

# 26<sup>th</sup> International Conference on IT Applications and Management

COMING OF THE INTENSELY-NETWORKED CYBER-PHYSICAL META-UNIVERSE

Host: NIDA Business School, Bangkok, Thailand, 22-25 February, 2023

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Sean Watts (American U. of Vietnam)

The International Conference on IT Applications and Management (ITAM) is an international forum which is designed to facilitate the exchange of ideas, knowledge and advances in research and for discussion of the state of the art application and management of information technologies. Submissions of high quality papers are invited for peer review.

The main theme of the 26<sup>th</sup> ITAM conference (ITAM-26) is “**Coming of the Intensely-Networked Cyber-Physical Meta-Universe**” This theme covers the influence of the emergence of new technology on the transformation of work, life, business and management practices. An affiliated pre-conference symposium on “**The Future of Asia**” deals with international collaboration issues in education, management and culture(22<sup>nd</sup>). Post conference-day(24<sup>th</sup>) events include visits to cultural and industrial locations.

## CFP: Topics for the submission include:

- Digital Transformation of Industries
- Data Strategies and Data-driven Innovations
- Virtual International Collaboration
- Digital Twins in Production and Consumption
- Data Analytics and Business Informatics
- Creativity, Innovation and Technology Entrepreneurship
- Meta-verse and Hyper Connectivity
- Design Thinking for Value Creation
- e-Tourism, e-Education, e-Commerce and e-Healthcare (e-TECH)
- Management of Intelligence Technology
- Management of Data Quality, Security and Privacy
- Impact of Advanced Digital Technology on Work and Life
- Smart Connected Products and the Reformation of Business Relationships
- Business Governance, Family Business and Entrepreneurship Succession
- Business Co-creation and Marketing in the age of Hyper Connectivity
- ESG, Business Sustainability and Environmental Resilience
- Culture, Knowledge and Geo-Technological Transformation
- Empathic Civilization and Technology Uses and Abuses
- Social and Psychological Identities of the Multiverse Life
- Intelligent Society & Civilization of the Future
- Humanity Value in the Age of Technology Abundance

## Submissions:

Prospective authors should submit 6-10 pages of manuscript electronically.

Submitted papers should follow ITAM paper format consistent to APA standard.

Submission : [kdbb@kdbb.or.kr](mailto:kdbb@kdbb.or.kr), [njcho@hanyang.ac.kr](mailto:njcho@hanyang.ac.kr)

Submission guidelines are at: <http://www.kdbb.or.kr>

Selected papers will be considered in a special issue of affiliated journals.

-Journal of IT Applications and Management (KCI listed).

-Asia Journal of Information and Communication (Korean Government publication)



International ITAM Society



Nat'l Inst. of Development Admin., Thailand

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Host: NIDA Business School, Bangkok, Thailand, 22-25 February, 2023

Venue: Jasmine City Hotel, Bangkok, Thailand

Co-host: Korea Data Strategy Society, International ITAM Society

Supported by Korea Data Industry Promotion Agency, Tiberio, en-Core, Colosseum

## [PROGRAM]

### Pre-Conference Symposium (February 22, WEDNESDAY)

Time	Symposium “Future of Asia”
16:00~18:00	Chair: Namjae Cho (Chairman, International ITAM Society, Hanyang U. Korea)  <b>Keynote Speech 1</b> Speaker: Parag Chandrakant Mankeekar (Founder and CEO, RealLives, India) <b>Theme: Empathetic Civilization and Technology Uses and Abuses</b>  <b>Keynote Speech 2:</b> Speaker: Kanes Rajah (Founder, CEPD London, UK) <b>Theme: Is Asia Fired Up or On the Fire</b>
18:30~20:00	<b>Welcoming Dinner</b>

### Conference Inauguration and Plenary Session (February 23, THURSDAY)

Time	ITAM-26 Program
08:15~09:00	<b>Registration</b>
09:00~10:30	<b>Plenary Inauguration Session</b>
09:00~10:30	<b>Opening Announcement</b> - Thanachart Ritbumroong (Chair of Org. Committee, NIDA, Thailand) <b>Welcoming Remarks</b> - Pramote Luenam, Ph.D. (Dean, NIDA, Thailand)  <b>Greeting</b> - Jung Seung Lee (President of KDSS, Hoseo U., Korea) - Namjae Cho (Chairman, International ITAM Society, Hanyang U. Korea) <b>Software Donation ceremony to NIDA and MOU sign-up</b> - Kora Data Agency, Tiberio, WareValley  <b>Keynote Speech :</b> Speaker: Invited senior executive from Thailand Bank <b>Theme: Prospects of Digital Banking</b>

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## Parallel Technical Sessions (February 23, THURSDAY)

(Papers and presentations will be posted at <http://www.itamsociety.org/>)

