

2025（令和 7）年 7 月 31 日

東アジア企業経営学会
会員各位

常任顧問 西田 安慶
理事長 梅田 勝利
実行委員長 後藤 浩士
実行副委員長 國崎 歩

第 24 回 国際企業経営研究大会 開催案内（確定版）

主 催 東アジア企業経営学会（日本）
共 催 周南公立大学人間健康科学部福祉学科

会員各位におかれましては、平素より本学会の運営にご理解くださり、心よりお礼申し上げます。

さて、本国際研究大会は従来 EIRC (East Asia Inter-regional Conference) に加盟している日本、韓国、台湾の学会により持ちまわりで開催してきました。

新型コロナウイルス感染症拡大の影響もあり、ここ数年にわたり開催が見送られてきましたが、今回、東アジア企業経営学会（日本）が担当し、本国際研究大会を開催することとなりました。

日本、台湾、韓国から多数の各位のご参加を得て、東アジアにおける企業経営の現状と展望について、活発な討論が活発な討論が行われることを期待しております。

なお、本大会の発表者には、"*Journal of East Eurasia inter-regional Business Administration*" Vol.24 への投稿権が付与されます。

開催要領は下記のとおりです。

記

1. 開催日時：2025 年 8 月 21 日（木）午前 9 時開始
 2. 開催場所：周南公立大学 5 号館，11 号館，S1 号館
 3. 参加費：5,000 円（当日昼食代を含む。当日、受付で支払い）
 4. 大会プログラム（下記のとおり。研究発表 20 分，質疑応答 5 分）
- 大会後，Welcome Party（日本，台湾，韓国の大学教職員・学生等が交流）を下記のとおり開催いたします。
 - (1) 開催時間：18:00-20:00
 - (2) 開催場所：未定（台湾の大学教職員が企画予定）
 - (3) 参加費：5,000 円（予定）

PROGRAM OVERVIEW

Session 1 (Room: 521, Building 5)

Time	Presenter, Presentation Title
09:00-09:30	Registration
09:30-10:00	Welcome & Opening Remarks. Speaker: Mr. Shinji SAKAMOTO, Member of Yamaguchi Prefectural Assembly (Room: 1125, Building No. 11)
10:00-10:15	Group Photo
10:30-11:55	Chairperson: Prof. Takaaki IKEGUCHI, Seinan Jo Gakuin University
Presentation No.1 10:30-10:55	Presenter: Prof. Katsutoshi UMEDA, Shunan University, Japan. Title: Possibility of accessible tourism for improving management of social welfare facilities: A Financial Analysis Perspective
Presentation No.2 11:00-11:25	Presenter: Assoc. Prof. Hiroshi GOTO, Kyushu Kyoritsu University, Japan. Title: Balanced Scorecard Management in Japan: Toward Management Reform of Small and Medium Enterprises
Presentation No.3 11:30-11:55	Presenter: Assoc. Prof. Satoshi KUWAZAWA, Southern Taiwan University of Science and Technology, Taiwan. Title: A Study on the Exercise of Leadership and the Responses of Followers in Group Work during Japanese Conversation Classes
12:05-13:05	Networking Lunch (Room: Student Cafeteria, Building No. 4) Message (online): Dr. Yasuyoshi NISHIDA, Executive Advisor (Japan), Dr. Dae Won KIM, Executive Advisor (Korea).
13:15-13:45	Distinguished Service Award Ceremony. Awarder: Dr. Hiroshi KATAKAMI (Room: Student Cafeteria, Building No. 4)
14:00-15:30	Chairperson: Assoc. Prof. Hiroshi GOTO, Kyushu Kyoritsu University
Presentation No.4 14:00-14:25	Presenter: Prof. Takaaki IKEGUCHI, Seinan Jo Gakuin University, Japan. Title: An Examination of Tourism Development along the Karatsu kaidō
Presentation No.5 14:30-14:55	Presenter: Assoc. Prof. Leqing LIN, Kyushu Kyoritsu University, Japan. Title: An Examination of the Business Strategies of Film Companies in Japanese Colonial Territories
Presentation No.6 15:00-15:30	Presenter: Prof. Kiyota HASHIMOTO, Shunan University., Assoc. Prof. Makoto OKADA, Fukui University of Technology., Mr. Yuya YOKOYAMA, Advanced Institute of Industrial Technology., and Mr. Hidekazu YANAGIMOTO, Osaka Metropolitan University, Japan Title: Regional and Time Differences in Economy Watchers Survey Texts: A Preliminary Study of Economy Watchers Survey Text Analysis
16:00-16:15	Closing Remarks. Speaker: Dr. Takashi TAKATA, President, Shunan University (Room: Well-Being Square, Building S1)
16:15-16:45	Opinion Exchange Meeting (Room: Well-Being Square, Building S1)

