

**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Day 1: January 3, 2025 (Friday)** |
| **Time** | **Activity**  | **Venue**  |
| 15:00 – 16:00 | Check in  | AU Hotel |
| 16:00 – 18:00  | Activity Hours  | AU Campus  |
| 18:00 onwards | Leisure Time | AU Hotel  |



**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Day 2: January 4, 2025 (Saturday)** |
| **Time** | **Activity**  | **Honorable Guests / Presenters / Session Chair** | **Venue** |
| 8:30 – 9:00 | Conference Registration @ John XXIII Conference, 1st floor |
| 9:00 – 9:05 | Welcome Address | Dean, MSME Business School, AU | J205, UNESCO, John XXIII Conference, 2nd floor  |
| 9:05 – 9:10 | Welcome Address  | Assoc. Prof. Dr. Wei He, Conference Chair, IONA  |
| 9:10 – 9:20 | Inaugural Address  | Rev. Bro. Dr. Sirichai Fonseka, The President  |
| 9:20 – 10:00 | Keynote Speaker  | Assoc. Prof. Dr. Manapol Ekkayokkaya, CU |
| 10:00 – 10:10  | Group Photo Session @ IBEC2025 Backdrop, John XXIII Conference, 1st floor |
| 10:10 – 10:30  | Networking and Coffee Break @ John XXIII Conference, 1st floor |
| 10:30 – 12:30  | Conference Session 1 A, 1 B | **1 A:** Dr. Muhammad Azhar Khalil**1 B:** Dr. Sarina Preechalert  | J205, UNESCO, John XXIII Conference, 2nd floorJ206, John XXIII Conference, 2nd floor |
| 12:30 – 13:30  | Lunch Break @ John XXIII Conference, 1st floor |
| 13:30 – 15:30  | Conference Session 2 A, 2B | **2 A:** Asst. Prof. Dr. Bing Zhu**2 B:** Dr. Jenette Villegas-Puyod | J209 – 210, John XXIII Conference, 2nd floorJ208, John XXIII Conference, 2nd floor |
| 15:30 – 15:50  | Coffee Break @ John XXIII Conference, 2nd floor |
| 15:50 – 17:50  | Conference Session 3 A, 3 B, 3 C | **3 A:** Asst. Prof. Dr. Pisal Setthawong**3 B:** Asst. Prof. Dr. Prapa Kananurak**3 C:** Dr. Sarina Preechalert | J205, UNESCO, John XXIII Conference, 2nd floorJ206, John XXIII Conference, 2nd floorJ207 (Online 1) |
| 17:50 – 18:30 | Leisure Time  |
| 18:30 – 20:00  | Welcome Dinner @ John XXIII Conference, 1st floor |



**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Details of Presentation Schedule** |
| **Day 2: January 4, 2025 (Saturday)** | **10:30 – 12:30** |
| **Time** | **Session 1 A**  | **Session 1 B** |  |
| 10:30 – 12:30  | **Conference Session 1 A****Session Chair:** Dr. Muhammad Azhar Khalil**Venue:** J205, UNESCO, John XXIII Conference, 2nd floor * **10:30:** Towards a Theory of Skewness Trading (Xinfeng Ruan)
* **11:00:** Real Exchange Rate and Innovation: Firm-Level Evidence from China (Liang Fu)
* **11:30:** Assessing the Viability of Bitcoin and Ethereum in Global Portfolio Optimization: A Comparative Analysis Across Developed and Developing Markets (Eduardo Tinoco)
* **12:00:** Exploring the Impact of Customer Satisfaction on Profitability and Stock Performance (Muhammad Arif Qayyum)
 | **Conference Session 1 B****Session Chair:** Dr. Sarina Preechalert**Venue:** J206, John XXIII Conference, 2nd floor * **10:30:** Soft Information in Bank-Firm Lending and Impacts of Required Disclosure (Sheng Zhao)
* **11:00:** The Effects of Gray (Affiliate) Directors on REITs’ Governance and Performance (Magdy Noguera)
* **11:30:** The International Retirement Savings Dilemma: Insights from U.S. IRAs with Global Relevance (Brian Porter)
 |  |
| 12:30 – 13:30 | Lunch Break @ John XXIII Conference, 1st floor |