Time	Track A	Track B	Track C
Session 1 11:00 ~12:40	<b>Session A1</b> <b>Digital-based Innovation and Data Universe</b> Chair: Akkaranan Pongsathornwiwat (NIDA, Thailand)	<b>Session B1</b> <b>Developments in Leadership</b> Chair: Kanes Rajah (CEPD London, UK)	<b>Session C1</b> <b>Event Analysis and Social Change</b> Chair: Jaehoon Whang (Yonsei U., Korea)
	<b>An Application of Resource-Based Theory on External Data Monetization Strategy</b> Jatturong Yingmuang, Thanachart Ritbumroong (NIDA, Thailand)  <b>Analysis of Success Factors of Electric Scooter Sharing Service Using User Review Text Mining</b> Kyoung-ae Seo, Jung Seung Lee (Hoseo U., Korea) Jaehoon Whang (Yonsei U., Korea)  <b>Fostering Safe and Positive Messages with Social Listening Analytics</b> Pornpitpat Jutta (Chitralada Tech. College, Thailand), Uthai Tanlamai (Chulalongkorn U., Thailand), Thamakorn Supathanarangsri (Lazada, Thailand), Rattipon Tanya (Atapy, Thailand)  <b>Utilizing AI to create competitive advantage in an organization: Resource orchestration perspective</b> Puphat Maneechan, Thanachart Ritbumroong, Songwut Ahmornahnukul (NIDA, Thailand)	<b>I-Ching's Approach to Contemporary Leaderships</b> Anthony S. C. Tsui (Bright Ocean Education Group, China) Oliver H.M. Yau (Hong Kong Metropolitan U.) Bernard Lee (U. Oxford, UK), Otto Ng (United Theological Seminary)  <b>How Networking competence Influences Career Control: A parallel Multiple Mediation Model</b> Mohit Pahwa, Santosh Rangnekar (IIT, Roorkee, India)  <b>Do Mindful employees fit well in the community: A sequential model through wisdom and person-organization fit</b> Rahul Khurana, Santosh Rangnekar (IIT, Roorkee, India)  <b>Perseverance and stress tolerance as mediators between positive affect to future and openness</b> Aakash Khindri, Santosh Rangnekar (IIT, Roorkee, India)  <b>Conceptualizing Sustainable Educational Leadership in the Modern World</b> Bernard Lee, Liam Gearon (U. Oxford, UK), Oliver H.M. Yau (Hong Kong Metropolitan U.)	<b>Study of Residents' Psychological States During COVID-19 Epidemic Period</b> Liu Liu, Gaoyang Zhang, Qiyun Xue, Weihui Dai (Fudan U., China)  <b>Covid-19 and Digital Transformation of Society</b> Yanki Hartijasti (U. Indonesia)  <b>Developing people's sustainability using organizational social sustainability framework: A conceptual model</b> Alka Kumari, Manvendra Pratap Singh (Nat'l Inst. of Tech. Rourkela, India), Arpita Chakraborty (Amalfarm, India)  <b>Supply-side Dynamics of Gig Economy in the Global South: Implications of Unlimited Supply of Labor</b> Akarapat Charoenpanich, Sukrit Vinayavekhin  <b>Decoding India's skill deficit: Exploring strategies that bridges the skill gap</b> Ruby Sengar (JIIT, India) A.C. Joshi (CPP Doon U. India)
12:40~14:00	Lunch Break		
Session 2 14:00 ~15:40	<b>Session A2:</b> <b>IT and Social Transformation</b> Chair: Bernard Lee (U. Oxford, UK)	<b>Session B2</b> <b>Work Practice And Insights</b> Santosh Rangnekar (IIT, Roorkee, India)	<b>Session C2:</b> <b>Scientific Methods in Social Change</b> Chair: Chanokporn Klinsoon (Chulalongkorn U., Thailand)
	<b>Modelling the Constructs of Municipal Solid Waste Management in Smart Cities in India: An Empirical Study</b> Rashmi Rekha Purty, Vikas Thakur (Nat'l Inst. of Tech. Rourkela, India)  <b>Governance Implications of Platform Strategy</b> Jong-Won	<b>Enhancing training effectiveness through co-worker support: the moderating role of personal interaction</b> Anjali Dutta, Santosh Rangnekar (IIT, Roorkee, India)  <b>Job Satisfaction among employees of an organization</b> Pragy Singh, Saloni Singla (IIIT, India)	<b>Developing optimal demand forecasting models for a very short shelf-life item: A case of perishable products in online's retail business</b> Wiwat Premrudikul, Akkaranan Pongsathornwiwat, Songwut Ahmornahnukul (NIDA, Thailand)  <b>Development of a Hybrid Exploratory Factor Analysis and</b>

