns about its effectiveness, particularly among Filipinos in the creative industry, have emerged. This research focuses on nine sectors of the Philippine creative industry and investigates whether AI utilization enhances job performance while examining the factors that influence this relationship. Specifically, it highlights the potential of artificial intelligence, especially Generative AI tools such as GPT-4, Midjourney, and DALL-E 2, in transforming creative work. Understanding the dynamics of human-AI collaboration—including knowledge sharing, AI skills, AI understanding, ethical concerns, trust, and individual performance—is crucial for successful AI integration within the industry. Employing a quantitative design, the researchers administered a survey targeting individuals currently or previously employed in the creative sector who have utilized AI in their work. Data from 392 respondents were analyzed using PLS-SEM. The results show that while knowledge sharing significantly impacts individual performance, ethical concerns do not directly mediate this relationship but instead influence trust, which serves as the primary mediator. This suggests that ethical concerns are indirectly linked to individual performance through their effect on trust in AI systems among Filipino creatives. This research highlights the possibilities of artificial intelligence (AI) in the Philippine creative industry, particularly in generative AI usage such as large language models, image generators, and AI image enhancement. Upskilling programs, particularly those designed for creative industries, should incorporate both technical AI training and soft skills development to enhance employee adaptability and foster a deeper understanding of AI.

Keywords: artificial intelligence, knowledge sharing, individual performance, creative industry.

Systematic Literature Review: Corporate Image, Buyer-Supplier Relationship Marketing Communication, and Supplier Performance

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Abstract

This systematic literature review investigates the intricate relationships between corporate image, buyer-supplier relationship marketing communication, and supplier performance, particularly through Structural Equation Modelling (SEM). Utilizing a comprehensive synthesis of existing empirical and theoretical literature, this review elucidates how corporate image mediates between various operational variables and how effective communication strategies can shape buyer-supplier dynamics, thereby influencing supplier performance. Insights drawn from the literature reveal these constructs' complexities and relevance in optimizing supply chain effectiveness. The review concludes by identifying critical gaps in existing research and proposing future research directions that warrant exploration to deepen our understanding of these phenomena.

Keywords: Systematic Literature Review, SEM, Supplier Performance

Application of Analytical Hierarchy Process (Ahp) Method in Decision Support System for Selecting Automatic Motorcycle Engine Oil

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Abstract

The rapid development of Industry 4.0 has always been an interesting topic of discussion for the manufacturing or service industry. The automotive industry in Indonesia has experienced significant development, although it is currently facing quite significant challenges. In general, this industry is still one of the main contributors to national economic growth. This study aims to obtain decisions in choosing automatic motorcycle engine oil. The research method used is descriptive analysis using the Analysis Hierarchy Process (AHP) with the criteria of oil brand, oil price, oil resistance and oil size. The results of the study showed that the first criterion in having automatic motorcycle engine oil is the oil brand. Of the four oil brands studied, it was found that consumers, especially young people, were SPX 2.

Keywords: decision making, AHP, engine oil.

The Effect of Esg on Firm Value Mediated by Firm Size in the Energy Sector Bei Period 2022 2024

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Abstract

The purpose of this study is to examine how Environmental, Social, and Governance (ESG) factors affect company value, using firm size as a mediating variable. Two panel data regression models are used for the testing. The first model examines how ESG affects firm size, whereas the second model examines how firm size affects firm value. 17 companies throughout a three-year period are included in the statistics. Using EViews software, the Chow, Hausman, and Lagrange Multiplier tests are used to choose model estimating techniques. The findings indicate that neither business size nor firm value is significantly impacted by ESG. According to the findings, firm size and firm value are not significantly impacted by ESG or firm size. This suggests that the indirect association between business size and ESG and firm value is not statistically supported over the time period and sample under study. These results highlight how crucial it is to choose the right variables and use the right analytical techniques when conducting research on how ESG affects overall business success.

Keywords: ESG, Company value, profitability, company size.

Integration of Supply Chain Viability Practices With Digital Transformation and Intrapreneurship in Achieving Reconfiguration Capability: A Comparative Analysis Between Developing and Developed Countries for Improving Fmcg Sectors in Indonesia

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Abstract

This study examines how digital transformation (DT) and intrapreneurship (INT) can improve supply chain viability (SCV)—which means being resilient, agile, and sustainable—and in facilitating supply chain reconfiguration (RSC) in the fast-moving consumer goods (FMCG) sector before and after disruptions. It analyzes these dynamics in developed and developing countries, including Indonesia, to pinpoint readiness deficiencies in addressing global disruptions. The study employs an explanatory quantitative design to investigate causal relationships between variables at two distinct time points. We collected data through cross-sectional surveys, which targeted professionals in FMCG operations and supply chain positions across 21 countries spanning eight economic regions. Data collections used Prolific (besides Indonesia) and manual survey (in Indonesia). The survey employed a 7-point Likert scale and satisfied the minimum sample size determined through G*Power analysis. Results indicate that DT and INT both exert a positive effect on SCV, which subsequently enhances RR, especially in developed countries. Nonetheless, regional disparities arise following the disruption. Digital constraints in developing countries emphasize intrapreneurship, while strong digital infrastructure in developed countries boosts intrapreneurial innovation. Resilience alone cannot transform supply chains without agility and sustainability. The study emphasizes the strategic importance of digital initiatives and human capital development for supply chain viability and reconfiguration. Future research should examine how government policy, leadership, and cross-cultural work norms moderate. Longitudinal, qualitative, or mixed-method approaches are recommended to study dynamic variable interactions and expand applicability beyond FMCG.

Keywords: digital transformation, intrapreneurship, supply chain viability, supply chain reconfiguration, FMCG.

