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Fukuoka, Japan | March 18-21, 2024

PRESENTATION AND PUBLICATION ACCEPTANCE LETTER

(For Publication and Presentation)

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Wednesday, February 21, 2024

To Neng Susi Susilawati Sugiana, Ratih Hurriyati, Puspo Dewi Dirgantari, Bertha Musty, Andy Victor Pakpahan, Deden Sofyan Hamdani and Muhtarudin Muhtarudin, Universitas Pendidikan Indonesia, Indonesia;

Dear **Neng Susi Susilawati Sugiana, Ratih Hurriyati, Puspo Dewi Dirgantari, Bertha Musty, Andy Victor Pakpahan, Deden Sofyan Hamdani and Muhtarudin Muhtarudin,**

Thanks for your submission to the **The 2024 15th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E 2024, Face to Face Conference).** According to the recommendations of the reviewers and the Technical Committees, we are pleased to inform you that your paper identified below has been accepted for **publication and presentation** after a double-blinded peer-review process. You are cordially invited to present your work orally at IC4E 2024, which will be held onsite during **March 18-21, 2024 in Fukuoka, Japan.**

Paper ID: **TB1255**

Paper Title: **Future-Forward Governance: Catalyzing Public Excellence via E-Public Engagement in Smart City Innovations**

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"Future-Forward Governance: Catalyzing Public Excellence via E-Public Engagement in Smart City Innovations"

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This research aims to investigate the impact and effectiveness of implementing the E-PUBLIC Engagement model in designing innovations in public services within the context of a Smart City. The research employs a quantitative approach, collecting data through online surveys involving participants such as city residents, government officials, and relevant stakeholders. The obtained data will be statistically analyzed to measure the levels of engagement, satisfaction, and the positive impact of implemented public service innovations. The uniqueness of this research lies in its holistic approach to E-PUBLIC Engagement implementation, which not only measures participation levels but also evaluates its impact on the improvement of public services and the strengthening of community engagement. The study is expected to provide in-depth insights into the dynamics of interactions between the government and the community in the Smart City environment. Implications of this research include policy recommendations for city governments to enhance the effectiveness of public services through the utilization of E-Public Engagement technology. The findings can also serve as a foundation for governments and other stakeholders in designing more efficient and innovation-oriented community engagement strategies in the future. Thus, this research has the potential to make a significant contribution to the development of adaptive and responsive governance models in the era of Smart Cities.

Keywords:

1 INTRODUCTION

Cities worldwide are increasingly integrating technology to enhance the quality of life for their residents and optimize public services. The implementation of the Smart City concept has become a growing trend, where information and communication technology is utilized to improve efficiency, sustainability, and community engagement in various aspects of urban life. In this context, E-Public Engagement, or public engagement through electronic platforms, becomes a crucial pillar for creating inclusive and responsive governance to meet the needs of the community. Although numerous studies have explored the concepts of Smart Cities and public engagement, there is still limited research specifically focusing on innovation in public services through the utilization of E-PUBLIC Engagement models. Indonesia, as a developing country experiencing rapid urbanization, faces unique challenges in providing effective and responsive public services. Therefore, an innovative approach is needed to ensure that public services can meet the highest quality standards.

Currently, there is a knowledge gap that needs to be addressed regarding the implementation of E-Public Engagement models in innovative public service delivery in Smart Cities, particularly in Indonesia. Some previous

studies have highlighted the application of technology in public services or community engagement strategies but have been limited in fully exploring the potential of E-Public Engagement models. A deeper understanding is required of how this model can effectively enhance interactions between the government and the community to create innovative and relevant public services. Indonesia, with its large population and diverse socio-economic backgrounds, faces unique challenges in providing public services. The rapidly increasing urbanization rate puts additional pressure on city governments to deliver quality services. On the other hand, the development of information technology in Indonesia has shown significant growth, creating substantial opportunities to improve public services through digital innovation. However, it is important to acknowledge that the implementation of technology in the public sector does not always proceed smoothly. Challenges such as limited access to technology for some segments of the population, data security concerns, and immature policies can hinder the successful implementation of E-PUBLIC Engagement models. Therefore, this research will attempt to fill knowledge gaps by delving deeper into these aspects and seeking solutions adaptable by city governments in Indonesia. By understanding the unique conditions in Indonesia and exploring E-Public Engagement models in the context of Smart Cities, this research is expected to provide valuable insights for policymakers, practitioners, and academics. Focusing on innovation in public services, this study has the potential to offer fresh perspectives on improving the quality of urban life in Indonesia while contributing to the development of Smart City governance theories and practices globally. here are four succinct and clear problem statements based on the provided background:

1. How can the implementation of Electronic Public Engagement models enhance innovation in public service delivery in Smart Cities, particularly in Indonesia?
2. How is the relationship between E-Public Engagement and E-Governance based on questionnaire results and statistical calculations?
3. How can Electronic Public Engagement models strengthen interactions between government and citizens to create more responsive and inclusive public services?
4. What contribution does this research make in providing new insights into the development of Smart City governance in Indonesia and globally, especially in the context of improving urban quality of life?

1.1 Innovations on Smart City.

Smart City has become a prominent concept, drawing attention for its role in advancing sustainable urban development and leveraging technology to enhance the well-being of urban residents. Caragliu, Del Bo, and Nijkamp (2009) define a Smart City as one that employs digital technologies and information and communication technologies (ICT) to improve performance, reduce costs, engage more effectively with citizens, and enhance overall quality of life[1]. contribute to this definition by characterizing Smart Cities across six dimensions: Smart Economy, Smart Governance, Smart Mobility, Smart Environment, Smart People, and Smart Living, covering diverse aspects of urban life from economic activities to environmental sustainability[2], [3], [4].

Within the realm of Smart City innovations, underscore the pivotal role of innovation in fostering sustainable urban environments. They posit that Smart City innovations involve the integration of digital technologies with the goal of enhancing urban services, infrastructure, and overall quality of life for citizens. Extends this discourse by introducing the concept of “Innovation Ecosystems” within Smart Cities, emphasizing the interconnectedness of stakeholders—government, businesses, academia, and citizens—in driving and benefiting from urban innovations. stress the citizen-centric nature of Smart City innovations, asserting that prioritizing citizen engagement through technology is essential for the success of Smart City initiatives, leading to more responsive and inclusive urban governance[2], [5]. further expands this perspective by introducing the notion of “intelligent governance,” highlighting the use of information and communication technologies to empower citizens in actively participating in decision-making processes. In summary, Smart City innovations encapsulate a wide range of technological advancements aimed at improving urban living, with a strong emphasis on citizen engagement, sustainability, and the integration of various dimensions for truly innovative and inclusive urban spaces.

1.2 Technology-Driven Governance Concept.

Concept of technology-driven governance, many experts acknowledge the significance of implementing information technology to enhance the quality of public services and government efficiency., e-government or electronic

governance is the utilization of information and communication technology (ICT) to improve government efficiency, effectiveness, transparency, and accountability. Fountain also emphasizes that the implementation of e-government can enhance the relationship between the government and the public, open access to information, and expedite decision-making processes[6], [7], [8].

