



IBEC 2025

Paper Presentation Schedule

| Day 2: January 4, 2025 (Saturday) | | | | | |
|---|----------|--|---|----------------------|-----------------------|
| Conference Session 1A | | | | | 10:30 - 12:30 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 10:30 | Towards a Theory of Skewness Trading | Xinfeng Ruan, Pakorn Aschakulporn, Jin E. Zhang | Xinfeng Ruan | Finance and Economics |
| 2. | 11:00 | Real Exchange Rate and Innovation: Firm-Level Evidence from China | Liang Fu, Chun-Yu Ho, Xiaoli Zhang, Xiao Wei | Liang Fu | Finance and Economics |
| 3. | 11:30 | Assessing the Viability of Bitcoin and Ethereum in Global Portfolio Optimization: A Comparative Analysis Across Developed and Developing Markets | Eduardo Tinoco, Arif Qayyum | Eduardo Tinoco | Finance and Economics |
| 4. | 12:00 | Exploring the Impact of Customer Satisfaction on Profitability and Stock Performance | Ning Gao, Muhammad Arif Qayyum | Muhammad Arif Qayyum | Finance and Economics |
| Session Chair: Dr. Muhammad Azhar Khalil | | | | | |
| Room: J205, UNESCO, John XXIII Conference, 2 nd floor | | | | | |



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IBEC 2025

Paper Presentation Schedule

| Day 2: January 4, 2025 (Saturday) | | | | | |
|---|----------|---|-------------------------------------|-------------------|-----------------------|
| Conference Session 1B | | | | | 10:30 - 12:30 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 10:30 | Soft Information in Bank-Firm Lending and Impacts of Required Disclosure | Sheng Zhao, Yujia Zhong, Xiaowu Cai | Sheng Zhao | Finance and Economics |
| 2. | 11:00 | The Effects of Gray (Affiliate) Directors on REITs' Governance and Performance | Magdy Noguera | Magdy Noguera | Finance and Economics |
| 3. | 11:30 | The International Retirement Savings Dilemma: Insights from U.S. IRAs with Global Relevance | Brian Porter | Brian Porter | Finance and Economics |
| Session Chair: Dr. Sarina Preechalert | | | | | |
| Room: J206, John XXIII Conference, 2 nd floor | | | | | |



IBEC 2025

Paper Presentation Schedule

| Day 2: January 4, 2025 (Saturday) | | | | | |
|---|-----------------|---|---|--------------------------|--------------------------|
| Conference Session 2A | | | | | 13:30 - 15:30 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 13:30 | The Effects of Cultural Values in Electronic Word-of-Mouth Marketing | Mahmood Hussain, Ceren Koksal, Eda Yilmaz Alarcin | Mahmood Hussain | Marketing and Management |
| 2. | 14:00 | Therapeutic Servicescapes and Brand Symbolism-Induced Affect: The Moderating Effect of Trait Authenticity | Vladimir Pashkevich | Vladimir Pashkevich | Marketing and Management |
| Session Chair: Assistant Professor Dr. Bing Zhu | | | | | |
| Room: J209 - 210, John XXIII Conference, 2 nd floor | | | | | |



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Paper Presentation Schedule

| Day 2: January 4, 2025 (Saturday) | | | | | |
|---|-----------------|--|--|--------------------------|--------------------------|
| Conference Session 2B | | | | | 13:30 - 15:30 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 13:30 | A Review of Policy Instruments and Indicators for Green Innovation Diffusion: A Comparative Study of Thailand and Poland | Kot Sebastian, Anuphat Thirakulwanich | Anuphat Thirakulwanich | Marketing and Management |
| Session Chair: Dr. Jenette Villegas-Puyod | | | | | |
| Room: J207, John XXIII Conference, 2 nd floor | | | | | |