Driving Sustainability Performance in Manufacturing: The Mediating Effect of Eco Innovation on Green Manufacturing in East Java

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Abstract

As a vital contributor to Indonesia's GDP, the manufacturing industry plays a strategic economic role but also stands as a leading cause of environmental degradation, notably through carbon emissions, energy intensity, and industrial waste. In response, green manufacturing has gained global traction as a strategic approach to align industrial growth with ecological responsibility. However, existing literature remains divided on whether green manufacturing alone suffices to enhance sustainability performance, particularly in emerging economies with varying regulatory enforcement and innovation capabilities. However, existing literature remains divided on whether green manufacturing alone suffices to enhance sustainability performance, particularly in emerging economies with varying regulatory enforcement and innovation capabilities. A key issue lies in understanding whether eco-innovation is merely a byproduct of green manufacturing practices or if it plays a more strategic role as an enabling mechanism that allows firms to translate green initiatives into tangible improvements in sustainability performance. Despite its relevance, empirical investigations on this relationship remain limited, especially in the Indonesian manufacturing context, such as in East Java, a region undergoing rapid industrialization while facing persistent environmental and productivity challenges. This study aims to investigate the impact of green manufacturing on firms' sustainability performance, emphasizing the mediating role of eco-innovation. Drawing on quantitative data from manufacturing firms listed in the PROPER environmental rating program, this study employs Structural Equation Modeling with PLS (SEM-PLS) to test the proposed relationships. The results confirm that eco-innovation significantly mediates the relationship, reinforcing the idea that green manufacturing alone is not sufficient—its effectiveness depends on the firm's ability to innovate sustainably across processes, products, and business models. The findings contribute to the ongoing scholarly debate by affirming that eco-innovation is not a passive outcome but an active mediator that amplifies the benefits of green manufacturing. This study provides both theoretical insights and practical recommendations for policymakers and industry leaders to strategically integrate innovation into green manufacturing efforts to achieve long-term environmental and operational resilience.

Keywords: Green Manufacturing, Sustainability Performance, Eco Innovation.

Capital Structure, Profitability, Liquidity, and Firm Size in Indonesia'S Healthcare Sector: A Dynamic Panel Data Approach

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Abstract

This study investigates the effect of profitability, liquidity, and firm size on capital structure among healthcare companies listed on the Indonesia Stock Exchange, employing the theoretical framework of Pecking Order Theory. The sample was selected purposively based on specific criteria, and the data were analyzed using a dynamic panel regression model with a System-GMM two-step estimator to address endogeneity and structural dynamics. Capital structure is proxied by the Debt to Equity Ratio (DER), while the independent variables include Return on Assets (ROA), Current Ratio (CR), and the natural logarithm of total assets (LnTA). The empirical results indicate that profitability has a statistically significant negative effect on capital structure, affirming the core proposition of Pecking Order Theory that firms prioritize internal financing. In contrast, liquidity demonstrates a significant positive effect, suggesting that firms with stronger cash positions are more capable of securing external funding. Firm size does not exhibit a significant influence on capital structure. These findings suggest that financing preferences within Indonesia's healthcare sector are more strongly influenced by internal financial efficiency than by scale economies. This study contributes both theoretically and methodologically and calls for future research to incorporate non-financial determinants, such as corporate governance and ownership structure, in analyzing capital structure decisions.

Keywords: Capital Structure, Profitability, Liquidity, Firm Size, System-Generalized Method of Moments.

Thrifting Lifestyle: Exploring Urban Consumers' Intentions and Attitudes towards Preloved Branded Goods

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Abstract

This study aims to analyze consumer behavior in purchasing branded preloved goods using the Theory of Planned Behavior (TPB) approach. This study was conducted through in-depth interviews with ten respondents with diverse age, gender, and domicile backgrounds in Bali. The interview results showed that respondents' attitudes towards purchasing preloved goods were generally very positive, driven by considerations of more affordable prices, good quality goods, and the uniqueness or vintage value of the product. Subjective norms have varying influences; some respondents stated that the social environment is supportive or neutral towards this behavior, while others admitted that they are not too influenced by other people's opinions. Perceived behavioral control is dominated by ease of access through social media and online platforms, although challenges such as quality uncertainty, limited sizes, and the risk of counterfeit goods are still obstacles. Behavioral intention to continue purchasing preloved goods in the future is very strong in almost all respondents, especially for the categories of clothing, bags, shoes, and accessories. The main factors influencing purchasing decisions are price, seller reputation, and ease of transaction. Social media plays an important role in promotion, information search, and building consumer trust. These findings indicate that TPB can explain consumer behavior in purchasing branded preloved goods, with positive attitudes and high behavioral control as dominant factors, while subjective norms play a smaller role. This study recommends marketing strategies that emphasize economic aspects, product uniqueness, and consumer education to support the growth of the sustainable fashion market.

Keywords: preloved, consumer behavior, sustainability fashion, social media, thrifting

Using User-Centered Design Approach to Develop a Post-Stroke Rehabilitation Decision Support System

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Abstract

Stroke rehabilitation is a complex, multi-phase process often hindered by patients' limited health literacy and insufficient communication with therapists. This study applied a User-Centered Design (UCD) approach to develop a decision support system for post-stroke rehabilitation, addressing the difficulties patients face in selecting appropriate treatment options. We involved contextual inquiries with patients and therapists, followed by empathy map and the analytic hierarchy process (AHP) to identify and prioritize unmet needs. Scenario-based design was then used to translate these insights into a functional system. Key patient needs include difficulty understanding treatment options, unclear rehabilitation progress, and fragmented health education resources. Based on these findings, the research team created a dual-module system: a therapist module to determine appropriate treatments based on the recovery stages, and a patient module to promote understanding through treatment videos, health literacy quizzes, and a visual rehabilitation roadmap. The system also includes a question prompt list to facilitate shared decision-making during clinical visits. Results showed that clear information presentation, phase-based guidance, and interactive educational tools can enhance patient engagement, decision confidence, and communication efficiency. In conclusion, this study demonstrates the practical value of UCD in developing patient decision aids and highlights its role in participatory rehabilitation planning.

Keywords: User-centered design, Post-stroke rehabilitation, Patient decision aids

Effects of Lighting Configurations on Visual Fatigue Among Eyelash Technicians

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Abstract

This study aims to investigate the impact of ambient lighting on visual fatigue among eyelash extension technicians under fixed task lighting conditions (color temperature 5000K, illuminance 425 lx). A small-sample repeated-measures experimental design was adopted to simulate actual eyelash extension scenarios, evaluating changes in subjective fatigue (Visual Fatigue Scale, VFS) and objective indicators (Critical Flicker Fusion, CFF). The results showed that subjective and objective visual fatigue accumulated significantly more in the group without ambient lighting than in the group with ambient lighting. This indicates that appropriate lighting configurations can help alleviate visual fatigue and enhance work comfort and occupational health. The study provides practical recommendations for lighting design in beauty workspaces and occupational health management.