1.3 E-Behaviour

The Theory of Planned Behavior (TPB) provides a relevant conceptual framework for understanding E-Behavior in the context of e-government. According to TPB, individual behavior in adopting electronic government services is predicted by their intention, which is influenced by three main factors: attitude toward the behavior, subjective norm or individual perceptions of expectations from significant others, and perceived behavioral control. In the context of e-government, a positive attitude toward the use of electronic services, positive influence from social groups or family, and an individual's perception of the ease of use and usefulness of such services can strengthen the intention to adopt E-Behavior[9], [10]. The integration of TPB can offer significant insights into designing more effective strategies to encourage and understand user behavior in adopting electronic government services. Reference: Ajzen, I. (1991). The Theory of Planned Behavior.*Organizational Behavior and Human Decision Processes*.

1.4 Model E-Public Engagement.

In the context of the E-Public Engagement model, West introduces the concept of "e-participation" as a form of community involvement through digital platforms. E-participation encompasses the use of technology to facilitate citizen participation in decision-making processes and policy planning[11], [12]. West emphasizes that e-participation goes beyond providing information to the public; it also creates a two-way channel for dialogue and input. Thus, E-Public Engagement can be seen as an evolution of the more interactive and inclusive concept of e-government.

Connected to the concept of e-management, Dubois and Gadde (2002) state that e-management involves the use of information technology to enhance the efficiency of management processes in the public sector. They underscore the importance of integrating information systems to improve coordination, communication, and collaboration within government organizations. By leveraging e-management, governments can be more effective in planning, implementing, and evaluating policies and public services. By combining the concepts of e-government and e-management, governments can create an ecosystem that is more responsive to the needs of the community, enhancing citizen participation and optimizing resource utilization through efficient management processes[13], [14], [15]. Overall, the integration of e-government and e-management can form a solid foundation for technology-driven governance that achieves sustainable development goals.

2 METHODE

Display The research method that can be used to analyze the influence of E-Public Engagement characteristics on the existence of e-governance in the context of a Smart City is statistical regression analysis. The sample will be drawn from a relevant population, specifically residents of three cities in Indonesia designated as Smart Cities. A random sampling approach will be employed, and data will be collected through a questionnaire. To calculate the sample from a population of 17.2 million consisting of the residents of Jakarta, Semarang, and Bali, several things need to be considered. Thus, the sample calculation should take into account the population distribution of the three cities. The research stages:

1. **Formulating the Research Problem**: Determining the research objectives and formulate a specific research problem related to the influence of E-Public Engagement characteristics on the existence of e-governance in the context of a Smart City.
2. **Literature Review**: A literature review to understand existing knowledge about E-Public Engagement, e-governance, Smart City, and relevant analysis methods such as statistical regression.
3. **Designing the Research Framework**: Establish the conceptual framework of the research, the variables to be studied, and the relationships between variables. Develop research hypotheses for using regression analysis.

4. **Sampling Selection**: Calculate the required sample size to achieve the desired accuracy in the study. Apply a random sampling approach to select respondents from the target population, namely residents of Jakarta, Semarang, and Bali.
5. **Development of Research Instruments**: Design a questionnaire to collect data on E-Public Engagement characteristics and perceptions of e-governance from respondents. Ensure that the questionnaire has adequate validity and reliability.
6. **Data Collection**: Collect data from the selected respondents using the prepared questionnaire. Ensure that the data collection process is carried out carefully and follows the established procedures.
7. **Data Analysis**: Utilize statistical regression analysis to evaluate the relationship between E-Public Engagement characteristics and the existence of e-governance in the context of a Smart City. This analysis will help identify whether there is a significant influence of E-Public Engagement characteristics on e-governance.
8. **Interpretation of Results**: Interpret the results of the data analysis and assess the research hypotheses. Discuss the implications of the findings for theory and practice in the field of E-Public Engagement and e-governance.
9. **Preparation of Research Report**: Present the research findings in a systematic and clear report. The report should cover all research stages, methodology, results, and conclusions supported by data.

The objective is to obtain responses from 93 participants, following a research model as outlined below

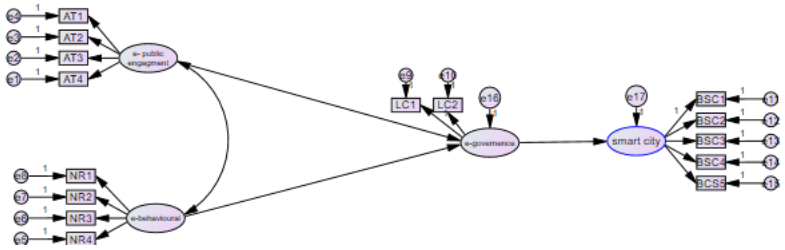

Figure 1: Model depicts the relationship between the variables of E-Public Engagement, E-Behavioral, E-Governance, and Smart City

1. **Hypothesis on the Influence of E-Public Engagement on E-Governance:**
   - H0: There is no significant influence between the level of E-Public Engagement and the level of E-Governance in a Smart City.
   - H1: There is a significant influence between the level of E-Public Engagement and the level of E-Governance in a Smart City.
2. **Hypothesis on the Influence of E-Behavioral on E-Governance:**
   - H0: There is no significant influence between the level of E-Behavioral and the level of E-Governance in a Smart City.
   - H1: There is a significant influence between the level of E-Behavioral and the level of E-Governance in a Smart City.
3. **Hypothesis on the Influence of E-Governance on Smart City:**
   - H0: There is no significant influence between the level of E-Governance and the status of being a Smart City.
   - H1: There is a significant influence between the level of E-Governance and the status of being a Smart City.
4. **Hypothesis on the Influence of E-Public Engagement on Smart City (through E-Governance):**
   - H0: There is no significant influence between the level of E-Public Engagement and the status of being a Smart City, mediated by the influence of E-Governance.
   - H1: There is a significant influence between the level of E-Public Engagement and the status of being a Smart City, mediated by the influence of E-Governance.

The testing for the hypotheses will be carried out through statistical tools. Statistical analysis, such as regression analysis, will be employed to examine the relationships and determine the significance of the variables. Utilizing these statistical tools will provide a robust method for assessing the proposed associations between E-Public Engagement, E-Behavioral, E-Governance, and the status of being a Smart City. The results obtained from these statistical tests will offer valuable insights into the strength and significance of the identified influences, contributing to a comprehensive understanding of the dynamics within the studied framework.

3 RESULTS AND DISCUSSION

The empirical findings provide a comprehensive analysis of the dynamic relationships among E-Public Engagement, E-Behavioral, E-Governance, and the status as a Smart City within the Indonesian context. This research employs statistical regression analysis with a sample of 93 randomly selected residents from three cities in Indonesia designated as Smart Cities. Hypotheses regarding the influence of E-Public Engagement and E-Behavioral on E-Governance, the impact of E-Governance on the status of being a Smart City, and the influence of E-Public Engagement on the Smart City status through E-Governance will be scrutinized. The complex depiction of these relationships is defined, providing a profound understanding of the key factors contributing to Smart City development and explaining the interactions among citizen engagement, behavioral patterns, governance effectiveness, and the overall concept of a Smart City.

