

### NTUB Research Workshops in 2024

Session	Date	Moderator	Department	Speaker(s)	Title(s)
1	Jan 23, 2024 (Tue)	Prof. Hsiu-wei Lin	Dept. of Finance	1. Shih-wei Hung ( <i>Left NTUB</i> )	CSR & Knowledge_revise
			Grad. Inst. of Creativity & Innovation	2. Tzu-fan Hsu	Evaluating Teaching and Learning Effectiveness of Assistive Reading Interfaces for Visually Impaired Students Based on Learning Satisfaction and Support Service Satisfaction
2	Jan 12, 2024 (Fri)	Prof. Hou-ming Chen	Dept. of Info. Management	1. Szu-chi Kuai	A Feature-Based Keyword Extraction Algorithm for Improving Hit Performance
			Dept. of Accounting Information	2. Chih-hung Chen	Advanced Segmentation-Free Deep Learning Model for Recognizing Connected Handwritten Digits / A Study on Improving Expression Ability via ChatGPT
3	Feb 20, 2024 (Tue)	Prof. Hsiu-wei Lin	Dept. of International Business	1. Chia-chang Chuang	ESG Performance Evaluation and Granger Causality with Market Value — Evidence from Taiwan Listed Companies
			Dept. of Business Administration	2. Chuan-feng Shih	The Impact of Intrinsic and Extrinsic Motivations for Facebook and Instagram Use on Lurking Behavior: The Moderating Role of Social Tie Strength and Personal Traditionality

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4	Feb 23, 2024 (Fri)	Prof. Hou-ming Chen	Dept. of Business Administration	1. Sheng-han Yang	The Influence of Online Negative Reviews and Personality Traits on Restaurant Choice Decisions
			Dept. of Innovation and Design	2. Chieh-ying Chen	Exploring Human Factors in the Elderly's Experiences with VR
5	Mar 12, 2024 (Tue)	Prof. Hsiu-wei Lin	Dept. of Info. Management	1. Chun-chieh Lin	A Study on Named Entity Recognition in Chinese Medical Texts
			Dept. of Innovation and Design	2. Chen-wei Chiang	Digitizing Vital Characteristics of Plants through Machine Learning and VR: Practice-Oriented Research on Human-Plant Sensory Interaction
6	Mar 22, 2024 (Fri)	Prof. Hou-ming Chen	Dept. of Info. Management	1. Wen-yi Lee	Portfolio Selection with Sentiment Trading Strategy
			Dept. of Info. Management	2. Chih-wen Shih ( <i>Left NTUB</i> )	Application of Random Forest to Sitting
7	Apr 12, 2024 (Fri)	Prof. Hou-ming Chen	Dept. of Finance	1. Yen-ju Chiang	Industrial Competition, Corporate Social Responsibility, and Stock Return Predictability
			Grad. Inst. of Creativity & Innovation	2. Chun-fu Chen	Exploring Organizational Personnel in the Cultural and Creative Industry from a Leadership Perspective

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8	Apr 16, 2024 (Tue)	Prof. Hsiu-wei Lin	Dept. of Applied Foreign Languages	1. Chien-wen Hung	Negotiating Gendered Discrimination: How Korean Feminists Assert Themselves through Literature
			Dept. of Business Administration	2. Ming-hui Wang	Testing Market Efficiency from the Perspective of Value Stocks
9	May 14, 2024 (Tue)	Prof. Hsiu-wei Lin	General Education Center	1. Sheng-hsiang Tseng	My Research, Teaching, and Learning
			Dept. of Accounting Information	2. Chia-wei Qin ( <i>Left NTUB as of 2024/8/1</i> )	A Study of Effective Tax Rate Smoothing and Earnings Quality from the Perspective of Dividend Stickiness
10	May 17, 2024 (Fri)	Prof. Hou-ming Chen	Dept. of Business Administration	1. Chuan-feng Shih	The Effect of Dark Triad on Conspicuous Consumption: Dual Mediation of Social Media Addiction and Social Comparison
			Dept. of Public Finance & Tax	2. Meng-yen Tsai	Review of VAT Reform in the Digital Era — A Comparative Study of Japan's Consumption Tax