Session 2 (Room: 522, Building 5)

Time	Presenter, Presentation Title
09:00-09:30	Registration
09:30-10:00	Welcome & Opening Remarks. Speaker: Mr. Shinji SAKAMOTO, Member of Yamaguchi Prefectural Assembly (Room: 1125, Building No. 11)
10:00-10:15	Group Photo
12:05-13:05	Networking Lunch (Room: Student Cafeteria, Building No. 4) Message (online): Dr. Yasuyoshi NISHIDA, Executive Advisor (Japan), Dr. Dae Won KIM, Executive Advisor (Korea).
13:15-13:45	Distinguished Service Award Ceremony Awarder: Dr. Hiroshi KATAKAMI (Room: Student Cafeteria, Building No. 4)
14:00-15:30	Chairperson: Assoc. Prof. Ayumi KUNISAKI, Yamaguchi University
Presentation No.7 14:00-14:25	Presenter: Assoc. Prof. Takashi YOSHIMATSU, Kyushu Kyoritsu University, Japan. Title: Comparative analysis of Japanese and Chinese TV commercials: Focusing on Industries Sponsored by Commercials
Presentation No.8 14:30-14:55	Presenter: Assoc. Prof. Miho UMEDA, Koran Women's Junior College, Japan. Title: A Study on Changes in Support Details by Maternal and Child Living Support Facilities
Presentation No.9 15:00-15:30	Presenter: Asst. Prof. Xiang Wu, Suzuka University, Japan. Title: Economic Strategy Shift as Seen in China's Tariff Policy
16:00-16:15	Closing Remarks. Speaker: Dr. Takashi TAKATA, President, Shunan University (Room: Well-Being Square, Building S1)
16:15-16:45	Opinion Exchange Meeting

Session 3 (Room: 523, Building 5)

Time	Presenter, Presentation Title
09:00-09:30	Registration
09:30-10:00	Welcome & Opening Remarks. Speaker: Mr. Shinji SAKAMOTO, Member of Yamaguchi Prefectural Assembly (Room: 1125, Building No. 11)
10:00-10:15	Group Photo
10:30-11:55	Chairperson: Prof. Dae Eui LEE, Aichi Sangyo University
Presentation No.10 10:30-10:55	Presenter: Prof. Pando SON, Dong-A University, Korea. Title: The Relationship between Technological Progressive Innovation and ESG Policy
Presentation No.11 11:00-11:25	Presenter: Prof. GeunHa SUH, Dong-Eui University, Korea, Doctoral candidate, EunSun CHOI, Dong-A University, Korea, and Doctoral candidate, HaeJoo SUH, Seoul National University, Korea. Title: Exploratory Study of The Unconsciousness of Self-Narrative for Metacognition
Presentation No.12 11:30-11:55	Presenter: Prof. Tran Minh Quy, Ho Chi Minh City Open University, Vietnam. Title: Ecotourism and Experience Oriented Planning for Thanh Da Peninsula in Ho Chi Minh City Vietnam
12:05-13:05	Networking Lunch (Room: Student Cafeteria, Building No. 4) Message (online): Dr. Yasuyoshi NISHIDA, Executive Advisor (Japan), Dr. Dae Won KIM, Executive Advisor (Korea).
13:15-13:45	Distinguished Service Award Ceremony Awarder: Dr. Hiroshi KATAKAMI (Room: Student Cafeteria, Building No. 4)
14:00-15:30	Chairperson: Prof. Pando SON, Dong-A University
Presentation No.13 14:00-14:25	Presenter: Prof. Yowon HWANG, Dongseo University, Korea. Title: Strategy for Training Industrial Secret Security Experts in the 4th Industrial Revolution Era
Presentation No.14 14:30-14:55	Presenter: Prof. Dae Eui LEE, Aichi Sangyo University, Japan, and Dr. Byeong-Hee Yoon, GLS Co.,Ltd, Korea. Title: A Study on Business Models in the Elevator Industry During the Fourth Industrial Revolution
Presentation No.15 15:00-15:30	Presenter: Prof. Jong-Hwan KO, Pukyong National University, Korea. Title: Innovation in the Tourism Industry and Its Economy-Wide Impact: A CGE Study on Korea
16:00-16:15	Closing Remarks. Speaker: Dr. Takashi TAKATA, President, Shunan University (Room: Well-Being Square, Building S1)
16:15-16:45	Opinion Exchange Meeting