**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Details of Presentation Schedule**  |
| **Day 2: January 4, 2025 (Saturday)** | **13:30 – 15:30** |
| **Time** | **Session 2 A** | **Session 2 B** |  |
| 13:30 – 15:30  | **Conference Session 2 A****Session Chair:** Asst. Prof. Dr. Bing Zhu**Venue:** J209 – 210, John XXIII Conference, 2nd floor * **13:30:** The Effects of Cultural Values in Electronic Word-of-Mouth Marketing (Mahmood Hussain)
* **14:00:** Therapeutic Servicescapes and Brand Symbolism-Induced Affect: The Moderating Effect of Trait Authenticity (Vladimir Pashkevich)
 | **Conference Session 2 B****Session Chair:** Dr. Jenette Villegas-Puyod**Venue:** J208, John XXIII Conference, 2nd floor * **13:30:** Sustainable Entrepreneurship as a Bridge to Improved Firm Performance in the Context of Entrepreneurial Orientation (Muhammad Khuram Khalil)
* **14:00:** A Review of Policy Instruments and Indicators for Green Innovation Diffusion: A Comparative Study of Thailand and Poland (Anuphat Thirakulwanich)
* **14:30:** Uncertainty of Sales, Operating Risk & Sustainability Analysis of a U.S. Firm During the COVID-19 Pandemic (Jay Kang)
 |  |
| 15:30 – 15:50  | Coffee Break @ John XXIII Conference, 2nd floor |



**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Details of Presentation Schedule**  |
| **Day 2: January 4, 2025 (Saturday)** | **15:50 – 17:50** |
| **Time** | **Session 3 A** | **Session 3 B** | **Session 3 C (Online 1)** |
| 15:50 – 17:50  | **Conference Session 3 A****Session Chair:** Asst. Prof. Dr. Pisal Setthawong**Venue:** J205, UNECO, John XXIII Conference, 2nd floor * **15:50:** Measuring Uncertainty in China Using Baidu Search: A Principal Component Analysis Approach (Bo Jiang)
* **16:20:** AI Founder: Design Principles (Jeff Augugliaro)
* **16:50:** Research on the Impact Mechanism of AI Hallucination on Human-Machine Collaborative Decision Making in Crisis Self-Rescue (Mingjia Cui)
 | **Conference Session 3 B****Session Chair:** Asst. Prof. Dr. Prapa Kananurak**Venue:** J206, John XXIII Conference, 2nd floor * **15:50:** Shades of Grey: Economic Aspects of Non-Traditional Revenue Sources, the Case of Live Streaming (Lucas M. Bernard)
* **16:20:** The Impact of Housing Market Sentiment on Housing Demand and Supply (Wei He)
* **16:50:** Debt Thresholds and Economic Consequences (Philip Wells)
* **17:20:** Revisiting the Kuznets Curve: A Racial Analysis of Income Inequality in the USA (Fadi Fawaz)
 | **Conference Session 3 C****Session Chair:** Dr. Sarina Preechalert**Venue:** J207 (Online 1)* **15:50:** The Impact of External Factors on Economic Growth in CEE-11 Countries (Pawel Sliwinski, Poland, 9:50 AM)
* **16:20:** Central Bank Digital Currencies: Current Role and Developments in the Global Economy (Konrad Sobański, Poland, 10:20 AM)
* **16:50:** Financial Concerns of Intellectual Disabilities: Perspectives of Parents in Yogyakarta, Indonesia (Ilsa Haruti Suryandari, 16:50)
* **17:20:** Impact of ESG Factors on M&A Decisions: A Study of Listed Company Transactions in the European Region (Dietmar Ernst, Germany, 11:20)
 |
| 17:50 – 18:30 | Leisure Time  |
| 18:30 – 20:00  | Welcome Dinner @ John XXIII Conference, 1st floor |



**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Day 3: January 5, 2025 (Sunday)** |
| **Time** | **Activity**  | **Honorable Guests / Presenters / Session Chair** | **Venue** |
| 8:30 – 10:00  | Conference Session 4 A, 4 B, 4 C | **4 A:** Dr. Nichanan Sakolvieng**4 B:** Dr. Shih-Tse Lo**4 C:** Dr. Muhammad Azhar Khalil | Online via Zoom (Online 2)Online via Zoom (Online 3)Online via Zoom (Online 4) |
| 9:30 – 9:40 | Closing Ceremony @ SC0101, SCIT Building, 1st floor  |
| 9:40 – 11:00  | Campus Tour |
| 10:00 – 12:30  | Conference Session 5 A, 5 B | **5 A:** Dr. Zhuoran Zhang**5 B:** Dr. Shih-Tse Lo and Asst. Prof. Dr. Prapa  | SC0101, SCIT Building. 1st floor Online via Zoom (Online 5) |
| 11:00 onwards | Cultural Trip |
| 13:00 – 16:00  | Conference Session 6 A | **6 A:** Dr. Shih-Tse Lo  | Online via Zoom (Online 6) |