Keywords: Visual fatigue, Ambient lighting, Eyelash extension tasks, CFF, VFS

A study on the Effect of Cross-Channel Service Design on the Satisfaction with Community Service Experience

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Abstract

The government combines central and local civil resources to collaboratively establish the measures of the elderly protection network system, home care and family support, health care service, community care, and social participation in past years. The combination of voluntary service and community resources and the provision of necessary assistance for community dwelling elders allow the elderly continuously interacting with the society. The volunteers' concern also has the elderly receive emotional and social support and enhance the quality of life. Along with the rapid advance of information technology and network, service styles and channels become diversified. A lot of traditional service experience in daily life is changing into cross-channel service experience that the users do not simply move between media and devices, but also cross various fields. In fact, successfully designed cross-channel service experience is important and urgently demanded. Aiming at community residents in Kaohsiung Taiwan, total 480 copies of questionnaire are distributed with random sampling, and 334 valid copies are retrieved, with the retrieval rate 70%. The retrieved questionnaire data are analyzed with statistical software. The research results conclude significant correlations between 1.cross-channel service design and service experience, 2.service experience and satisfaction, and 3.cross-channel service design and satisfaction. Finally, suggestions are proposed according to the research results, expecting to provide service strategies better conforming to community service and enhance the specific effect of community service.

Keywords: community service, cross-channel service design, service experience, satisfaction

The Effect of Product Development Capability and Customer Response Capability on Marketing Performance of Local Wisdom-Based Food Processing Msmes in Central Java

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Abstract

Central Java has quite a large business potential for processed food based on local wisdom. Areas in Central Java that have the potential for processed food based on local wisdom are spread across the districts of Semarang, Banyumas, Sragen, Grobogan and Wonosobo. The resource-based view theory approach states that competitive advantage is a strength in facing competition. A strategy that utilizes resources as unique skills and assets to become capital to build competitive advantage. Competitive advantage cannot be separated from product development capabilities and customer response capability as an effort to meet consumer needs preferences. The aim of this study is to determine the influence of Product Development Capability and Customer Response Capability on the Marketing Performance of food processed MSMEs in Central Java. There were 150 respondents in this study, the data collection method used a questionnaire. The research results show that product development capability, customer response capability and marketing performance have value index high. The hypothesis that product development capability has significant effect on marketing performance is accepted, also hypothesis that customer response capability has significant effect on marketing performance is accepted.

Keywords: competitive advantage, product development capability, customer response capability, marketing performance, local food

The Advertising Effect Of Combining AR and Person Interactivity

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Abstract

The rise of e-commerce has improved consumer convenience and reduced operational costs for businesses. However, limitations in sensory product experience and interpersonal interaction often lead to a gap between consumer expectations and actual experiences. Augmented Reality (AR) has been introduced to e-commerce platforms to address this gap by enhancing product visualization and reducing uncertainty. Yet, little is known about the effectiveness of AR advertising when integrated with Avatar-based or electronic word-of-mouth (eWOM) formats. This study investigates how different AR advertising contexts influence consumers' perceived sense of presence and advertising effectiveness. In addition, it examines the moderating roles of construal level and self-reference in shaping the consumer's sense of presence. The results aim to provide practical guidance for e-commerce managers in designing more immersive advertising strategies that enhance consumer experience, improve attitudes toward advertisements, and increase purchase intention. This research also contributes to the theoretical understanding of consumer responses to AR-based advertising and lays a foundation for future studies in digital marketing and consumer behavior.

Keywords: augmented reality, eWOM, presence, construal level theory, self-reference.

Alternative Clustering Algorithms in Sensor Networks

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Abstract

A wireless sensor network is composed of a large number of tiny sensor nodes that can be deployed in a variety of environments like battle fields, water, large fields, and the like, and can transmit data to a Base station (BS). In a cluster-based network organization, sensor nodes are organized into clusters and one sensor node is selected as a sensor head (SH) in each cluster. Each SH denotes a facility and sends useful information to the Base Station (BS) through other SHs via the shortest path. In this paper, we study two clustering techniques, namely k-median clustering and k-center **clustering** for a wireless sensor network. All the sensor nodes are static and homogeneous (having the same specifications) and SHs are assumed to be heterogeneous with respect to other sensor nodes in their respective clusters (but homogeneous to other SHs once they are located). The focus of this paper is to compare the k-median and k-center clustering techniques based on shortest path and total intra-cluster distance. We have implemented the two clustering techniques using the Java language and necessary experimental and statistical results are provided.

Keywords: Wireless sensor network, Clustering, Facility location problem, Shortest path

An Insider Action Research Proposal on Addressing Loss in Productivity among Software Developers in Complex Projects: Protecting the Integrity of Developer Critical Thinking in the Software Development Lifecycle (SDLC) with AI Tooling

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Abstract

This insider action research explores the emerging concern of productivity decline among junior software developers at a Philippine software outsourcing firm due to over-reliance on AI-assisted tools, particularly Cursor. As AI technologies increasingly integrate into software development workflows, developers are at risk of cognitive disengagement, bypassing critical thinking processes in favor of convenience and speed. The study aims to safeguard developer cognitive integrity across the Software Development Lifecycle (SDLC) by identifying behavioral, organizational, and ethical factors that influence AI tool adoption and misuse. Anchored in Roy Bhaskar's critical realism and enriched by reflective models such as ORJI and Argyris' Ladder of Inference, the research utilizes 1st-, 2nd-, and 3rd-person inquiry methods to holistically investigate internal developer thought processes, collaborative dynamics, and system-level patterns. Initial findings reveal that organizational norms prioritizing output speed, absence of structured AI policies, and junior developers' confidence issues contribute to a culture of shallow engagement with AI-generated code. The action research proposes interventions such as formal ethical AI use policies, reflective journaling, structured peer reviews, and cognitive provocations to realign AI use as a collaborative tool rather than a cognitive substitute. By reframing AI from a crutch to a co-pilot, this research aspires to foster long-term skill retention, enhance project quality, and uphold ethical and humanistic management principles. The findings hold implications for the broader Philippine BPO industry, where AI's promise must be matched by frameworks that protect human agency, encourage critical thinking, and ensure responsible digital transformation.