Session 4 (Room: 531, Building 5)

Time	Presenter, Presentation Title
09:00-09:30	Registration
09:30-10:00	Welcome & Opening Remarks. Speaker: Mr. Shinji SAKAMOTO, Member of Yamaguchi Prefectural Assembly (Room: 1125, Building No. 11)
10:00-10:15	Group Photo
10:30-11:55	Chairperson: Prof. Yi-Ming LI, National Kaohsiung University of Science and Technology
Presentation No.16 10:30-10:55	Presenter: Chuan-Feng LEE and Fu-Chiang YANG, NKUST, Taiwan Title: Integrating ESG and Profitability into Exemplary Enterprise Selection Using Data Envelopment Analysis
Presentation No.17 11:00-11:25	Presenter: Feng-Ping CHIEN, NKUST., Ay-Shiou CHIOU, Ming Chuan University., and Song-Zan Chiou-Wei, NKUST, Taiwan Title: Exploring the Bi-directional Relationship Between ESG and Hotel Performance: The Moderating Role of Weather Risk and Carbon Disclosure
Presentation No.18 11:30-11:55	Presenter: Ming-Cheng LIN, Jie-Heng LIN, and Teng-Yuan HSIAO Title: From traditional knowledge to collaborative innovation: A case study of Indigenous cultural revitalization and sustainable tourism development in Yongkang community, Taitung, Taiwan
12:05-13:05	Networking Lunch (Room: Student Cafeteria, Building No. 4) Message (online): Dr. Yasuyoshi NISHIDA, Executive Advisor (Japan), Dr. Dae Won KIM, Executive Advisor (Korea).
13:15-13:45	Distinguished Service Award Ceremony Awarder: Dr. Hiroshi KATAKAMI (Room: Student Cafeteria, Building No. 4)
14:00-15:30	Chairperson: Ms. Ying-Hsuan HUANG, Graduate School of Southern Taiwan University of Science and Technology
Presentation No.19 14:00-14:25	Presenter: Pei Ling SUNG, NKUHT, Taiwan Title: Understanding Gen Z's Tech-Value Orientation and Environmental Concern: Determinants of Participation Effort in Low-Carbon Tourism
16:00-16:15	Closing Remarks. Speaker: Dr. Takashi TAKATA, President, Shunan University (Room: Well-Being Square, Building S1)
16:15-16:45	Opinion Exchange Meeting

* Presenters No.20 and No.21 have canceled.

Session 5 (Room: 532, Building 5)