IBEC 2025

Paper Presentation Schedule

| Day 2: January 4, 2025 (Saturday) | | | | | |
|---|----------|---|---|-------------------|---------------------------|
| Conference Session 3A | | | | | 15:50 - 17:50 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 15:50 | Measuring Uncertainty in China Using Baidu Search: A Principal Component Analysis Approach | Constantin Burgi, Yixuan Chen, Bo Jiang | Bo Jiang | Business Analytics and IT |
| 2. | 16:20 | AI Founder: Design Principles | Jeff Augugliaro, Aakash Sapru | Jeff Augugliaro | Business Analytics and IT |
| 3. | 16:50 | Research on the Impact Mechanism of AI Hallucination on Human-Machine Collaborative Decision Making in Crisis Self-Rescue | Mingjia Cui, Song Yan | Mingjia Cui | Business Analytics and IT |
| Session Chair: Assistant Professor Dr. Pisal Setthawong | | | | | |
| Room: J205, UNESCO, John XXIII Conference, 2 nd floor | | | | | |



IBEC 2025

Paper Presentation Schedule

| Day 2: January 4, 2025 (Saturday) | | | | | |
|---|----------|---|--------------------------------------|-------------------|-----------------------|
| Conference Session 3B | | | | | 15:50 - 17:50 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 15:50 | Shades of Grey: Economic Aspects of Non-Traditional Revenue Sources, the Case of Live Streaming | Lucas M. Bernard, Unurjargal Nyambuu | Lucas M. Bernard | Finance and Economics |
| 2. | 16:20 | The Impact of Housing Market Sentiment on Housing Demand and Supply | Wei He, NyoNyo Kyaw | Wei He | Finance and Economics |
| 3. | 16:50 | Debt Thresholds and Economic Consequences | Philip Wells, Arif Qayyum | Philip Wells | Finance and Economics |
| 4. | 17:20 | Revisiting the Kuznets Curve: A Racial Analysis of Income Inequality in the USA | Fadi Fawaz, Nancy Kangogo | Fadi Fawaz | Finance and Economics |
| Session Chair: Assistant Professor Dr. Prapa Kananurak | | | | | |
| Room: J206, John XXIII Conference, 2 nd floor | | | | | |



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Paper Presentation Schedule

| Day 2: January 4, 2025 (Saturday) | | | | | |
|--|---------------------|---|--|------------------------|-----------------------|
| Conference Session 3C (Online 1) | | | | | 15:50 – 17:50 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 15:50 (9:50 AM) | The Impact of External Factors on Economic Growth in CEE-11 Countries | Pawel Sliwinski (Poland: 6 hours behind BKK Time) | Pawel Sliwinski | Finance and Economics |
| 2. | 16:20 (10:20 AM) | Central Bank Digital Currencies: Current Role and Developments in the Global Economy | Konrad Sobański (Poland: 6 hours behind BKK Time) | Konrad Sobański | Finance and Economics |
| 3. | 16:50 (4:50 PM) | Financial Concerns of Intellectual Disabilities: Perspectives of Parents in Yogyakarta, Indonesia | Ilsa Haruti Suryandari (Indonesia: Same timing as BKK Time) | Ilsa Haruti Suryandari | Finance and Economics |
| Session Chair: Dr. Sarina Preechalert | | | | | |
| Room: J207, John XXIII Conference, 2 nd floor, Online via Zoom | | | | | |