Keywords: AI over-reliance, Critical Thinking, Software Developers, AI Tooling, Cursor, SDLC, Productivity, Insider Action Research, Critical Realism, Philippine BPO Industry

Blockchain-Based Customer Data Management Systems: A Framework for Insurance Service

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Abstract

This research examines the use of blockchain-based insurance services' customer data management in Indonesia and its effects on privacy and security risks. The study employs a qualitative methodology with an exploratory approach. It proposes six research propositions and a blockchain-based architecture model for managing insurance services' customer data. The findings suggest that blockchain can reduce privacy and security risks if implemented by the insurance sector in Indonesia. The insurance services in Indonesia currently use legacy internal servers to store customer data, accessible by insurance and customers through the cloud. This centralized storage poses security and privacy risks, as customer data is sensitive information. Blockchain technology, with its decentralized and tamper-proof characteristics, presents a viable solution to mitigate these risks. By employing blockchain for customer data management, institutions can ensure the integrity and security of sensitive information, thereby safeguarding against unauthorized access and potential misuse. Implementing blockchain-based solutions for data management requires careful consideration of various factors, including the financial and technical resources necessary to support high-end computing infrastructure. Despite these challenges, the potential benefits of blockchain in enhancing security and privacy are substantial.

Keywords: blockchain, distributed ledger, insurance services' customer data management, privacy risk, security risk

The Influence of Perceived Ease of Use on Attitudes in Using the Gaya Application in Creating a Social Enterprise in the Field of Fine Arts

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Abstract

Indonesian painters often encounter significant economic and social challenges, limiting their ability to exhibit work and access the art market. Virtual galleries (VGs) offer a promising avenue to overcome these barriers, with applications like GaYa designed to facilitate digital exhibitions and curation and foster social enterprise in fine arts. However, successful adoption hinges on user perceptions. This study investigates the influence of Perceived Ease of Use (PEOU) on painters' attitudes toward the Use GaYa application, utilizing the Technology Acceptance Model (TAM) framework. It specifically examines the direct and indirect relationships involving PEOU, Perceived Usefulness (PU), and Attitude Toward Use GaYa. Data were collected via questionnaires from 120 painters across Semarang, Yogyakarta, and Surakarta and analyzed using Generalized Structured Component Analysis (GSCA). The results demonstrate that PEOU significantly positively influences both PU (CR = 3.87, $p < 0.05$) and A (CR = 3.22, $p < 0.05$). Furthermore, PU exerts a strong, significant positive influence on A (CR = 14.0, $p < 0.05$). These findings confirm that painters' belief in the ease of using GaYa enhances their perception of its Usefulness and fosters a positive attitude towards its adoption. The study validates the relevance of TAM in the context of fine arts. It underscores the critical importance of designing user-friendly and beneficial virtual gallery platforms to support artists' engagement and professional development.

Keywords: Technology Acceptance Model (TAM), Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude Toward Use GaYa, Virtual Gallery

The Influence of Information Availability and Service Quality on Customer Satisfaction in Commuter Line Users (Study on Jabodetabek Commuter Line Train Customers)

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Abstract

This study aims to determine the effect of information availability and service quality on customer satisfaction of Commuter Line users. The findings of this study could lead to significant improvements in the quality of services provided to commuter line users, thereby enhancing their overall experience. The researchers decided to use the commuter line as the research material because it is one of the transportation methods used for commuting. Not only that, the author also sees that there are still many things that need to be improved by the company in terms of the quality of facilities and infrastructure, one of which is complaints about queues and delays in KRL, KRL AC, KRL signaling disturbances, KRL cracked rail disturbances, PT KCI C-Access application, KRL station facilities, KCI station lift facilities and other complaints. This study uses a quantitative method. In addition, researchers distributed questionnaires to find the required data; questionnaires were distributed in various ways, one of which was by distributing form links on social media and finding respondents according to the required criteria. The population in this study consisted of commuter line users, while the sample used was comprised of commuter line users in area in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek), with a sample size of 100 respondents. Data processing analysis in this study used the help of SPSS version 24. The results of the study showed that the variables in the study, namely the availability of information, had a positive and significant effect on customer satisfaction variables, service quality had a positive and significant effect on customer satisfaction variables, and finally, the availability of information and service quality together had a positive and significant effect on customer satisfaction.

Keywords: Information Availability, Service Quality, and Customer Satisfaction.

The Effect of Web Quality and Perceived Usefulness on Behavioral Intention and Actual Use Among Shopeefood Users in Samarinda

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Abstract

This study focuses on the effect of the relationship between variables, consisting of web quality on behavioral intention, perceived usefulness on behavioral intention, and behavioral intention on actual use. The object of this research is Shopeefood users in Samarinda City. This study uses a quantitative approach method. This study employs primary data and research data, which are collected through a survey method using questionnaires. The research sample is 120 respondents and the data is analyzed by using Structural Equation Modeling (SEM) analysis tools with Smart-PLS Software. The results of this study are web quality has a positive yet not significant effect on Behavioral Intention, Perceived Usefulness has a significant positive effect on Behavioral intention, and behavioral intention has a significant positive effect on actual use. The value of the greatest relationship path is found in the relationship between the behavioral intention variable and actual use. The researchers suggest that Shopeefood should further improve the behavioral intention to increase actual use for interest to use Shopeefood in a sustainable manner.

Keywords: Web Quality, Perceived Usefulness, Behavioral Intention, Actual Use, Shopeefood.

How Fintech Innovation Transformed Finance: An Slr-Based Analysis From Apis to Defi

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Abstract

The rapid advancement of digital technology has triggered a significant transformation in the global financial services industry, primarily through innovations in Financial Technology (fintech). This study aims to examine the evolution and impact of fintech innovations on modern financial service systems by employing a Systematic Literature Review (SLR) approach based on the PRISMA 2020 guidelines. A total of 25 articles published between 2015 and 2025 were thematically analyzed. The focus of the review encompasses four main pillars of fintech: digital payment systems, peer-to-peer lending, robo-advisory, and blockchain technology. The findings indicate that fintech innovations promote increased financial inclusion, operational efficiency, and accelerated digital transformation within the financial sector. Nevertheless, significant challenges remain, particularly concerning cybersecurity, regulation, and data privacy. This study provides a comprehensive literature mapping and highlights the need for collaboration between technology innovators and regulators to maintain financial system stability while fostering sustainable innovation.

Keywords: Fintech evolution, digital payment system, peer-to-peer lending, robo-advisory, blockchain.

