



International Conference of Association for China Economic Studies (ACES)

July 12-14, 2019

**Jin Rong Business Auditorium
College of Business
Chung Yuan Christian University**

2019 International Conference of Association for China Economic Studies (ACES) Agenda

Date : 13th July

Time	Agenda	Location	
8:30-9:00	Check- in & information	Jin Rong Business Auditorium, College of Business	
9:00-9:30	<p style="text-align: center;">Opening Ceremony</p> <p>Small Music Concert</p> <p>Prayer</p> <p>Opening Remarks by: Prof. Heitmann G.F. Yen, Dean of College of Business Prof. Chin-Tang Huang, President of Association for China Economic Studies Prof. Samuel K.C. Chang, President of Chung Yuan Christian University</p> <p>Group photo</p>		
9:30-10:40	Keynote Speech I Prof. Calla Wiemer <i>Macroeconomics for Emerging East Asia: The China Case</i>		
10:40-10:50	Break Time		
10:50-12:00	Keynote Speech II Prof. Chung-Shing Lee <i>CSR and Business Management Education</i>		
12:00:13:30	Lunch		MB321
13:30-15:10	Oral presentation (15 minutes), Q/A (7 minutes) The session chairs, topics, and locations are as follows:		
	Chairs	Topics	Location
	Prof. Cheng-Wen Lee	1. Economic Policy Uncertainty and Economic Activity: Evidence from China 2. Structural Breaks and Volatility Transmissions in the Stock Markets of the Greater China Region 3. Are Policies and Cultural Connection Enough in Expanding Foreign Direct Investment—Lessons from the Experience of Shantou, China 4. Sino-Japanese Competition and Possibility for Cooperation in Foreign Aid for Building International Peace	CB201
	Prof. Hui-Ming Wee	1. Deterioration Item for Buyer and Vendor Collaborative Agreement Under Carbon Emissions Policy 2. The Use of Economic Production Quantity on Forward-Reverse Logistics and The Role of Circular Economy in The Increasing Feasibility of Logistics in The Textile Industry 3. Joint Economic Lot Size Model with Carbon Emission Considering Multi-level Credit Policy in A Three-echelon Sustainable Supply Chain 4. Take The Offline Physical Store Which Set Up by The Online E-commerce Platform, Tmall, in China, as An Example to Explore The Rise of The New Retail Industry	CB202
Prof. Shih-Mo Lin	1. The Effect of Uncertainty Shocks on Global Housing Markets 2. Factors Affecting Return on Assets of U.S. Publicly-listed Technology and Financial Corporations 3. The Foreign Participation in The Loan Syndication 4. Determinants of Assets Correlation: Evidence from Stocks,	CB301	

		Bonds, and Commodities																			
	Prof. Jo-Hui Chen	<ol style="list-style-type: none"> 1.Minimizing Carbon Emission under Vendor Managed Inventory System for Imperfect Quality Deteriorating Items 2.Media Exposure on Corporate Social Irresponsibility and Firm Performance 3.The Micro-impact of the Ruling Party and the Social Responsibility of Chinese Listed Companies—Evidence from China A Shares 4. Corporate Social Responsibility : The Perspective of Circular Economy 	CB307																		
	Prof. Eldon Yu-Zen Li	<ol style="list-style-type: none"> 1.The Origin, Orientation and Characteristics of Constructing the Great Bay Area of Guangdong, Hong Kong and Macao 2.Taiwan Higher Education Institutions Efficiency Analysis-- Considering the Internationalization Issue 3.Comparative Study of Graduates' Employability between Natives and Chinese Immigrants: Quasi-panel Data Analysis 4.The Effects of Trading Rights and Ownership Structure on the Informativeness of Accounting Earnings: Evidence from China' Split Share Structure Reform 	MB302																		
15:10-15:30	Coffee Break																				
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2019 International Conference of Association for China Economic Studies (ACES) Agenda

Date : 14th July

Time	Agenda		
9:30-10:00	Check- in & information, College of Business CB205		
10:00-11:50	Oral presentation (15 minutes), Q/A (7 minutes) The session chairs, topics, and locations are as follows:		
	Chairs	Topics	Location
	Prof. Chao-Ming Wu	1. A Study for the Implementation and Difficulties of Business Management Index Dashboard - A Case of CYCU 2. A Study of Using Text Mining for Customer's Internet Opinions - A Case of CYCU 3. The Influence of College Students' Emotional Intelligence, Social Support and Learning Self-efficacy on Subjective Well-being 4. A Two-Step Recommender System based on Fuzzy Weight: A Case of Computer Assembly 5. Applying Machine Learning to Improve Job Opportunity Recommendation	CB201
	Prof. Heitmann Ghi-Feng Yen	1. A Competitive Analysis of Structure and Development of Financial Holding Industry in Taiwan by CoPlot Method 2. Learning Contest under Different Competitive Relationships among Group Companies' Subsidiaries–Explorations of Learning Effect and Dynamic Process 3. A Research on the Development of Bancassurance Channel Strategy by Taiwanese Life Insurance Company-Perspectives of Transaction Cost and Mobility of Flexibility 4. The Influence of Individual and Family Dietary Habits toward High-risk Group of Non-Communicable Diseases 5. The Analysis of the Effect of Female CPA on Key Audit Matters	CB202
	Prof. Yu-Jing Chiu	1. Evaluation of License Model for Digital Archives 2. The Influence of Need for Authenticity on Consumers Preference of Buying Nutritional Supplements 3. A Marketing Strategy of Tung Blossom Flower Festival: A Case Study for Taoyuan City 4. Exploring Consumer Behavior and Attitude Analysis 5. The Satisfaction and Intention of Individuals Augmented Reality Applications Use	CB206
	Prof. Shih-Ming Pi	1. A Workflow Deployment Mechanism for Data Supply Chain over Federated Clouds 2. Demand Response Scheme with Electricity Market Prices for Sustainable Energy Policy 3. An Empirical Study for Medication Delivery Improvement Based on Priority-based Mechanism 4. Dynamic Inventory Allocation Method for a Multi-location Logistics System with Quick Response Warehouses 5. The Green Economy: The Selection of Solar Power Plant Location Based on AHP	CB209
Prof. Eldon Yu-Zen Li	1. The Effects of Implementing International Financial Reporting Standard 4 (IFRS 4) Phase I on Public Life Insurers in Taiwan 2. Regional Institutional Environment and Stock Price Crash	MB203	

		<p>Risk: Evidence from China</p> <p>3. Energy Use and PM2.5/SO2/NO2 Emission in China</p> <p>4. The Impact of CNY-USD Real Exchange Rate on US-China Real Trade Balance</p> <p>5. Contagion Among Freight, Equity, Commodity, and Currency Market During the Crisis: A Transfer Entropy Approach</p>	
	<p>Prof. Jo-Hui Chen</p>	<p>1. Analyze the Impact of the Packaging Visual Design and Product Packaging on Customer Perceived Value – Using Product Category and Situation</p> <p>2. Analyze the Effect of Consumer Well-being by Purchasing Healing Products Online - Apply Gender and Personality Traits as Moderator Variables</p> <p>3. One Six Action Figure Impact on Consumer’s Purchase Motivation and Collection Behavior.</p> <p>4. Situational Effects on Products and Personality Traits of Retail Therapy</p> <p>5. One Six Action Figure Impact on Consumer’s Purchase Motivation and Collection Behavior.</p>	<p>CB301</p>
<p>11:50-12:00</p>	<p>Closing Ceremony</p>		<p>Location : CB205</p>