With a regression coefficient value between E-Public Engagement and E-Governance of 1.27, and a t-table value at a significance level of 0.05 of 1.96 (assumed for a significance level of 5% with relevant degrees of freedom), we can interpret the results as follows: The regression coefficient (1.27) is greater than the t-table value (1.96) at a significance level of 0.05, then the relationship between E-Public Engagement and E-Governance is considered statistically significant. This indicates that there is a significant relationship between E-Public Engagement and E-Governance at a significance level of 0.05. In conclude that changes in the E-Public Engagement variable significantly contribute to changes in the E-Governance variable. In other words, the level of public involvement in electronic governance processes (e-governance) has a significant impact on Smart City advancement in the observed context. Therefore, if the regression coefficient value (1.27) is greater than the t-table value (1.96) at a significance level of 0.05, the interpretation is that the relationship between E-Public Engagement and E-Governance is statistically significant.

Indicating a strong positive relationship between the two variables. The correlation ranges from -1 to 1, where 1 signifies a perfect positive relationship, 0 indicates no relationship, and -1 denotes a perfect negative relationship. In this case, the value of 0.67 suggests that as the level of E-Public Engagement increases, the level of E-Governance also tends to increase, and vice versa. In conclusion, with the acceptance of all alternative hypotheses (H1), it can be concluded that there is a significant positive influence between the level of public engagement (E-Public Engagement) and electronic behavior (E-Behavioral) with electronic governance (E-Governance) in the context of a Smart City. The higher the level of public engagement and electronic behavior, the better the electronic governance of the smart city. Furthermore, the analysis also indicates that effective electronic governance significantly contributes to a city's status as a Smart City. Thus, public engagement and electronic behavior can be considered key factors driving progress towards the Smart City concept, with electronic governance as a crucial mediator in this relationship. In the context of this research, the focus is on the relationship between digitized public engagement behavior (E-Public Engagement) and the presence of e-governance. Therefore, this linear regression value indicates that when digitized public engagement behavior increases by one unit, the presence of e-governance is estimated to increase by approximately 4.25 units, assuming that the relationship is linear and statistically significant

Furthermore, the correlation coefficient between E-Behavioral and E-Governance is 0.54, indicating a positive relationship between the two variables, though with a moderate strength. A correlation of 0.54 implies that as the level of E-Behavioral increases, the level of E-Governance also tends to increase, but the correlation is not as strong as the relationship between E-Public Engagement and E-Governance. In other words, a positive correlation is observed. This table 1. Provides an overview of the percentage of community readiness in using E-Public facilities and infrastructure, with a sample size of 94 respondents for each category. With this sample size, it can be observed that approximately 70% of respondents in the E-Public category show readiness to adopt electronic government services. On the other hand, the Anti-E-Public category has a lower readiness percentage, approximately 33.3%. This interpretation is based on the responses from the samples taken from each category.

Table 1. Overview Of The Percentage Of Community Readiness

No.	Category	Sample Size	E-Public Percentage
1	E-Public	93	70%
2	Anti-E-Public	93	33.3%

Community participation in decision-making processes and government services through electronic or online platforms can reflect the level of readiness or acceptance of technological innovation. The E-Public category (70%) with a high readiness percentage can be interpreted as an indication that the majority of respondents in this category have the readiness and willingness to adopt electronic government services, related to the Technology Adoption Theory. This theory supports the understanding that technology adoption depends on factors such as perceived benefits, ease of use, and trust.

On the other hand, the Anti-E-Public category (33.3%) with a lower readiness percentage may indicate barriers or dissent to the use of electronic government services. Similar to the Resistance to Change Theory, this lower readiness percentage suggests that some respondents may experience discomfort or concerns about the changes brought about by the adoption of new technology[16], [17], [18]. Understanding the community's response to electronic government services allows authorities to identify areas for improvement or more effective approaches to enhance technology adoption among the public. Alignment with relevant theories provides a deeper insight into the factors influencing readiness and technology adoption within society.

In three major cities, aligning E-Public Engagement with E-Governance poses significant challenges that require attention and innovative solutions. Firstly, while there is a growing trend towards implementing technology for enhancing public services in Smart Cities, ensuring seamless integration between E-Public Engagement and E-Governance remains a formidable task. The diverse socio-economic backgrounds and rapid urbanization in these cities exacerbate the complexity of this challenge, as city governments must cater to the needs of a large and heterogeneous population while striving for inclusivity and responsiveness in governance. Secondly, Indonesia's unique context presents additional hurdles in achieving harmony between E-Public Engagement and E-Governance. Despite the substantial growth in information technology, there are persistent issues such as limited access to technology among certain segments of the population and concerns regarding data security. Moreover, immature policies and regulations further complicate the implementation of E-Public Engagement models. These challenges underscore the necessity for innovative approaches tailored to the specific circumstances of each city, emphasizing the importance of comprehensive research and collaboration between policymakers, practitioners, and academics to address them effectively.

To implement this research, strong policies and regulations are required to manage human behavior within a Smart City that prioritizes an emotional approach. This approach aims to enhance public engagement with e-government facilities.

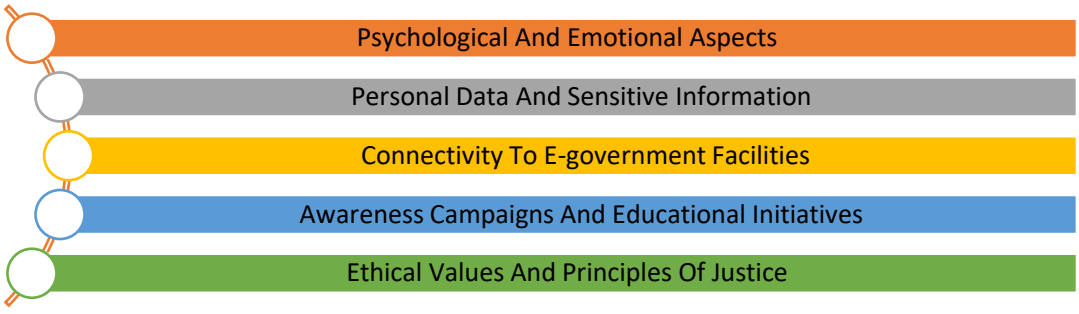

Figure 2. The important aspects of implementation for enhancing public engagement.

Firstly, policies considering psychological and emotional aspects in the design and development of e-government facilities are needed. This involves providing user-friendly services that accommodate users' emotional needs, thus facilitating interaction and community engagement.

Secondly, clear regulations need to be established to ensure that personal data and sensitive information of the public are processed and stored securely and ethically. This is crucial for building public trust in the e-government system, making them feel comfortable and secure in interacting with the platform.

Furthermore, policies supporting the development of adequate information and communication technology (ICT) infrastructure are necessary to facilitate community access and connectivity to e-government facilities. This may include providing widespread and quality internet access as well as digital skills training for the public to effectively use e-government services. Additionally, efforts should be made to raise public awareness about the benefits and importance of participating in e-government services. This can be achieved through awareness campaigns and educational initiatives that emphasize an emotional approach to building emotional bonds and community engagement with e-government facilities.