Enhancing Retail Business Performance through Knowledge Management, Organizational Culture, and Training: The Role of AI Adoption

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Abstract

The rapid proliferation of Artificial Intelligence (AI) presents both opportunities and challenges for the retail sector, particularly in dynamic urban centers like Metro Manila. While the potential of AI to enhance efficiency, customer engagement, and decision-making is widely acknowledged, the organizational factors that facilitate its successful adoption and subsequent impact on business performance remain critical yet underexplored within this specific context. This study addresses this gap by investigating the mediating role of AI Adoption in the relationship between key organizational factors—Knowledge Management (KM), Organizational Culture (OC), and Training and Development Strategies (TDS)—and Perceived Business Performance (PBP) among retail businesses in Metro Manila. Employing a quantitative research approach with descriptive, correlational, and causal-explanatory designs, data were collected from 385 store managers and business owners operating for at least three years using a structured questionnaire administered online and in-person. Descriptive statistics profiled the respondents, while correlational and regression analyses, conducted using Jamovi and Microsoft Excel, examined the relationships and predictive effects among the variables. The findings reveal that KM, OC, and TDS are significant positive predictors of AI Adoption, which in turn positively influences PBP. Mediation analysis indicates a partial complementary mediation effect of AI Adoption on the relationships between OC and TDS with PBP, and a full mediation effect of AI Adoption on the relationship between KM and PBP. These results underscore the critical role of internal organizational strategies in fostering AI integration, which subsequently enhances perceived business outcomes in the Metro Manila retail sector. The study provides valuable insights for retail businesses seeking to strategically leverage AI for improved performance in a rapidly evolving market and highlights avenues for future research, including the examination of specific AI applications and longitudinal impacts.

Keywords: Knowledge Management, Artificial Intelligence Adoption, Retail Business Performance, Inferential Statistics, Mediated Regression Analysis

Based on Analytic Hierarchy Process to discuss success factors in higher education schools' promotion of knowledge management

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Abstract

The rapid change in social environment results in different ecology of education from it used to be. To seek for the environment adaptive to the new age, schools have to well apply the power of knowledge. In the educational organization system, schools play the role of knowledge driving force. A school should not simply be a place for knowledge accumulation and delivery, but the place for knowledge collection, organization, analysis, application, sharing, recreation, and delivery. For this reason, it is urgent to precede educational reform to implement the idea of “knowledge management” in the administrative organizations of schools to have schools get rid of general rigid image. Based on Delphi Method, the AHP dimensions are established in this study. Taking teachers and administrators of higher education schools in Taiwan as the research samples, the questionnaire is collected through mails. The research results are concluded as below. 1. Among the factors in higher education schools promoting knowledge management, culture is the mostly emphasized dimension. 2. Among 15 evaluation indicators, top five indicators are sequenced employee consensus, employee trust, communication infrastructure, high-level support, and communication channels. According to the results, suggestions are proposed, expecting to strengthen higher education school centered management ability through the guidance of knowledge management, during the promotion of educational reform, to promote school effectiveness and achieve the objective of educational reform.

Keywords: higher education school, knowledge management, key success factor

Environment Knowledge, Green Brand Image, and Purchase Intention: Indonesian Customer'S View on Green Cosmetics

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Abstract

The purpose of this paper is to examine the purchase intention to green cosmetics product using environment knowledge and green brand image as predictor. This study apply the stimulus-organism-response (SOR) framework, to analyze the effect of environment knowledge (S) on green brand image (O) on purchase intention (R). there are 130 respondents participated in this survey using convenience sampling. Smart PLS-SEM software was used to analyze the data. The output confirm that environment knowledge and green brand image have a significant effect to purchase intention green cosmetics, green brand image mediate environment knowledge and purchase intention partially. This study emphasized the role of environment knowledge and green brand image into customer behavior to process the information, formulate the intention to choose and purchase green cosmetics product. The finding indicate that environment knowledge and brand green image act as good predictor for purchase intention cosmetics product.

Keywords: environment knowledge, green brand image, purchase intention, green cosmetics

Applying Importance-Performance Analysis to Assess Augmented Immersive Media Attributes

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Abstract

In recent years, immersive media technology has been widely implemented across fields such as art, education, business, and healthcare, enabling innovative forms of creative expression and multisensory design experiences. This technology enhances the relationship between people and media, deepening interactivity and connection while blurring the boundaries between reality and the virtual world. Immersive media offers viewers unforgettable and exciting experiences through visual, auditory, and even full sensory engagement, resulting in extraordinary moments of tranquility and healing for the body, mind, and soul. This study aims to evaluate audience preferences for augmented immersive media attributes using the Importance-Performance Analysis (IPA) method. The research process begins with the selection of practical "immersive technology media" cases as samples. Subsequently, an IPA-based questionnaire is developed to measure both the perceived importance and satisfaction (performance) of specific immersive media attributes. Participants were recruited to complete the questionnaire, assessing their expectations after the actual experience. Based on the IPA framework, the study identifies the key service quality attributes and analyzes their priority levels through the dual dimensions of importance and performance. The findings and recommendations of this research serve as a reference for related academic studies and the future development of immersive media artworks.

Keywords: immersive media, charm engineering, Augmented Immersive Media, IPA model

Analysis of Accounting Implementation in Msmes in Bogor Regency

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Abstract

This research aims to determine whether the application of accounting in MSMEs in Bogor Regency is in accordance with SAK EMKM. This research uses a qualitative method with a case study approach. The data used in this research is primary data obtained through observation and interviews as well as documentation data and secondary data sourced from MSMEs owners in Bogor Regency. The results of the research show that the application of accounting in MSMEs is not in accordance with the application of SAK EMKM because the preparation of financial reports in MSME companies has not been implemented fully or has not been optimal, as can be seen in the table of application of MSMEs Accounting where the CALK section is not in accordance with the SAK EMKM method.

Keywords: Application of Accounting, MSMEs, SAK EMKM

Implementation of Accounting Information Systems on the Business Process of Msmes Traditional Food in Bogor Regency

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Abstract

The use of digitalization that has not been optimal will create challenges in time speed, procedural errors, it is feared that it will reduce business processes due to decreased customer satisfaction. Business processes require technological assistance for traditional food MSME players in Bogor Regency to improve operational efficiency. More in depth research is needed on the factors that make business processes effective in MSMEs. The purpose of this study was to analyze the results of the implementation of accounting information systems on business processes based on previously implemented systems in traditional food MSMEs in supporting business sustainability in the digital era. The research method uses a qualitative descriptive method approach using interviews with research subjects, namely the management of traditional food as informants. Data sources use primary data, and data collection techniques by interview. The results showed that the implementation of accounting information systems greatly helped the business processes of traditional food MSMEs. accounting information systems contribute to business processes including customer satisfaction levels, operational efficiency, process cycle time, error rates. Suggestions for business management to adopt technology with accounting information systems to improve business processes. Future research can explore other technologies that make it easier for MSME management to develop their business.