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11	Jun 14, 2024 (Fri)	Prof. Hou-ming Chen	Dept. of Business Administration	1. Sheng-han Yang	Factors Influencing Continued Viewing and Purchase Intention for Livestream Endorsements — A Comparison between Taiwan and Vietnam
			Dept. of Business Administration	2. Hsiu-hua Chang	Family Firms' Post-Succession Strategies and Performance: The Case of Taiwan
12	Jun 18, 2024 (Tue)	Prof. Hsiu-wei Lin	Dept. of Finance	1. Jui-hsuan Wu	Peer Valuation and Corporate Investment: The Role of Analysts (Submitted to 2024 TFA Conference)
			Dept. of Applied Foreign Languages	2. Ming-che Lee	On the Queer Spectrality of Kevin Chen's <i>Ghost Town</i>
13	Jul 9, 2024 (Tue)	Prof. Hsiu-wei Lin	Dept. of Applied Foreign Languages	1. Chin-fang Wu	Making Japanese Classes More Engaging: Applying Zuvio IRS for Real-Time Feedback
			Dept. of Info. Management	2. Wen-yi Lee	Dynamic Risk Budgeting Portfolio Using Value-at-Risk and Expected Shortfall
14	Jul 10, 2024 (Wed)	Prof. Hou-ming Chen	Dept. of Info. Management	Wen-yi Lee	Comparing Implementation Methods of Distributionally Robust Optimization Using Wasserstein Distance

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15	Aug 20, 2024 (Tue)	Prof. Hsiu-wei Lin	Dept. of Info. Management	Szu-chi Kuai	Taxi Demand Forecasting Based on Deep Learning and Multi-Source Data
16	Aug 28, 2024 (Wed)	Prof. Hou-ming Chen	Dept. of Business Administration	1. Ssu-hsun Chang	Digital Transformation and Social Innovation: Business Model Evolution in a Taiwanese Social Enterprise
			Dept. of Business Administration	2. Kuo-feng Wu	Post-Pandemic Green Consumption Behavior in Taiwan: Mediating Role of Green Lifestyle, Perception, and Satisfaction
17	Sep 10, 2024 (Tue)	Prof. Hsiu-wei Lin	Dept. of Accounting Information	1. Yu-hao Lu	Calibrating Trinomial Trees with Double-Barrier Options under the Local-Volatility Model
			Dept. of Finance	2. Wei-shao Wu	Public Debt and Cross-Border Bank Flows
18	Sep 20, 2024 (Fri)	Prof. Hou-ming Chen	Dept. of Business Administration	1. Sheng-han Yang	The Influence of Service Recovery and Online Review Responses on Consumer Purchase Decisions
19	Oct 15, 2024 (Tue)	Prof. Hsiu-wei Lin	Dept. of Public Finance & Tax	1. Hui-ling Liu	A Study on Quality Management, Quality Cost, and Sustainability

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			Dept. of Finance	2. Wei-chen Wu	Forecasting Store Type Based on Station Passenger Flow — A Case Study of Tokyo's Yamanote Line
20	Oct 18, 2024 (Fri)	Prof. Hou-ming Chen	Dept. of Info. Management	1. Yu-chih Lin	Using AI Algorithms to Explore Hypnotic Drug Abuse and Dependence in Taiwan
			Dept. of Finance	2. Hsiang-ping Tsai	Loan_M&A_Innovation
21	Nov 5, 2024 (Tue)	Prof. Hsiu-wei Lin	Dept. of Accounting Information	Chia-hsin Chiang	Non-GAAP Earnings Comparability and Cost of Equity
22	Nov 15, 2024 (Fri)	Prof. Hou-ming Chen	Dept. of Applied Foreign Languages	Chin-fang Wu	A Comparative Study on Language Awareness of English, Chinese, and Japanese Among Applied Foreign Language Students
23	Dec 10, 2024 (Tue)	Prof. Hsiu-wei Lin	Dept. of Public Finance & Tax	Hsuan-bin Wang	Do Investors Perceive a Change Following Mandatory English Financial Information Disclosure? Evidence from Taiwan

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24	Dec 18, 2024 (Wed)	Prof. Hou-ming Chen	School of Accounting and Finance	Shu-han Hsu	Safe-Haven Investing Strategy for Equity Markets during the US-China Trade War, COVID-19 Pandemic, and Early 2022 Russian Invasion of Ukraine: Evidence from Cryptocurrencies, Gold, and USD

#### NTUB Academic Ethics Lecture in 2024

Event Name & Date	Speaker	Topic	Summary
Academic Research Ethics Lecture Mar 26, 2024	Prof. Meng-yen Lin (Dept. of Business Administration, NTUST)	Introduction to Predatory Journals and Prevention Strategies; The Impact of Generative AI on Research and Academic Ethics	AI is a revolutionary and powerful tool. One must understand its potential benefits and risks to develop appropriate norms and apply it responsibly.