The policies and regulations implemented should align with ethical values and principles of justice, while also considering individual rights in the use of technology and e-government services. Thus, a well-rounded e-government system can be created that is not only technically efficient but also considers humane and emotional aspects in the interaction between government and society in the context of a Smart City.

4 CONCLUSSION

From the data analysis, it is evident that the level of community readiness for electronic government services (E-Public Engagement) in Indonesia, particularly in smart cities, varies. While the E-Public category shows a high readiness level (70%), the Anti-E-Public category exhibits a lower readiness level (33.3%). Factors such as perceived benefits, ease of use, and trust in technology can influence the adoption of electronic government services.

To improve E-Public Engagement, here are several recommendations: Firstly, there is a need to raise awareness among the public through informative campaigns. Communicate the benefits of electronic government services and enhance public understanding of the advantages, user-friendliness, and transparency offered. Secondly, efforts should be made to enhance the technological skills of the public. Provide training and technical support so that the community can become more proficient in utilizing electronic government services. Furthermore, ensure that electronic government services are easily accessible to all layers of society, including those who may have limited technology access. Enhance the security and privacy features of electronic government services as a step towards building public trust in technology usage. Additionally, collaboration with the private sector can be an effective strategy for developing innovative technological solutions that support the needs of the community. Conduct periodic monitoring and evaluation of the adoption of electronic government services. Evaluation results can be used for continuous improvement and enhancement. Lastly, involve the community in the development process of electronic government services to ensure that the services align with their needs and expectations. By implementing these recommendations, it is anticipated that E-Public Engagement in Indonesia, particularly in smart cities, will increase, fostering a more responsive ecosystem to community needs.

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TABLE OF CONTENTS

Welcome Address

The 2024 15th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E 2024) and the 9th International Conference on Marketing, Business and Trade (ICMBT 2024) is organized by Kyushu University and technical supported by Purdue University Northwest, USA, University of Wales Trinity St David, UK, De La Salle University-Manila, Philippines, China West Normal University, China, Bulacan State University, Philippines and Prince Sultan University, Saudi Arabic.

You are invited to join in the conference and contribute to the open learning environment of the event. The conference focuses on the trending, highly popular but extremely challenging areas from our plenary, keynote and invited speakers of leading scientists and a variety of authors around the world. The outcome of our deliberations will play a crucial role in progress achieved in these areas.

IC4E and ICMBT bring together researchers looking for conversations opportunities that cross the traditional discipline boundaries and allows them to resolve multidisciplinary challenging problems. It is the clear intent of the conference to offer excellent mentoring opportunities to participants. Whether you want to share the findings of your latest research with the international group of peers or learning from fellow researchers, scientists, and scholars, we can't wait to see you in Fukuoka! Keynote addresses, invited speeches, oral, online and poster sessions are included in the conference technical program that will feature state-of-the-art contributions in those fields.

The conference lasts four days highlighting with:

Keynote speeches by

- Prof. Elliot Soloway, University of Michigan, USA
- Prof. Cathie Norris, University of Michigan, USA (co-present)
- Prof. Kuan-Chou Chen, Purdue University Northwest, USA
- Assoc. Prof. Mitsunori Hirogaki, Kyushu University, Japan

Invited speeches by

- Assoc. Prof. Haithem Zourrig, Kent State University, USA
- Prof. Maricar S. Prudente, De La Salle University, Philippines
- Senior Lecturer Dr. Qingqing Xing, The Hong Kong University of Science and Technology (Guangzhou), China
- Dr. Shahid Anjum, Universiti Teknologi Brunei, Brunei
- Prof. Shan Wang, University of Saskatchewan, Canada
- Assoc. Prof. Fatima Azmi, Prince Sultan University, Saudi Arabia

Furthermore, there will be over 120 oral presentations divided into 12 parallel sessions, one poster session and 4 online sessions, in which presenters will discuss latest researches from all the aspects of E-Education, E-Business, E-Management and E-Learning.

Special thanks are extended to our program committee members for their thorough reviews of all the submissions, which are vital to the success of the conference, and to the members in the organizing committee who had dedicated their time and efforts in planning, promoting, organizing and helping the conference.

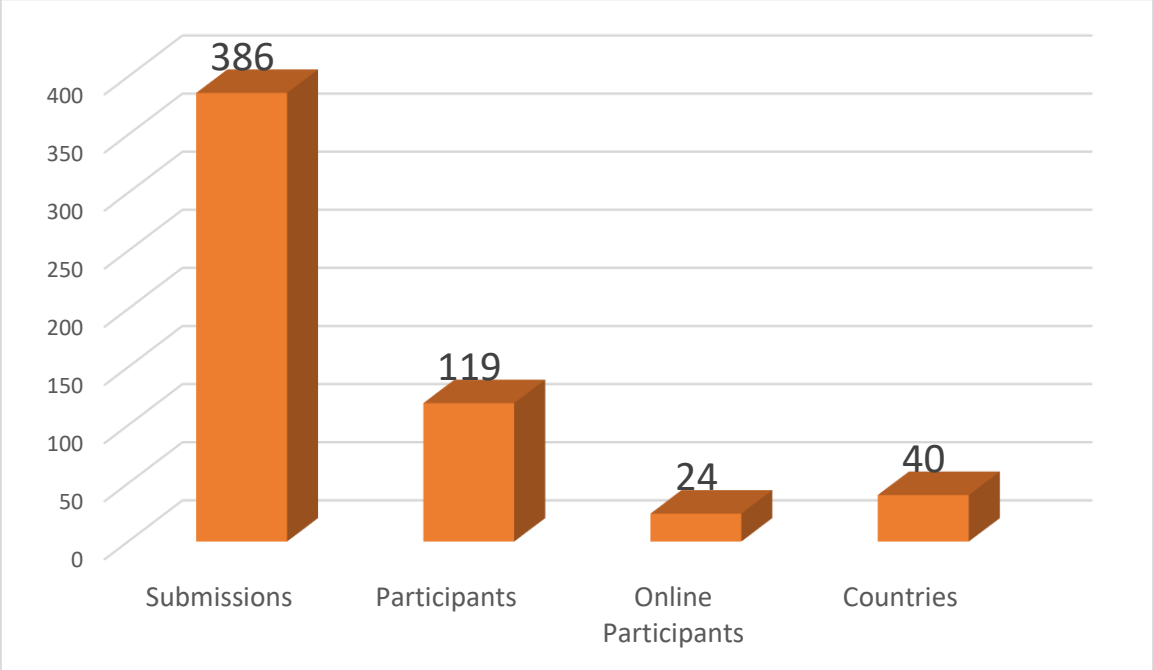
Last but not least, our special thanks go to speakers as well as all the authors for contributing their latest research to the conference.