Keywords: implementation, accounting information system, traditional food, business process, bogor regency.

Mediating Role of Work Environment : A Booster for Employee Performance

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Abstract

This study aims to analyze and determine the influence of work culture, employee competence with work environment as mediating variables to employee performance at a garment company in West Java named PT. ABC. The sample taken from certain criteria that is deployed to 84 employees at PT. ABC. The data collection is done by distributing questionnaires of 5 scale Likert which then analyzed with structural equation modelling statistical method. Based on the result from hypothesis testing, it can be summarized from the direct effect of work culture which appearantly has no effect on work environment, competence positively influence work environment , work culture positively influence employee performance, competence positively affected employee performance, and work environment influence employee performance. While for the indirect effect, we summarize that work environment mediates both competency and work culture on employee performance.

Keywords: work culturue, competence, work environment, employee performance, structural equation modelling

Intrinsic Motivation Improves Business Performance: A Study of the Absence of Gender Roles as a Moderating

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Abstract

Career growth in the world of entrepreneurship develops without being limited by gender differences. Men and women have the same opportunities to achieve success in managing a business. The gender differences inherent in men and women are real, and interesting to understand in relation to their intrinsic motivation and performance. This study aims to examine the effect of intrinsic motivation on business performance and the role of gender as a moderating variable in this relationship. Especially their intrinsic motivation factors in achieving business performance, which raises the research question of whether gender differences strengthen or weaken this effect. This study employs a quantitative approach using convenience sampling, involving 289 active business owners as respondents. Data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling. The results indicate that intrinsic motivation influences business performance. However, gender did not affect this relationship. In conclusion, intrinsic motivation of business owners, both men and women, can improve their business performance. Gender roles do not exist in this relationship. In other words, if business owners have strong intrinsic motivation, then business success will be easier to achieve, regardless of gender.

Keywords: business performance, gender, intrinsic motivation.

User-Centered Caring Design for Amblyopic Children to Accomplish the Life Equality and Pleasure

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Abstract

The public often assumes visually impaired individuals as living in complete darkness, but in reality, most people who are blind or have low vision retain some residual vision. Among them, children with low vision are often overlooked and face challenges in daily life, academics, and social interactions, often encountering neglect and discrimination. This research aims to address the cognitive and learning needs of low-vision children by teaching them simple baking processes and enhancing their understanding of shapes and colors. This research focuses on designing baking utensils based on the five senses and inclusive design concepts. To achieve this, a questionnaire survey was conducted to gather children's ideas on the association between colors and shapes and the visibility of color combinations. Additionally, expert interviews were conducted to understand low-vision children's cognitive and learning abilities and identify the requirements for suitable baking utensils. This information guided the transformation of baking utensils suited for low-vision children. The result is the development of a series of baking utensils, including ingredient containers, a spatula, a mixing bowl, a rolling pin, cookie molds, and shaped silicone mats. Through these innovative designs, the research aims to create a more friendly, enjoyable, and challenging baking experience for low-vision children. More than just a practical toolset, this research promotes learning and enjoyment, allowing low-vision children to experience satisfaction and achievement through baking. Ultimately, the research contributes to their personal development and future opportunities, promoting greater inclusivity and equality in their lives.

Keywords: Low Vision Children, Equality, Inclusive Design, Baking Utensils Design

Technological Diffusion and National Security: A Geopolitical Perspective

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Abstract

Semiconductors have become a fundamental component of modern technology, serving as the backbone of numerous industries, including telecommunications, computing, artificial intelligence, and defense. The increasing reliance on semiconductor technology has elevated its importance in global geopolitics, leading to heightened tensions among major powers. The competition for semiconductor supremacy has prompted governments to adopt strategic policies aimed at securing supply chains, fostering domestic production, and mitigating potential risks associated with foreign dependencies. This paper examines the geopolitical dimensions of semiconductor technology, exploring the policies of key global players such as the United States, China, Taiwan, Japan, South Korea, and the European Union. Through a comprehensive analysis of historical developments, policy initiatives, and emerging challenges, this study provides insights into how nations navigate the complexities of semiconductor security within the broader framework of global economic and technological competition. This research contributes to existing literature by integrating geopolitical analysis with technological policy discourse, highlighting the intersection of security concerns and economic imperatives.

Keywords: Geopolitics, National Technology Security, Technology Diffusion, Network Analysis, Semiconductor

A Study on Determining the Presence of Workplace Discrimination against the Filipino LGBT Youth

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Abstract

Despite the increasing influence of the LGBT community in the economy, anecdotal evidence shows that discrimination based on their gender orientation still exists. We employ a logit regressions model to test the presence of workplace discrimination among the LGBT youth in the Philippines. Two indicators of discrimination are used in the study: income as an objective measure and self-reported workplace discrimination as a subjective measure. In contrast to anecdotal evidence, we find that discrimination based on gender orientation is insignificant in determining difference in income and the feeling of being discriminated in the workplace. Further analysis of the individual data provides other factors such as gender at birth, employment status, region, urban classification of the area of the respondent, and disability are significantly related to the two indicators of discrimination in the workplace. The significance of this study is to provide empirical analysis on the economic standing of Filipino LGBTs relative to their heterosexual counterparts, offering inputs to the policy agenda of inclusiveness and non-discrimination in the country.

Keywords: Discrimination, gender, LGBT, youth

Metro development, Traffic-oriented urban development and Real estate value: Evidence from an emerging country

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Abstract

This research investigates the influence of metro infrastructure on property values, with a particular emphasis on the mediating role of transit-oriented development (TOD) in a major urban center within an emerging economy. By synthesizing insights from successful global implementations of TOD, the study examines how TOD serves as a catalyst in magnifying the positive externalities of metro systems on adjacent real estate markets. Utilizing a quantitative methodology, the analysis draws on secondary data spanning from 2015 to 2025, focusing on property price dynamics along Metro Line No.1 (Ben Thanh – Suoi Tien) in Ho Chi Minh City—an area undergoing rapid urbanization and facing an urgent demand for modern mass transit solutions. The findings reveal that residential land values tend to appreciate more significantly compared to commercial and mixed-use land. Moreover, the study highlights that substantial enhancements in regional infrastructure—such as transit accessibility, urban connectivity, and public service provision—are strongly correlated with increases in property market values in metro-proximate zones. These results underscore the strategic importance of TOD in leveraging transport investments to drive sustainable urban development and optimize land value capture in rapidly growing cities.