IBEC 2025

Paper Presentation Schedule

| Day 3: January 5, 2025 (Sunday) | | | | | |
|---|--------------------|---|--|------------------------|--------------------------|
| Conference Session 4A (Online 2) | | | | | 8:30 - 11:00 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 8:30 (7:30 PM) | The Seed of "Aftertaste" in Mumbai India. Social Enterprise: Empowering Women from Economically Disadvantaged Community. Case Study | Beatriz Castilla Ramos (Mexico: 13 hours behind BKK Time) | Beatriz Castilla Ramos | Marketing and Management |
| 2. | 9:00 (8:00 PM) | Industry 4.0 in Mexico and the necessary changes in industrial policy | José Luis Solleiro, Rosario Castañón (Mexico: 13 hours behind BKK Time) | José Luis Solleiro | Marketing and Management |
| 3. | 9:30 (9:30 PM) | Why Do Customers Use (or don't use) Mobile Payment? HBCU Students' Perspectives | Mohammad Galib (USA: 12 hours behind BKK Time) | Mohammad Galib | Marketing and Management |
| 4. | 10:00 (7:00 AM) | Sustainable Entrepreneurship as a Bridge to Improved Firm Performance in the Context of Entrepreneurial Orientation | Syed Jasra, Azza Ali Abdullah Al Zakwani, Maryam Abdallah Ghuloom Al Balushi, Muhammad Khuram Khalil (OMAN: 3 hours behind BKK Time) | Syed Jasra | Marketing and Management |
| 5. | 10:30 | Sustainable Development for Aging Communities: The Role of Social Enterprises and Government-University Collaboration in Thailand | Piyanan Suwanmana | Piyanan Suwanmana | Finance and Economics |
| Session Chair: Dr. Nichanan Sakolvieng | | | | | |
| Room: Online via Zoom | | | | | |



IBEC 2025

Paper Presentation Schedule

| Day 3: January 5, 2025 (Sunday) | | | | | |
|---------------------------------------|---------------------|---|--|-------------------------|---------------------------|
| Conference Session 4B (Online 3) | | | | | 8:30 – 11:00 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 8:30 (8:30 PM) | Student Educational Loans and Life-Stage Milestones | Alison Munsch, Eleni Mariola (USA: 12 hours behind BKK Time) | Eleni Mariola | Finance and Economics |
| 2. | 9:00 (9:00 PM) | Blockchain Technology and Smart Contracts: Potential Tools for Improving Smaller Operational Profit Margins | Ameeta Jaiswal-Dale (USA: 12 hours behind BKK Time) | Ameeta Jaiswal-Dale | Business Analytics and IT |
| 3. | 9:30 (9:30 PM) | The Impact of Minimum Wage Raises on Early-Stage Entrepreneurship | Vivian Peng, Alina Peng (USA: 12 hours behind BKK Time) | Vivian Peng, Alina Peng | Marketing and Management |
| 4. | 10:00 (10:00 PM) | Economic Fallout of Climate Change: A U.S. Perspective | Morgan Lockett, Fadi Fawaz, Anis Mnif (USA: 12 Hours behind BKK time) | Anis Mnif | Finance and Economics |
| 5. | 10:30 (10:30 PM) | Uncertainty of Sales, Operating Risk & Sustainability Analysis of a U.S. Firm During the COVID-19 Pandemic | Jay Kang, Bob Sorensen (USA: 12 Hours behind BKK time) | Jay Kang | Marketing and Management |
| Session Chair: Dr. Shih-Tse Lo | | | | | |
| Room: Online via Zoom | | | | | |



IBEC 2025

Paper Presentation Schedule

| Day 3: January 5, 2025 (Sunday) | | | | | |
|---|-------------------|---|--|---------------------------|-------------------------------|
| Conference Session 4C (Online 4) | | | | | 8:30 – 11:00 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 8:30 (8:30 PM) | The Moderating Roles of Ownership Structure and Corporate Governance | Yani Monalisa (Canada, 12 Hours behind BKK time) | Yani Monalisa | Finance and Economics |
| 2. | 9:00 | Sustainability Reporting in Thailand | Amara Tirasriwat, Asha Mathew | Amara Tirasriwat | Accounting and Sustainability |
| 3. | 9:30 | The Relationship between Environmental Accounting Information Disclosure and Corporate Sustainability in Companies Listed on the Stock Exchange of Thailand | Rujapa Tansuwan | Rujapa Tansuwan | Accounting and Sustainability |
| 4. | 10:00 | Effect of Bribery on Generalized Trust in Emerging Markets: A Social Capital Perspective | Chomsorn Tangdenchai, Nichanan Sakolvieng, Kaimook Namgaroonaroonroj | Kaimook Namgaroonaroonroj | Marketing and Management |
| 5. | 10:30 | Perspectives of Arabs from the Gulf Cooperation Council Countries towards the Thai Medical Tourism Industry | Sandeep Khanijou | Sandeep Khanijou | Finance and Economics |
| Session Chair: Dr. Muhammad Azhar Khalil | | | | | |
| Room: Online via Zoom | | | | | |