**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Details of Presentation Schedule**  |
| **Day 3: January 5, 2025 (Sunday)** | **8:30 – 10:30** |
| **Time** | **Session 4 A (Online 2)** | **Session 4 B (Online 3)** | **Session 4 C (Online 4)** |
| 8:30 – 10:30 | **Conference Session 4 A****Session Chair:** Dr. Nichanan Sakolvieng**Venue:** Online via Zoom (Online 2)* **8:30:** The Seed of “Aftertaste” in Mumbai India. Social Enterprise: Empowering Women from Economically Disadvantaged Community. Case Study (Beatriz Castilla Ramos, Mexico, 7:30 PM)
* **9:00:** Industry 4.0 in Mexico and the necessary changes in industrial policy (José Luis Solleiro, Mexico, 8:00 PM)
* **9:30:** Why Do Customers Use (or don’t use) Mobile Payment? HBCU Students’ Perspectives (Mohammad Galib, USA, 9:30 PM)
 | **Conference Session 4 B****Session Chair:** Dr. Shih-Tse Lo**Venue:** Online via Zoom (Online 3)* **8:30:** Student Educational Loans and Life-Stage Milestones (Eleni Mariola, USA, 8:30 PM)
* **9:00:** Blockchain Technology and Smart Contracts: Potential Tools for Improving Smaller Operational Profit Margins (Ameeta Jaiswal-Dale, USA, 9:00 PM)
* **9:30:** The Impact of Minimum Wage Raises on Early-Stage Entrepreneurship (Vivian Peng, Alina Peng, USA 9:30 PM)
* 10:00: Economic Fallout of Climate Change: A U.S. Perspective (Anis Mnif, USA, 10 PM)
 | **Conference Session 4 C****Session Chair:** Dr. Muhammad Azhar Khalil**Venue:** Online via Zoom (Online 4)* 8:30: The Moderating Roles of Ownership Structure and Corporate Governance (Yani Monalisa, Canada, 8:30PM)
* **9:00:** Sustainability Reporting in Thailand (Amara Tirasriwat)
* **9:30:** The Relationship between Environmental Accounting Information Disclosure and Corporate Sustainability in Companies Listed on the Stock Exchange of Thailand (Rujapa Tansuwan)
* **10:00:** Effect of Bribery on Generalized Trust in Emerging Markets: A Social Capital Perspective (Kaimook Namgaroonaroonroj)
 |
| 9:45 – 10:00 | Closing Ceremony @ SC0101, SCIT Building, 1st floor  | Note: Map Zone B, Building No. 9 |
| 10:00 – 11:00  | Campus Tour |
| 11:00  | Cultural Trip |



**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Details of Presentation Schedule**  |
| **Day 3: January 5, 2025 (Sunday)**  | **10:00 – 12:30** |
| **Time** | **Session 5 A** | **Session 5 B (Online 5)** |  |
| 10:00 – 12:30 | **Conference Session 5 A****Session Chair:** Dr. Zhuoran Zhang**Venue:** SC0101, SCIT Building, 1st floor * **10:00:**
* **10:30:**
* **11:00:**
* **11:30:**
* **12:00:**
 | **Conference Session 5 B****Session Chair:** Asst. Prof. Dr. Prapa Kananurak and Dr. Shih-Tse Lo **Venue:** Online via Zoom (Online 5)* **10:00:**
* **10:20:**
* **10:40:**
* **11:00:**
* **11:20**
* **11:40**
* **12:00**
 |  |
|  |  |



**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Details of Presentation Schedule**  |
| **Day 3: January 5, 2025 (Sunday) (Taiwan)** | **13:00 – 16:00** |
| **Time** | **Session 6 A** |  |  |
| 13:00 – 16:00 | **Conference Session 6 A****Session Chair:** Dr. Shih-Tse Lo**Venue:** Online via Zoom (Online 6)* **13:00**
* **13:30**
* **14:00**
* **14:30**
* **15;00**
* **15:30**
 |  |  |