Keywords: Real estate prices, TOD, Infrastructure, Land use, Accessibility

The Influence of Education Level and Career on Women's Decisions to Postpone Marriage in Central Kalimantan

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Abstract

This study aims to analyze the influence of education level, career development, social pressure, as well as personal views and priorities on women's decisions to postpone marriage, with a specific focus on Central Kalimantan Province. The background of this research stems from the declining marriage rates in Indonesia, which align with the increasing participation of women in higher education and the workforce. The study employs a mixed-method approach involving 367 female respondents from six districts/cities. Data analysis was conducted using multiple linear regression to test four main hypotheses. The results show that women's perceptions of the role of education and career significantly influence their tendency to delay marriage. In addition, family support was found to have a greater influence than social pressure. Age and views on personal achievement were also proven to affect women's decision-making regarding marriage timing. These findings indicate that the decision to delay marriage results from the interaction between structural factors and personal values. This study is expected to serve as a foundation for policies supporting women's empowerment and a balance between career advancement and family life.

Keywords: marriage postponement, higher education, women's career, family support, social pressure, life priorities.

Residents' Voices and Enduring Supports in Sports Events: The Case of Marathon Events in Indonesia

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Abstract

Sports events play a pivotal role in tourism, as they can attract tourists. More than race, marathon events are rich with potential as they provide opportunities to increase the city's image and promote tourism. Although prior studies note that sports events benefit the community in return, there is a lack of studies exploring the impact on broader aspects, especially in the Indonesian context. This study aims to fill this gap by proposing multifaceted benefits (economic, political, social, personal) of sports events in three cities hosting major marathon events in Indonesia, Bali, Jakarta and Magelang . The study surveyed 320 residents across three cities where major marathon events were held. Structural Equation Modelling was employed to analyse the hypotheses using SmartPLS. This study indicates that residents who participate directly and indirectly tend to develop a strong bond with the event. The results reveal that all four benefits influence emotional feelings, which are defined as event identity, leading to behavioural outcomes, such as the likelihood of future support and advocacy. The findings broaden the scope of sport tourism studies by integrating multifaceted benefits and emphasising the residents' likelihood. This study also has practical implications for local government and tourism stakeholders to leverage marathon events as sustainable tools for tourism development.

Keywords: tourism, marathon event, event identity, perceived benefits, behavioural intention

The Effect of Money Politics on Voting Intention in Local Elections: A Political Ethics Perspective and Social Moderation Analysis

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Abstract

This study explores the impact of money politics on voter intentions in the mayoral election, emphasising the role of political ethics in shaping democratic behaviour. Using a quantitative survey approach, the study involved 1,516 respondents in Bandung City. The analysis uses multinomial logistic regression to test how voters' income level moderates the influence of money politics on their intention to vote for a particular candidate. The results show a significant relationship: low-income voters are more influenced by money politics. Political ethics, voter education and the need for electoral law reform are discussed as important factors in addressing this challenge. This research contributes to the discourse on improving the quality of democracy through ethical electoral practices.

Keywords: money politics, political ethics, voting intention, social moderation, regional head elections.

Reduce Disposable Use: An Integrated Perspective on Environmental Protection, Food Safety and Visual Aesthetics

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Abstract

At present, before adequate plastic bag substitutes are popularized, paper bags have a specific substitution effect on the plastic restriction policy. Considering that the reuse of packaging bags is currently the only effective way to reduce the impact of plastic bags on the environment, this study intends to explore factors that affect consumers' intention to reuse paper bags. The results showed that the proposed perceived environmental protection, food safety, and visual aesthetics significantly reflected consumers' overall belief about paper bags. In addition, overall belief positively affects consumers' attitudes toward paper bags, and attitudes positively affect consumers' intentions to reuse paper bags. Finally, the direct effect of overall belief on reuse intention is insignificant, but through the complete mediation of attitude, overall belief affects reuse intention indirectly.

Keywords: Perceived Environmental Protection; Perceived Food Safety; Perceived Visual Aesthetics; Attitudes; Reuse Intention

The Price of Green Eating: A Study on Taiwanese SME Managers' Stereotypes of Vegetarian Employees and Their Impact on Career Development

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Abstract

In response to the heightened global awareness of climate change and sustainable development, vegetarian dietary patterns have increasingly shifted from being regarded as individual lifestyle choices to becoming matters of public concern, with implications extending into workplace culture. Although the population of vegetarians continues to grow, vegetarian employees may still be subject to specific stereotypes in the workplace, which in turn may hinder their career development. This study targets managers of small and medium-sized enterprises (SMEs) in Taiwan, aiming to explore the relationship between managerial attitudes toward vegetarianism and the stereotypes associated with vegetarian employees. Furthermore, it examines whether these stereotypes—namely perceptions of competence, social competitiveness, and warmth—serve as mediating variables in the relationship between managerial attitudes and the career development of vegetarian employees. A quantitative survey methodology was employed, and data were analyzed using Structural Equation Modeling (SEM). The expected findings are intended to reveal the social cognitive mechanisms elicited by dietary choices within organizational settings and to provide empirical evidence for promoting Diversity, Equity, and Inclusion (DEI) strategies in SMEs. This study seeks to contribute to a more inclusive and equitable dietary culture in Taiwan's workplaces, ultimately enhancing talent management practices and reinforcing the sustainable competitiveness of SMEs.

Keywords: vegetarianism, stereotypes, career development, small and medium-sized enterprises (SMEs), diversity, equity, and inclusion (DEI)

Using AI Tools to Promote Sustainable Tourism Practices: Opportunities and Ethical Considerations in the Post-Pandemic Era

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Abstract

The integration of artificial intelligence (AI) in tourism has accelerated in the post-pandemic era, offering new opportunities to align tourism development with the United Nations Sustainable Development Goals (SDGs). This study examines how AI tools can promote sustainable tourism practices by analyzing three cases—Amsterdam, Singapore, and Taiwan—through a qualitative, multi-case study approach. Findings reveal that AI contributes to enhanced visitor management, optimized resource consumption, environmental protection, and sustainability education. The research identifies key benefits such as operational efficiency and environmental monitoring, as well as challenges including data ethics, stakeholder inclusion, and governance readiness. Despite its promise, AI is not a one-size-fits-all solution and must be implemented within inclusive, ethical, and context-aware frameworks. The study concludes with five policy recommendations to guide the responsible adoption of AI in tourism: developing ethical guidelines, building digital capacity, encouraging public-private collaboration, embedding AI in strategic planning, and integrating sustainability education. These insights aim to support policymakers and destination managers in leveraging AI to create smarter, more resilient, and sustainable tourism ecosystems.