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	<p>Kwon, Su-Hyun Yoo, Min-Kyoung Seo, Kiyeon Kim (Korea Testing Lab), Gyeong-min Kim(Ewha Womans U., Korea)</p> <p><b>Presentation Tool For Online Meeting Platform: Design the optimization online meeting and presentation for business</b> Chalika Chandrawat, Narongrit Srisuksai, Pareena Wittayapaisitsant (NIDA, Thailand)</p> <p><b>Text Analyses of the Ambassador Role of K-Pop Celebrity in Corporate Marketing</b> Namjae Cho, Titania Agnes Sudarmaji, Giseob Yu (Hanyang U., Korea)</p> <p><b>An Exploratory Study on SNS Use and Loneliness in Middle-aged and Older Ages</b> Sanghee Park, Namjae Cho (Hanyang U., Korea)</p>	<p><b>Participative Management Style and Learning at Work: The Parallel Mediation Effect of Vitality and Directive Performance Management</b> Nilesh Kumar Tiwari, Santosh Rangnekar (IIT, Roorkee, India)</p> <p><b>Perception and attitude of health professional and policy makers towards marketing and promotional activities of pharmaceutical industry in Nepal.</b> Malati Basnet, Sateesh Kumar Ojha, Malati.basnet(Lincoln U. College, Malaysia)</p> <p><b>Individual and group-based idea generation: review and future direction</b> Ashish, Santosh Rangnekar (IIT, Roorkee, India)</p>	<p><b>Logistic Regression model for predicting factors affecting electric vehicle adoption in Delhi</b> Shaurya Mall, Ramesh Anabanandam (IIT, Roorkee, India)</p> <p><b>Comparative Analysis of Feature Selection Techniques for Average Speed Prediction</b> Shivangi Singh, Santosh Rangnekar (IIT, Roorkee, India)</p> <p><b>A Conceptual Framework for Selecting Appropriate Lean Tools to Increase Productivity in Small Beverage Businesses: An Integrated Fuzzy AHP and TOPSIS Approach</b> Chanokporn Klinsopon (Chulalongkorn U., Thailand)</p> <p><b>Nudge theory for the evaluate the effectiveness of the Bagmati River</b> Dilly Ram Bhatta (Lincoln U. College, Malaysia)</p>
15:40~16:00	Coffee Break		
<b>Session 3</b>  16:00 ~17:40	<p><b>Session A3: Invited Corporate Presentations</b> Chair: Hans Lee (Litalco, Korea)</p>	<p><b>Session B3 Innovation and Change Management in Practice</b> Chair: Vikas Thakur (Nat'l Inst. of Tech. Rourkela, India)</p>	<p><b>Session C3: Entrepreneurship and Family Business</b> Chair: Yanki Hartijasti (U. of Indonesia)</p>
	<p>Presentations by Invited Companies from Korea and Thailand.in Emerging Industries</p>	<p><b>Effort of trade union to improve labor relation of manufacturing industries in Nepal.</b> Ganesh Pant (Lincoln U. College, Malaysia)</p>	<p><b>Application of information technology to promote community-based tourism among entrepreneurs of homestays in Mae Hong Son Province</b> Sancha Panapaeng, Phatttharamon Phanphaeng (Chiangmai Rajabhat U., Thailand)</p>
	<p>Industry Presentation I</p>	<p><b>Study of moving bed biofilm reactor at Guheshwori Waste Water Treatment plant</b> Ashish Ghimire, Sateesh Kumar Ojha (Lincoln U. College, Malaysia) Bijay Thapa (Kathmandu U. Nepal) Nelson Gurung, Lokesh Sapkota(Soil Water &amp; Air Testing Lab. Nepal) Ayush Nath Ghimire (Kathmandu U. Nepal)</p>	<p><b>Does Nepal prosper using mountains optimally in tourism for generating income?</b> Surya Bahadur Ghimire (Lincoln U. College, Malaysia)</p>
	<p>Industry Presentation II</p>	<p><b>An evaluation of public transportation system Kathmandu Metropolitan city</b> Milan Pant (Lincoln U. College, Malaysia)</p>	<p><b>Analysis of Factors Influencing the Owner Mind of Family Business Successors and their Effects on Succession</b> JongHwan Lee, Namjae Cho (Hanyang U., Korea)</p>
	<p>Industry Presentation III</p>	<p><b>The Role of Forensic Accounting in Reducing Financial Corruption and Frauds: A Study in Nepal</b> Arjun Niroula, Sateesh Kumar Ojha (Lincoln U. College, Malaysia)</p>	<p><b>A Study on the Conflict Between an Incumbent CEO and a Successor in a Family Business</b> Yunseok Lee, Namjae Cho (Hanyang U., Korea)</p>
	<p>Industry Presentation IV</p>		<p><b>Antecedents to Entrepreneurship Behavior: Moderating Role of Social Support and Entrepreneurial Self Efficacy among Business Students</b> Ava Shrestha, Sateesh Kumar Ojha (Lincoln U. College, Malaysia)</p>
	<p>Industry Presentation V</p>		

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17:40~ 18:00	<b>Valedictory Session</b>  <b>Valedictory Remark</b> Namjae Cho (Chairman, International ITAM Society, Hanyang U. Korea)
18:30~ 21:00	<b>Conference Banquet</b>

## Post-Congress Industrials Visit and Cultural Activities (February 24 & 25)

Time	Events
(February 24, FRIDAY) 09:00~16:00	<b>Visit 1: NIDA Smart Logistics Center</b>  <b>Lunch Break</b>  <b>Visit 2: Company visits (JWD, Thailand)</b>  Use Chartered bus leaving from Jasmine City Hotel.
(February 25, SATURDAY) 09:00~16:00	<b>Optional Cultural Group Tour to Museums and Temples</b>



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