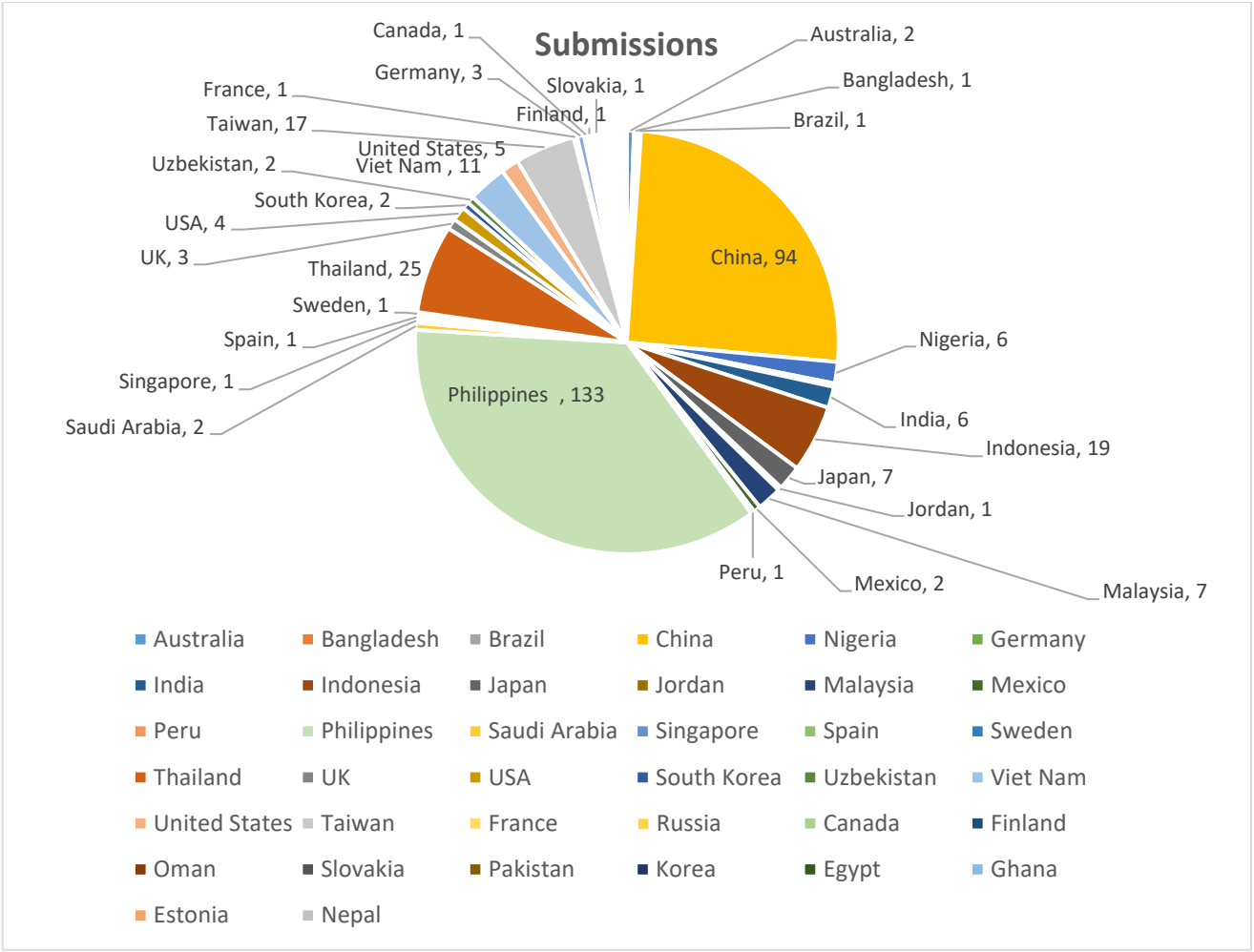
We hope that all participants and other interested readers benefit from and enjoy the presentations and proceedings and also find it stimulating in this process.

IC4E 2024 & ICMBT 2024
Conference Committee

Conference Data

We appreciate your attention and support for Fukuoka Conference 2024. We are pleased to announce that the event has received more than 380 submissions and attracted over 120 participants from 40 countries this year.

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Taiwan, 17
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Thailand, 25
Sweden, 1
Spain, 1
Singapore, 1
Saudi Arabia, 2
Slovakia, 1
Finland, 1
Australia, 2
Bangladesh, 1
Brazil, 1
China, 94
Nigeria, 6
India, 6
Indonesia, 19
Japan, 7
Jordan, 1
Malaysia, 7
Mexico, 2
Peru, 1
Philippines , 133
Australia
Bangladesh
Brazil
China
Nigeria
Germany
India
Indonesia
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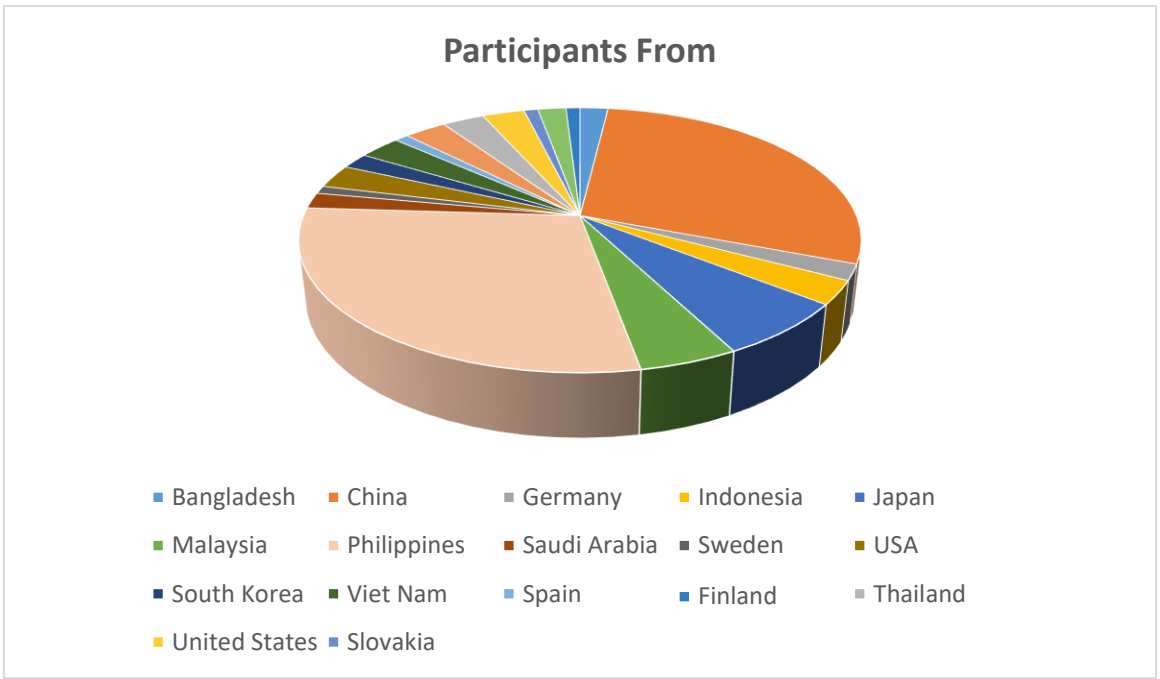
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Conference Venue