Keywords: sustainable tourism, artificial intelligence, smart tourism, post-pandemic recovery, ethical AI, SDGs

The Impact of Brand Image and Customer ESG Tourism Demand on Tourism Managers' Willingness to Promote Low-Carbon Tourism

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Abstract

With the rise of global sustainable development trends, low-carbon tourism has gradually become an important direction for the development of the tourism industry. This study targets mid- to high-level managers and sales personnel with experience in marketing decision-making or product development within Taiwan's tourism industry, aiming to explore the impact mechanisms of brand image, ESG tourism demand, and corporate social responsibility on their willingness to sell low-carbon tourism products. Social responsibility is adopted as a mediating variable to construct a comprehensive path model, and empirical analysis is conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The literature review covers topics including social responsibility, low-carbon tourism sales intention, brand image, and ESG tourism demand, with measurement scales developed based on theoretical foundations. Data collection is conducted through purposive sampling, distributing both online and paper-based questionnaires, targeting the retrieval of 300 valid samples. It is expected that this study will verify the direct and mediating effects among variables, deepen the understanding of sustainable sales behaviors in the tourism industry, and provide empirical references for enterprises to promote low-carbon tourism marketing strategies and policy formulation.

Keywords: Low-carbon tourism, Sales intention, Brand image, ESG tourism demand, Corporate social responsibility

Ecotourism and Digital Marketing: Bridging the Gap Between Travelers and Sustainable Practices

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Abstract

This study aims to explore the interrelationships between digital marketing strategies—such as social media, search engine optimization, and mobile applications—and their impact on ecotourism, environmental conservation, and education. Employing a quantitative research design, a structured questionnaire was distributed to 460 travelers visiting key ecotourism destinations in Indonesia, with data analyzed using structural equation modeling (SEM). The findings reveal significant positive relationships between digital marketing strategies and ecotourism outcomes, particularly in enhancing destination image and promoting environmental conservation, although issues of discriminant validity were noted among certain constructs. The study underscores the importance of distinct and well-defined constructs in digital marketing strategies for ecotourism, recommending that stakeholders develop unique marketing approaches to enhance effectiveness. This research contributes to the existing literature by providing empirical evidence of the impact of digital marketing on ecotourism outcomes and highlights the need for clear construct definitions, offering valuable insights for policymakers and practitioners in fostering sustainable tourism development.

Keywords: blogging, destination image, ecotourism, search engine optimisation, social media

Sustainable Dining Dilemmas: Exploring Gen Z'S Attitudes Toward Food Waste And Environmental Responsibility In All-You-Can-Eat Restaurant

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Abstract

This study examines the sustainable dining dilemmas faced by Generation Z (Gen Z) in All-You-Can-Eat (AYCE) restaurants, focusing on food selection behavior, attitudes toward food waste, and potential interventions. Based on qualitative interviews with 20 urban respondents aged 18–24 in Jakarta and Tangerang, the study found that Gen Z diners often prioritize perceived value by choosing expensive items like meat over vegetables, leading to over-serving and food waste. Although feelings of guilt and regret emerged when food was left uneaten, these emotions seldom led to behavioral change. Respondents supported interventions such as portion control, penalties for excessive waste, and reward-based systems like discounts or digital badges. Word frequency analysis revealed key themes including “portion,” “waste,” and “value,” indicating that both economic considerations and emotional responses drive food choices. The findings suggest that combining intrinsic motivations (e.g., environmental awareness) with extrinsic incentives (e.g., rewards) can encourage more responsible dining behavior. Overall, this research provides practical insights for restaurants and policymakers to design strategies that reduce food waste and promote sustainable dining among Gen Z consumers in buffet settings.

Keywords: Generation Z, Food waste, All-You-Can-Eat (AYCE) restaurants, Food selection behaviour, Sustainability interventions

Multisensory Cues in a Restaurant: The Roles of Food Quality and Service Experience on Revisit Intentions

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Abstract

The study investigates the differences in consumer service experience, perceived food quality, and revisit intention when a restaurant uses different multisensory (visual, auditory, and olfactory) cues in the service delivery environment. A field experiment with visual, auditory, and olfactory cues was conducted at a participating restaurant in Indonesia. This study involved 240 participants having their first dining experience at the restaurant. This study finds that when multisensory cues are used, dine-in consumers will have a more positive service experience, perception of food quality perception, and a greater revisit intention than when no cues are used. When more cues are used, service experience, perceived food quality, and revisit intention are greater. Food quality and service experience fully mediate the impact of multisensory cues on revisit intention. As this study uses field experiment design to collect the data, it limits the generalizations of the results. This paper helps restaurant practitioners to better manage the sensory cues presented in the restaurants in order to stimulate consumers to revisit the restaurants in the future. This study is one of the limited studies conducted using a field experiment design in a restaurant context; which is expected to present new insights to the current literature.

Keywords: multisensory cues, food quality, service experience, revisit intention, restaurant.

Content Analysis of Misleading F&B Advertisements on Instagram Focusing on Health and Nutrition Claims as Well as Advertising Appeal

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Abstract

This research analyzes the content of misleading advertising claims and analyze the advertising appeal used in misleading F&B product advertisements on Instagram reels, specifically mentioning health and nutrition claims. This research employed the method content analysis with a quantitative descriptive design. Data analysis techniques included validity and reliability tests. The results of the misleading advertising claim and advertising appeal research show that advertisements frequently use subjective claims at 44.4%, product orientation at 100%, the ambiguous misleading categories at 33.3%, displaying product attributes at 55.6%, and fear appeals at 55.6%. Based on the analysis, it is indicates that a large number of advertisements use claims that cannot be proven true, aredeceptive, inaccurate, and puffery. Which suggests that the advertisements have the potential to mislead consumers. Additionally, the advertisements also emphasize the quality of the product and trigger consumer emotions, thereby positioning the product as the best choice.

Keywords: Misleading advertising claim, advertising appeals, content analysis.

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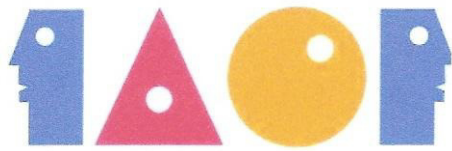
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