Time	Presenter, Presentation Title
09:00-09:30	Registration
09:30-10:00	Welcome & Opening Remarks. Speaker: Mr. Shinji SAKAMOTO, Member of Yamaguchi Prefectural Assembly (Room: 1125, Building No. 11)
10:00-10:15	Group Photo
10:30-11:55	Chairperson: Prof. Kuo-Min Ko, WUST
Presentation No.22 10:30-10:55	Presenter: Ya-Hsuan TSAI, NKUHT., His-Lin LIU, NKUHT., and Ping-Tsan HO, NKUST, Taiwan Title: The relationship between slow travel experience, authenticity cognition, and tourists' place attachment in railway cultural heritage: A case study of communities along the Alishan Forest Railway
Presentation No.23 11:00-11:25	Presenter: Ping-Tsan HO and Hua-Lin JIANG, NKUST, Taiwan Title: The Impact of Social Media Behavior on Tourism Impact Perception and Tourism Attractiveness in Liuqiu Island
12:05-13:05	Networking Lunch (Room: Student Cafeteria, Building No. 4) Message (online): Dr. Yasuyoshi NISHIDA, Executive Advisor (Japan), Dr. Dae Won KIM, Executive Advisor (Korea).
13:15-13:45	Distinguished Service Award Ceremony Awarder: Dr. Hiroshi KATAKAMI (Room: Student Cafeteria, Building No. 4)
14:00-15:30	Chairperson: Prof. Satoshi KUWAZAWA, STUST
Presentation No.25 14:00-14:25	Presenter: Yi-Ming LI and Tso-Hsiang MAO, NKUHT, Taiwan Title: Strategic Analysis for Promoting Community Bicycle Tourism Development and Participation in Taiwan: An Online Review Perspective
Presentation No.26 (POST) 14:30-14:55	Presenter: Yi-Mei LIN and Yung-Chuan HUANG, NKUST, Taiwan Title: Exploring the Relationships Among Flow Experience, Emotional Connection, Self-Efficacy, and Well-Being: A Case Study of Car Camping Tourism
Presentation No.27 15:00-15:30	Presenter: Meng-Hsiu WU and Ching-Hua HO, NKUHT, Taiwan Title: Exploring the Impact of Generative AI on Satisfaction, Well-being, and Leisure Intention in Digital Leisure Contexts: A study of Generation Z
16:00-16:15	Closing Remarks. Speaker: Dr. Takashi TAKATA, President, Shunan University (Room: Well-Being Square, Building S1)
16:15-16:45	Opinion Exchange Meeting

* Presenters No.24 has canceled.

Session 6 (Room: 533, Building 5. Student Session)

Time	Presenter, Presentation Title
09:00-09:30	Registration
09:30-10:00	Welcome & Opening Remarks. Speaker: Mr. Shinji SAKAMOTO, Member of Yamaguchi Prefectural Assembly (Room: 1125, Building No. 11)
10:00-10:15	Group Photo
10:30-11:55	Chairperson: Prof. Kotaro WAKINO, Shunan University
Presentation No.28 10:30-10:55	Presenter: Suzuha AKISADA, Momoko IMAKURA, Mika OGASAWARA, Reina TANAKA, Sachika FUKUSHIMA, Karen YAMADA, Shota MOTOMURA, Shoichiro MOCHIZUKI, and Shotaro WATANABE, Shin-Nanyo High School, Japan. Title: Enhancing Public Health and Stimulating Local Economies via “Michino-Eki” in Japan
Presentation No.29 11:00-11:25	Presenter: Yuren KANO, Azuto MIZUKAMI, and Isshin FUJISAKI, Shunan University, Japan. Title: Challenge the Problems of Declining Population: Possibility of Shunan City version of Hometown Working Holiday
Presentation No.30 11:30-11:55	Presenter: Ying-Hsuan HUANG, Graduate School of Southern Taiwan University of Science and Technology, Taiwan. Title: The Brand Competitiveness of the Japanese Apparel for Young Children: A Case Studies between “familiar” and “MIKIHOUSE”
12:05-13:05	Networking Lunch (Room: Student Cafeteria, Building No. 4) Message (online): Dr. Yasuyoshi NISHIDA, Executive Advisor (Japan), Dr. Dae Won KIM, Executive Advisor (Korea).
13:15-13:45	Distinguished Service Award Ceremony (Room: Student Cafeteria, Building No. 4)
14:00-15:30	Chairperson: Prof. Min-Hung SHU
Presentation No.31 14:00-14:25	Presenter: Jo-Shin YU, NKUST, Taiwan Title: Exploring the Motivation and Career Development of Outdoor Experiential Education Facilitators: A Case Study of the Eckman Association in Taiwan
Presentation No.32 14:30-14:55	Presenter: Chunwei LU and Wei-Chin LI, STUST, Taiwan Title: Differences in Human Resource Development Between Technology-Driven and Service-Oriented Tourism Sectors
Presentation No.33 15:00-15:30	Presenter: Hui-Ching CHENG, NKUST., Kuo-Min KO, WUST, China., Ming-Hung SHU, NKUST., and Jui-Chan HUANG, NKUST, Taiwan Title: Service Quality, Perceived Value, and Tourist Satisfaction of Love Boat in Kaohsiung City
16:00-16:15	Closing Remarks. Speaker: Dr. Takashi TAKATA, President, Shunan University (Room: Well-Being Square, Building S1)
16:15-16:45	Opinion Exchange Meeting