**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Day 4**: **January 6, 2025 (Monday)** |
| **Time** | **Activity**  |  | **Venue** |
| 9:00 – 10:00 | IBEC 2025 Committee Meeting | MSE 0704, MSE Building, 7th floor  |
| 10:00 – 12:00  | Check Out  | AU Hotel |



**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Links to All Online Sessions** |
| **Date** | **Session**  | **Time**  | **Online Link** |
| January 4, 2025 | Session 3 C(Online 1) | 15:50 – 17:50 | J206**Topic:** Conference Session 3 C**Time:** Jan 4, 2025, 03:30 PM Bangkok**Join Zoom Meeting****<https://us02web.zoom.us/j/89134435464?pwd=WV0sav3iRunFlbcjUvyrNmdKuFmgsy.1>****Meeting ID:** 891 3443 5464**Passcode:** 195860 |
| January 5, 2025  | Session 4 A(Online 2) | 8:30 – 13:00  |  |
| Session 4 B(Online 3) |  |



**IBEC 2025 Program Schedule**

**January 3 – 6, 2025, Assumption University, Suvarnabhumi Campus**

|  |
| --- |
| **Links to All Online Sessions** |
| **Date** | **Session**  | **Time**  | **Online Link** |
| January 5, 2025 | Session 4 C(Online 4) | 8:30 – 13:00 | **Topic:** Conference Session 4 C**Time:** Jan 5, 2025, 08:00 AM Bangkok**Join Zoom Meeting**[**https://us02web.zoom.us/j/89189930898?pwd=mAbWA3hn0NqtPZgb8VmmusTZMrVJMo**](https://us02web.zoom.us/j/89189930898?pwd=mAbWA3hn0NqtPZgb8VmmusTZMrVJMo)**.1****Meeting ID**: 891 8993 0898**Passcode:** 854649 |
| Session 5 B(Online 5) | 10:00 – 12:30  | **Topic:** Conference Session 5 B**Time:** Jan 5, 2025, 10:00 AM Bangkok**Join Zoom Meeting**<https://us02web.zoom.us/j/82802028142?pwd=s6oWqryujAb1MGJvSRyaKkVcujabBi.1>**Meeting ID**:**Passcode:** |
| Session 6 A(Online 6) | 13:00 – 16:30  |  |



**IBEC 2025**

**Conference Chair**

Wei He, Ph.D., Iona University, New York, USA [whe@iona.edu]

**Conference Program Chairs**

Nichanan Sakolvieng, Ph.D., Assumption University of Thailand, Thailand, [nichananskl@msme.au.edu]

Radha Sirianukul, DBA., Assumption University of Thailand, Thailand, [radhasrn@msme.au.edu]

**Conference Chair of Arrangements**

Pathathai Sinliamthong, DBA. Assumption University of Thailand, Thailand, [pathathaisnl@msme.au.edu]

Shih-tse Lo, Ph.D., Assumption University of Thailand, Thailand, [shihtselo@msme.au.edu]

**Conference Proceedings Chairs**

Peter Cincinelli, University of Bergamo, Italy [peter.cincinelli@unibg.it]

Sharon V. Thach, Retired, Tennessee State University, Nashville, TN, USA [sharonvthach@gmail.com]

**Editorial Advisory Board**

Fadi Fawaz, Department of Economics and Finance, School of Business, Tennessee State University, Nashville, TN, USA [ffawaz@tnstate.edu]

Peter Cincinelli, Department of Management, University of Bergamo, Italy [peter.cincinelli@unibg.it]

Wei He, Department of Finance, Business Economics & Legal Studies, Iona University, New York, USA [whe@iona.edu]

Tomáš Kincl (Webmaster), Prague University of Economics and Business, Prague, Czech Republic [tomas.kincl@vse.cz]

NyoNyo Kyaw (Treasurer), Department of Finance, Business Economics & Legal Studies, Iona University, New York, USA [nkyaw@iona.edu]

John Manley, Department of Finance, Business Economics & Legal Studies, Iona University, New York, USA [jmanley@iona.edu]

Carlos Trejo-Pech, Agricultural & Resource Economics Department, University of Tennessee at Knoxville, TN, USA [ctrejope@utk.edu]

Paweł Śliwiński, Department of International Finance, Poznan University of Economics and Business, Poznan, Poland [pawel.sliwinski@ue.poznan.pl]

Konrad Sobański, Department of International Finance, Poznan University of Economics and Business, Poznan, Poland [konrad.sobanski@ue.poznan.pl]

Sharon V. Thach, Retired, Department of Business Administration, Tennessee State University, Nashville, TN, USA [sharonvthach@gmail.com]

The conference committee acknowledges great support and thanks many individuals for making our annual conferences happen. All reviewers and active contributors will be proudly acknowledged in the conference program and proceedings.