IBEC 2025

Paper Presentation Schedule

| Day 3: January 5, 2025 (Sunday) (Ph.D. Students-AU) | | | | | |
|--|-----------------|---|-------------------|--------------------------|--------------------------|
| Conference Session 5A | | | | | 9:30 – 12:00 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 9:30 | Preference for Pet Product Differentiation and Buyer's Socioeconomic Characteristics in Thailand | Thanat Saenghiran | Thanat Saenghiran | Marketing and Management |
| 2. | 10:00 | The Impact of Social Media Contents and Feedbacks on Traveler's Destination Choice in China | Yiyi Fu | Yiyi Fu | Marketing and Management |
| 3. | 10:30 | Factors Determining the Over-excessive Consumption Behavior of the Non-Surgical Aesthetic Services | Qian Yu | Qian Yu | Marketing and Management |
| 4. | 11:00 | The Role of the Word of Mouth in Creating Branding Identity for Agricultural Products | Haobo Tang | Haobo Tang | Marketing and Management |
| 5. | 11:30 | The Impact of Perceived Benefits on Purchasing Intention and Behavior in Internet Financial Products: Evidence from China | Fan Huang | Fan Huang | Marketing and Management |
| Session Chair: Dr. Zhuoran Zhang | | | | | |
| Room: SC0101, SCIT Building, 1 st floor | | | | | |



IBEC 2025

Paper Presentation Schedule

| Day 3: January 5, 2025 (Sunday) (Master's Degree Students-AU) | | | | | |
|---|----------|---|---------------------------|---------------------------|--------------------------|
| Conference Session 5B (Online 5) | | | | | 8:30 - 12:30 |
| No. | BKK Time | Title | Author | Presenting Author | Track |
| 1. | 8:30 | Customers' Attitudes Towards Green Skincare | Tidarat Payakko | Tidarat Payakko | Marketing and Management |
| 2. | 9:00 | Factors Affecting the Decision to Purchase Unit-linked Life Insurance Products in Thailand After COVID-19 | Thirasima Muangchang | Thirasima Muangchang | Finance and Economics |
| 3. | 9:30 | The Impact of Delaying Retirement Age on Enterprises | Jinhao Zhou | Jinhao Zhou | Finance and Economics |
| 4. | 10:00 | Opportunities and Challenges in Developing Alternative Tourist Destinations Beyond Patong in Phuket | Kunanya Boonyasuthayanont | Kunanya Boonyasuthayanont | Marketing and Management |
| 5. | 10:30 | Understanding the Study-Life Balance of Myanmar Students at Assumption University Amid Political and Cultural Struggles | Min Paing Myo Khant | Min Paing Myo Khant | Marketing and Management |
| 6. | 11:00 | Facebook's Role in Strengthening Socio-Political and Economic Stability for Myanmar's Farmers | Naing Hone | Naing Hone | Finance and Economics |
| 7. | 11:30 | The Relationship between PM2.5 and Stock Return | Yebo Gao | Yebo Gao | Finance and Economics |
| 8. | 12:00 | The Impact of Visa Policies on Thailand's International Employment Market | Jiayin Song | Jiayin Song | Marketing and Management |
| Session Chair: Dr. Shih-Tse Lo and Asst. Prof. Dr. Prapa Kananurak | | | | | |
| Room: Online via Zoom | | | | | |