Session 7 (Room: 534, Building 5. Student Session)

Time	Presenter, Presentation Title
09:00-09:30	Registration
09:30-10:00	Welcome & Opening Remarks. Speaker: Mr. Shinji SAKAMOTO, Member of Yamaguchi Prefectural Assembly (Room: 1125, Building No. 11)
10:00-10:15	Group Photo
10:30-11:55	Chairperson: Assoc. Prof. Ayumi KUNISAKI, Yamaguchi University
Presentation No.34 10:30-10:55	Presenter: Sho FUJIMOTO, Noda Gakuen High School, Japan Title: Tourism as a Bridge Connecting Communities and Cultures: The True Nature and Future of Tourism as Seen through My Study Abroad Experience
Presentation No.35 11:00-11:25	Presenter: Wenting ZHOU, Yamaguchi University Title: The Spatial Dynamics of Nohaku Accommodations in Yamaguchi Prefecture
Presentation No.36 11:30-11:55	Presenter: Yu-Ping BIAN, Graduate School of Southern Taiwan University of Science and Technology Title: Tourism Community Development in Tainan City, Taiwan: The Character Management Strategies
12:05-13:05	Networking Lunch (Room: Student Cafeteria, Building No. 4) Message (online): Dr. Yasuyoshi NISHIDA, Executive Advisor (Japan), Dr. Dae Won KIM, Executive Advisor (Korea).
13:15-13:45	Distinguished Service Award Ceremony Awarder: Dr. Hiroshi KATAKAMI (Room: Student Cafeteria, Building No. 4)
14:00-15:30	Chairperson: Mr. Yu-Ping BIAN, Graduate School of Southern Taiwan University of Science and Technology
Presentation No.37 14:00-14:25	Presenter: Enhou ZU, HUST, China., Chun-Wei LU, STUST, Taiwan., Hsiao-Chun HUANG, NKUST, Taiwan., and Jui-Chan HUANG, NKUST, Taiwan Title: Management Research on the Impact of Improper Organizational Behavior of Tourist Customers on Other Customers and Enterprises' Response Methods
Presentation No.38 14:30-14:55	Presenter: Shiao-Yin PAI and Ming-Hung SHU, NKUST, Taiwan Title: Key Factors Influencing Customers' Adoption of QR Code Ordering Systems: A Case Study of a Foreign Cuisine Chain Restaurant Cuisine
16:00-16:15	Closing Remarks. Speaker: Dr. Takashi TAKATA, President, Shunan University (Room: Well-Being Square, Building S1)
16:15-16:45	Opinion Exchange Meeting

* Presenters No.39 has canceled.

Session 8 (Room: 535, Building 5. Student Session)