2-16-23 Nishijin, Sawara-ku, Fukuoka-shi, Fukuoka-ken, 814-0002, Japan

◆ Getting to Nishijin Plaza

- **From Fukuoka Airport:** Take the subway bound for Meinohama Station (approx. 20 minutes)
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◆ Floor plan of the venue

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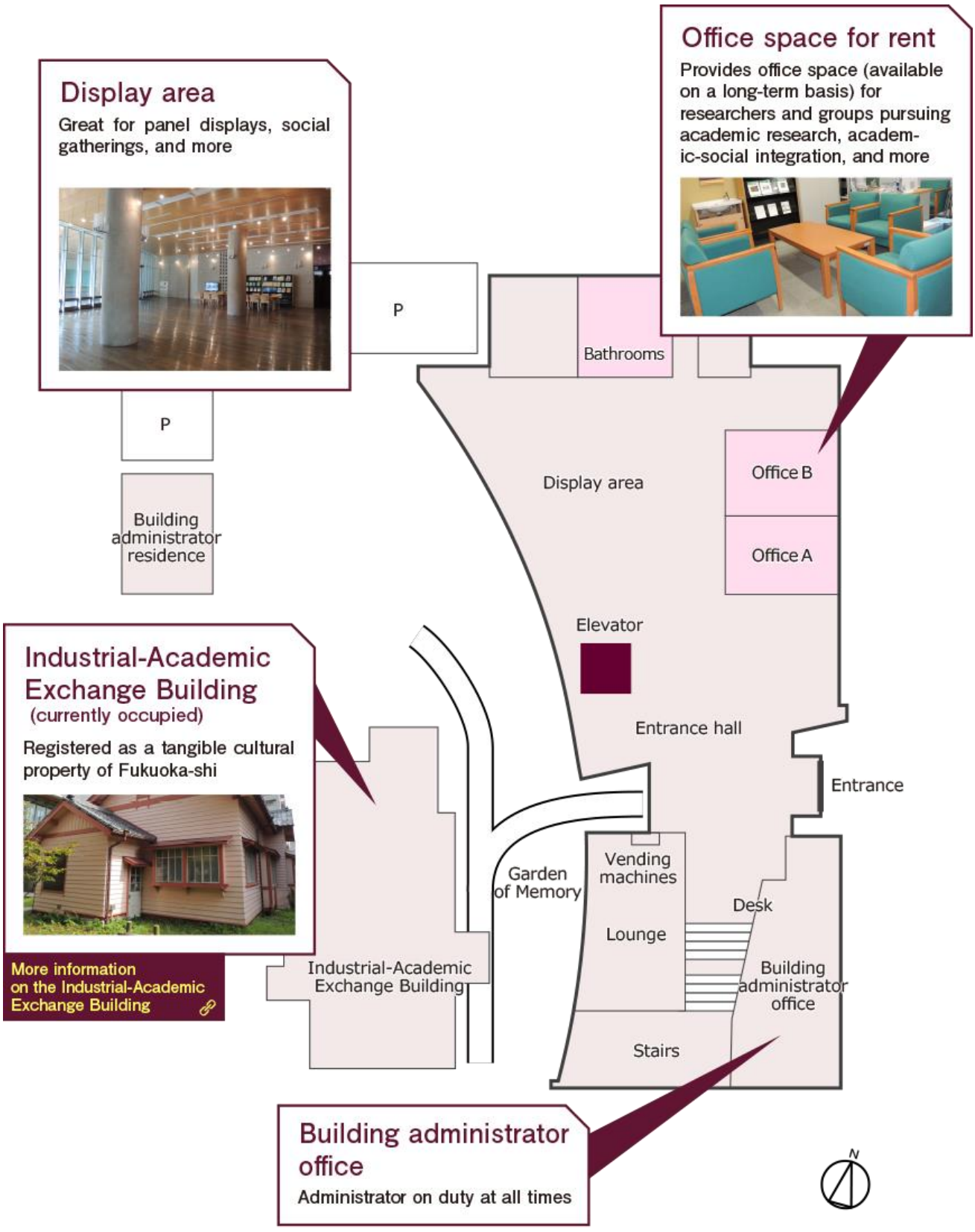

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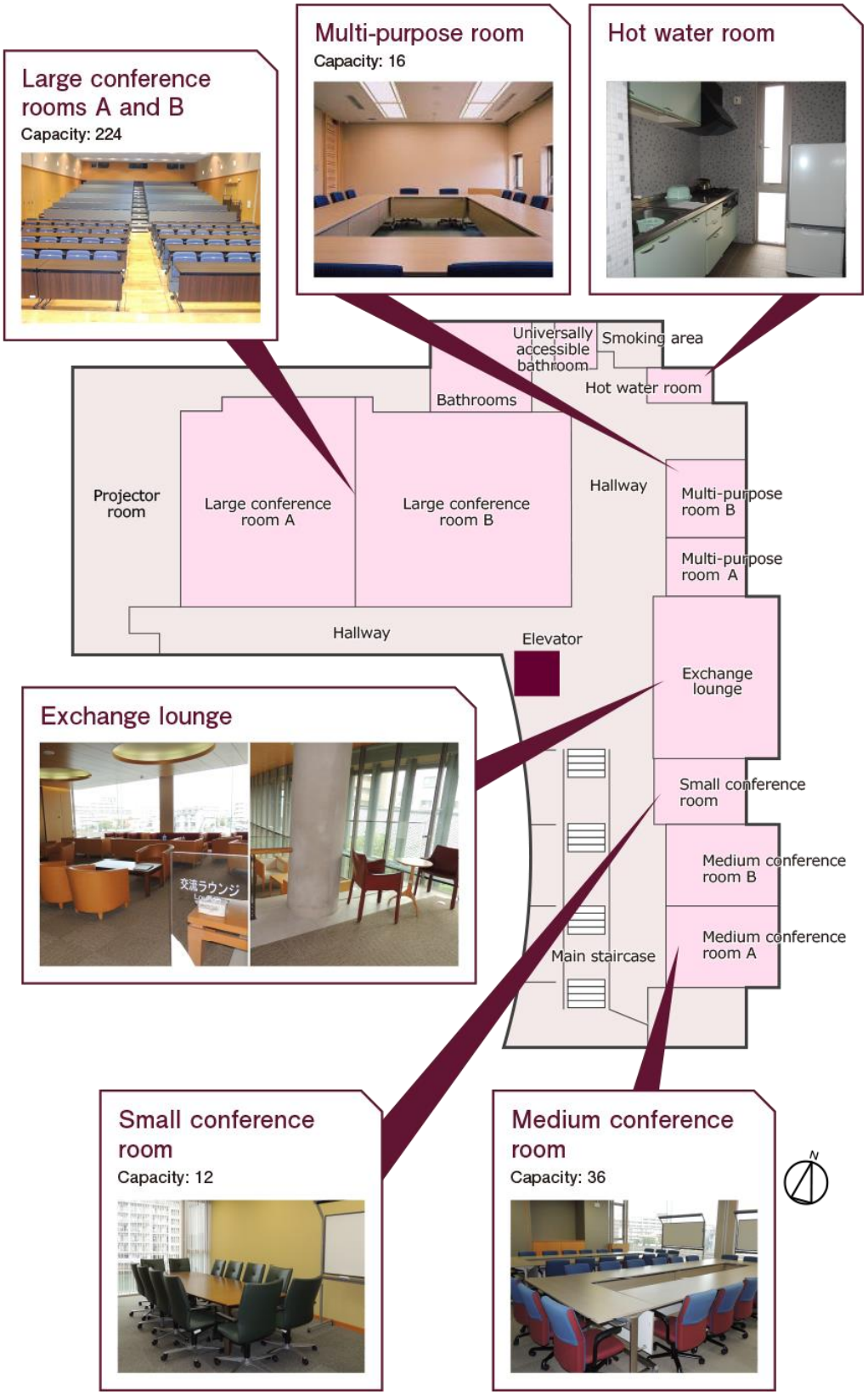
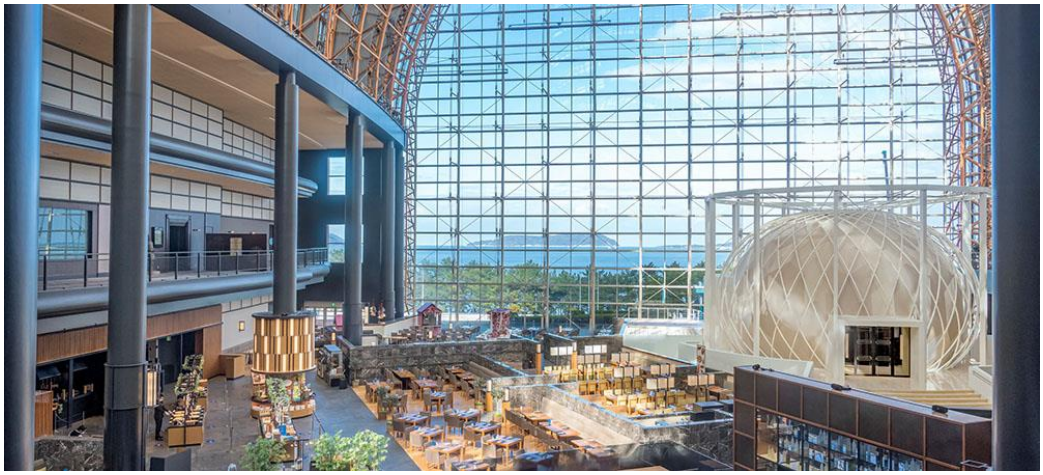