**IBEC Emeritus Members**

Gerald Albaum, University of Oregon & University of New Mexico, co-founder of the conference [granted 2007]

Edwin Duerr, San Francisco State University, co-founder of the conference [granted 2007]

Jay Kang, San Francisco State University, first treasurer [granted 2013]

 John Manley, Iona University, program chair, conference chair, second treasurer [granted 2016]

**ABOUT IBEC**

IBEC is a non-profit organization registered in the USA, State of Tennessee. Members and participants are scholars from around the world interested in genuine scholarship in business disciplines related to international business and economies. The organization is directed by a conference chair who serves a three-year term, an assistant chair, a program committee composed of former chairs, and an editorial board composed of established scholars. We encourage new participants and interested scholars to work together with us and each other, learn from each other, and define new ways to achieve true scholarship by utilizing new technologies and exchanging best practices.

In addition to seminar sessions on presented research during the annual conference, IBEC strives to add value by offering technical or special topic sessions, providing meetings for members to exchange ideas on research, teaching, and potential cooperation, and featuring events related to the culture and economies of the host countries. We encourage reviewers and participants to assist authors in developing publishable papers and establishing lines of research.

**IBEC Timeline**

2002 – San Francisco, US

2003 – San Francisco, US

2004 – San Francisco, US

2005 – Hawaii, US

2006 – Hawaii, US

2007 – San Francisco, US

2008 – San Francisco, US

2009 – Udaipur, India (Co-Chairs: Shyam Lodha, Southern Connecticut State University, USA and John Manley, Iona University, USA)

2010 – Prague, Czech Republic (Co-Chairs: John Manley, Iona University, USA and Pavel Strach, VSEM College of Economics and Management, Czech Republic)

2011 – Guadalajara, Mexico (Co-Chairs: John Manley, Iona University, USA and Carlos Jose Omar Trejo Pech, Universidad Panamericana Guadalajara, Mexico)

2012 – Hawaii, US (Co-Chairs: John Manley, Iona University, USA and Bruce Heiman, San Francisco State University, USA)

2013 – Caen, France (Co-Chairs: John Manley, Iona University, USA and Ameeta Jaiswwal-Dale, University of St. Thomas, USA)

2014 – Tianjin, China (Co-Chairs: Dr. Carlos Trejo-Pech, Universidad Panamericana Guadalajara, Mexico and Dr. Zhao Hong, Tianjin Polytechnic University, China)

2015 – Bangkok, Thailand (Co-Chairs: Dr. Carlos Trejo-Pech, Universidad Panamericana Guadalajara, Mexico and Dr. Uree Cheasakul, Assumption University, Thailand)

2016 – Nürtingen, Germany (Co-Chairs: Dr. Carlos Trejo-Pech, Universidad Panamericana Guadalajara, Mexico and Dr. Erskin Blunck, Nürtingen-Geislingen University, Germany)

2017 – Puerto Montt, Chile (Co-Chairs: Dr. Carlos Trejo-Pech, University of Tennessee at Knoxville, USA and Dr. Carlos Pitta and Jenny Pulgar, Austral University of Chile at Puerto Montt, Chile)

2018 – San Francisco, US (Chair: Sharon V. Thach, Tennessee State University, USA)

2019 – Rouen, France (Chair: Sharon V. Thach, Tennessee State University, USA)

2020 – Bergamo, Italy (Chair: Sharon V. Thach, Tennessee State University, USA)

2021 – virtually, New Rochelle, New York (Chair: Pavel Štrach, ŠKODA AUTO University, Czech Republic)

2023 – virtually, Tennessee State University, USA (Chair: Wei He, Iona University, USA)

2024 – hybrid, Poznań University of Economics and Business, Poland (Chair: Wei He, Iona University, USA)

2025 – hybrid, Assumption University, Thailand (Chair: Wei He, Iona University, USA)