Time	Presenter, Presentation Title
09:00-09:30	Registration
09:30-10:00	Welcome & Opening Remarks. Speaker: Mr. Shinji SAKAMOTO, Member of Yamaguchi Prefectural Assembly (Room: 1125, Building No. 11)
10:00-10:15	Group Photo
10:30-11:55	Chairperson: Ping-Tsan HO, NKUST
Presentation No.40 10:30-10:55	Presenter: Yi-Min LI and Jo-Shui YU, NKUST, Taiwan Title: Exploring the Development of Community-Based Culinary Tourism: A Case Study of the “Aichi Tiantuan Zuoying Route” Grassroots Organization
Presentation No.41 (POST) 11:00-11:25	Presenter: Yi-Min LI and Bing-Han WU, NKUST, Taiwan Title: The ROVER merchant ships history and Hengchun tourism area how's for bring about crowds one more time to Kenting national park like Cape No.7 movie tourism
Presentation No.42 (POST) 11:30-11:55	Presenter: Yi-Min LI, Ching-Wen YANG, NKUST, Taiwan Title: Exploring Customers' Intention of Using e Check-in System: A Study of the Technology Acceptance Model in Mandarin Airlines
12:05-13:05	Networking Lunch (Room: Student Cafeteria, Building No. 4) Message (online): Dr. Yasuyoshi NISHIDA, Executive Advisor (Japan), Dr. Dae Won KIM, Executive Advisor (Korea).
13:15-13:45	Distinguished Service Award Ceremony Awarder: Dr. Hiroshi KATAKAMI (Room: Student Cafeteria, Building No. 4)
14:00-15:30	Chairperson: Jui-Chan HUANG, NKUST
Presentation No.43 14:00-14:25	Presenter: Ngan Nguyen Hoang Thanh, Lichang Lee, Ping-Tsan Ho, and Ngoc Anh Nguyen, NKUST, Taiwan Title: Developing Sustainable Tourism Based on the Livelihoods of Ethnic Minorities: An Ethnographic Study of Cham Villages in Vietnam
Presentation No.44 14:30-14:55	Presenter: Liang-Chien Lee, I-Shou University Title: Challenges and Response Strategies Faced by International Tourists Visiting Taiwan
Presentation No.45 15:00-15:30	Presenter: Jie-Heng Lin, Sheng-Yan Guo, NKUST, Taiwan Title: An Investigation into the Consumer Behavior of Concert Attendees
16:00-16:15	Closing Remarks. Speaker: Dr. Takashi TAKATA, President, Shunan University (Room: Well-Being Square, Building S1)
16:15-16:45	Opinion Exchange Meeting

Session 9 (Room: 524, Building 5. Student Session)

Time	Presenter, Presentation Title
09:00-09:30	Registration
09:30-10:00	Welcome & Opening Remarks. Speaker: Mr. Shinji SAKAMOTO, Member of Yamaguchi Prefectural Assembly (Room: 1125, Building No. 11)
10:00-10:15	Group Photo
10:30-11:55	Chairperson: Kuo-Yi LIN, NKUST
Presentation No.46 10:30-10:55	Presenter: Yi-Mei LIN and Yung-Chuan HUANG, NKUST, Taiwan Title: A Study on the Relationships among Flow Experience, Emotional Connection, Self-Efficacy, and Well-Being: Evidence from Car Camping Tourism
Presentation No.47 (POST) 11:00-11:25	Presenter: Shu-E CHIEN and Yung-Chuan HUANG, NKUST, Taiwan Title: A Study on Health Beliefs, Green Innovation, Green Perceived Value, and Repurchase Intention in the Restaurant Industry
Presentation No.48 (POST) 11:30-11:55	Presenter: Ting-Chun YANG, Jui-Chan HUANG, and Kuo-Yi LIN, NKUST, Taiwan Title: Smart Tourism: Designing Sustainable Travel Experiences through AI and Industrial Engineering
12:05-13:05	Networking Lunch (Room: Student Cafeteria, Building No. 4) Message (online): Dr. Yasuyoshi NISHIDA, Executive Advisor (Japan), Dr. Dae Won KIM, Executive Advisor (Korea).
13:15-13:45	Distinguished Service Award Ceremony Awarder: Dr. Hiroshi KATAKAMI (Room: Student Cafeteria, Building No. 4)
16:00-16:15	Closing Remarks. Speaker: Dr. Takashi TAKATA, President, Shunan University (Room: Well-Being Square, Building S1)
16:15-16:45	Opinion Exchange Meeting

● **Schedule of Japanese Highschool Students**

Time	Agenda
09:45-10:15	Registration
10:15-10:25	Group Photo (Room 533-534, Building 5)
10:30-10:55	Give a Presentation
11:00-11:25	Listen to a Presentation, Media Interview (Japan, Korea, Taiwan)
11:30-11:55	Campus Tour (guide: Admissions Office, Shunan University)
12:05-13:05	Networking Lunch (Room: Student Cafeteria, Building No. 4) e.g. Exchange of opinions on international exchange between Japanese high schools and Taiwanese universities