Dinner Venue



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- Please offer your coupons when dining.
- Part of meals will fit Vege-Halal Diet, hotel staff will introduce if you need.
- Dinner Time: 19: 00-21:00

◆ **Fukuoka Weather** (For reference only)

日時	天気	気温		降水確率	降水量
03月16日(土)	 晴のち雨	20℃	6℃	70%	1mm
03月17日(日)	 雨時々曇	15℃	11℃	90%	20mm
03月18日(月)	 晴	14℃	10℃	20%	0mm
03月19日(火)	 晴	17℃	5℃	20%	0mm
03月20日(水)	 晴	13℃	7℃	40%	0mm
03月21日(木)	 晴	14℃	8℃	10%	0mm
03月22日(金)	 晴時々曇	16℃	4℃	40%	0mm

Conference Schedule

Conference Date

- **March 18-21, 2024**
- Mar. 18: Registration (Conference Materials Collection); Welcome Reception
- Mar. 19: Opening Ceremony; Conference Speeches; Parallel Sessions
- Mar. 20: Parallel Sessions
- Mar. 21: Online Parallel Sessions& City Tour

18 March | GMT+9		
Time	**Event**	**Venue**
10:00-12:00	Online Testing	Zoom ID: 896 5979 2888 Password: Fukuoka
10:00-12:00	Registration	Display Area (1F)
14:00-16:00	Registration	
18:00-20:00	Welcome Reception	

19 March | GMT+9		
Time	**Event**	**Venue**
9:00-9:05	Opening Remarks	Room AB (2F)
9:05-9:10	Welcome Address	
9:10-9:40	Award Ceremony	
9:40-10:00	Coffee Break & Group Photo	
10:00-10:40	Keynote Speech 1 (Online)	Room AB (2F) Zoom ID: 896 5979 2888 Password: Fukuoka
10:40-11:20	Keynote Speech 2	Room AB (2F)
11:20-12:00	Keynote Speech 3	
12:00-13:30	Lunch	Display Area (1F)
13:30-14:00	Invited Speech 1	Room AB (2F)
	Invited Speech 2	Medium conference room (2F)

14:00-14:30	Invited Speech 3	Room AB (2F)
	Invited Speech 4	Medium conference room (2F)
14:30-15:00	Invited Speech 5	Room AB (2F)
	Invited Speech 6 (Online)	Medium conference room (2F) Zoom ID: 896 5979 2888 Password: Fukuoka
15:00-15:20	Coffee Break	Display Area (1F)
15:20-16:20	Technical Session 1	Room AB (2F)
	Technical Session 2	Medium conference room (2F)
	Technical Session 3	Multi-purpose room (2F)
16:20-16:45	Break Time	
16:45-18:00	Technical Session 1	Room AB (2F)
	Technical Session 2	Medium conference room (2F)
	Technical Session 3	Multi-purpose room (2F)
Poster Session		Display Area (1F)
19:00-21:00	Dinner (International Buffet)	Hilton Fukuoka Sea Hawk

20 March | GMT+9		
Time	**Event**	**Venue**
9:30-10:30	Technical Session 4	Room AB (2F)
	Technical Session 5	Medium conference room (2F)
	Technical Session 6	Multi-purpose room (2F)
10:30-10:45	Coffee Break Time	
10:45-12:00	Technical Session 4	Room AB (2F)
	Technical Session 5	Medium conference room (2F)
	Technical Session 6	Multi-purpose room (2F)
12:00-13:30	Lunch	Display Area (1F)
13:30-15:30	Technical Session 7	Room AB (2F)
	Technical Session 8	Medium conference room (2F)
	Technical Session 9	Multi-purpose room (2F)
15:30-16:00	Coffee Break	Display Area (1F)

16:00-18:00	Technical Session 10	Room AB (2F)
	Technical Session 11	Medium conference room (2F)
	Technical Session 12	Multi-purpose room (2F)
19:00-21:00	Dinner (International Buffet)	Hilton Fukuoka Sea Hawk

21 March | GMT+9		
Time	**Event**	**Venue**
10:00-12:00	Online Session 1	Zoom ID: 896 5979 2888 Password: Fukuoka
	Online Session 2	Zoom ID: 817 7738 4396 Password: Fukuoka
12:00-14:00	**Lunch Break**	
14:00-15:30	Online Session 3	Zoom ID: 896 5979 2888 Password: Fukuoka
16:00-17:30	Online Session 4	Zoom ID: 896 5979 2888 Password: Fukuoka

Guidelines of Onsite Sessions

Oral Presentation

- Each presentation will last for 15 minutes. Please arrange your time appropriately. You will be given 12 minutes to present your work and 3 minutes to answer questions from the chairs and audience.
- Please attend 15mins before the sessions start. Your punctual arrival and active involvement in each session will be highly appreciated.
- Get your presentation Slides or PDF files prepared and backed up.
- Laptops, projector & screen, laser sticks will be provided by the conference organizer.

Dress Code

- Please wear formal clothes or clothing with ethnic characteristics.

Important Notes

- **Please take care of your belongings during the conference. The conference organizer does not assume any responsibility for the loss of personal belongings of the participants.**
- Please wear your participation badge during the conference. There will be NO access for people without a badge. NEVER discard your badge at will.
- Accommodation is not provided. Delegates are suggested make early reservation.
- Please show the badge and meal coupons when dining.
- Please mute your phone and keep quiet during the conference.

Guidelines of Poster Session

Poster Requirement

- Please submit your poster with correct size to conference secretary (A1 size). If you cannot submit before appointed date, please take to the conference yourself.
- (A1 size is a paper size that measures 594 x 841 millimeters or 23.4 x 33.1 inches)
- You will have 8 minutes to present your poster accordingly and 2 minutes for questions from the poster chair.

Guidelines of Online Sessions

Time Zone

- **Mar. 18th (Japanese Standard Time - GMT+9)**
- Please set up the alarm to remind yourself for the real-time test and presentation.
- Join the Test Session before the Formal Session
- Date: 10:00-12:00 | Mar. 18, 2024
- Prior to the formal meeting, presenters shall join the test room to ensure everything is on the right track. Please check your test time in this program. Please mute when you enter the zoom.

ZOOM ID

- Online Session Test (Find the details in Agenda Overview)
- General Users Download: https://zoom.us/
- Zoom information:
- Room: 896 5979 2888 Password: Fukuoka
- https://us02web.zoom.us/j/89659792888
- Room: 817 7738 4396 (Only for online session 2) Password: Fukuoka
- https://us02web.zoom.us/j/81777384396

Equipment & Environment Needed

- A computer with internet connection and camera
- Headphones
- Quiet Location
- Stable internet connection
- Proper lighting and background

Language

- Please make presentation in English. Please feel free to discuss in English or during Q&A.

Presentation Recording and Broadcasting

- The photograph(s) or video or audio recording(s) will be taken by the conference organizer. It will be used for publication review.
- Do not record other presenters' presentations nor distribute them or share with anyone unless the presenter gives written consent or agrees. Failure to do so will be considered a serious academic violation subject to disciplinary/ lawful action.

Agenda Overview

Day 1 | March 18, 2024 | Monday

Time	Activity	Zoom Info.
10:00-12:00	Online Testing	Zoom ID: 896 5979 2888 Password: Fukuoka

Time	Activity	Venue
10:00-12:00	Sign-in and Conference Kit Collection	Display Area (1F)
12:00-14:00	Break	
14:00-16:00	Sign-in and Conference Kit Collection	Display Area (1F)
18:00-20:00	Welcome Reception	

Day 2 | March 19, 2024 | Tuesday

Time	Activity		Venue
Chaired by Assoc. Prof. Mitsunori Hirogaki, Kyushu University, Japan			
09:00-09:05	Opening Remarks	**Prof. Kuan C. Chen** Purdue University Northwest, USA	Room AB (2F)
09:05-09:10	Welcome Address	**Assoc. Prof. Mitsunori Hirogaki** Kyushu University, Japan	
9:10-9:40	Award Ceremony	**Chair: Prof. Kuan C. Chen** Purdue University Northwest, USA	
9:40-10:00	Break & Group Photo		

10:00-10:40	**Keynote Speech 1 (online)**	**Prof. Elliot Soloway** University of Michigan, USA **Co-Presenter: Prof. Cathie Norris,** University of Michigan, USA **Co-Author: Prof. Anne Tapp,** Saginaw Valley State University, USA; University of Michigan, USA ***Speech Title:*** *Using a Next-Generation Platform, Deeply-Digital Curricula and Digitally-Motivated Pedagogical Practices to Support Today's Alpha Generation Learners*	**Zoom ID: 896 5979 2888 Password: Fukuoka**
10:40-11:20	**Keynote Speech 2**	**Prof. Kuan-Chou Chen** Purdue University Northwest, USA ***Speech Title:*** *Artificial Intelligence in higher education*	**Room AB (2F)**
11:20-12:00	**Keynote Speech 3**	**Assoc. Prof. Mitsunori Hirogaki** Kyushu University, Japan ***Speech Title:*** *Exploring MBA Education Needs: A Pilot Survey for Japanese Company Employees*	
12:00-13:30	**Lunch**		**Display Area (1F)**
13:30-14:00	**Invited Speech 1**	**Assoc. Prof. Haithem Zourrig** Kent State University, USA ***Speech Title:*** *Addressing Diversity, Equity, and Inclusion Challenges in Business Education*	**Room AB (2F)**
	Invited Speech 2	**Dr. Shahid Anjum** Universiti Teknologi Brunei, Brunei ***Speech Title:*** *Generative AI and its Applications in Education & research: A Discussion in Digital Ecosystem Transformation*	**Medium conference room (2F)**
14:00-14:30	**Invited Speech 3**	**Prof. Maricar S. Prudente** De La Salle University, Philippines ***Speech Title:*** *Adaptive, Innovative and Effective Practices in Teaching Science: Experiences from the Philippines*	**Room AB (2F)**
	Invited Speech 4	**Senior Lecturer Qingqing Xing** The Hong Kong University of Science and Technology (Guangzhou), China ***Speech Title:*** *Using AIGC Tools to Facilitate Academic Communication: Experiences from An Interdisciplinary University*	**Medium conference room (2F)**
14:30-15:00	**Invited Speech 5**	**Prof. Shan Wang** University of Saskatchewan, Canada ***Speech Title:*** *Storytelling Short Video Advertising and Narrative Transportation: A Systematic Study of Story Design Elements*	**Room AB (2F)**
	Invited Speech 6 (Online)	**Assoc. Prof. Fatima Azmi** Prince Sultan University, Saudi Arabia ***Speech Title:*** *Mathematics and Science Communication*	**Zoom ID: 896 5979 2888 Password: Fukuoka**

15:00-15:20	Coffee Break		Display Area (1F)
15:20-16:20	Technical Session 1	**Topic:** Multimedia-based Learning and Interactive Learning Resources **Session Chair:** Senior Lecturer Qingqing Xing, The Hong Kong University of Science and Technology (Guangzhou), China	Room AB (2F)
	Technical Session 2	**Topic:** Sharing Economy and Digital Marketing **Session Chair:** Assoc. Prof. Connie Chang, Musashino University, Japan	Medium conference room (2F)
	Technical Session 3	**Topic:** Applied Economics and Financial Management **Session Chair:** Assoc. Prof. Haithem Zourrig. Haithem Zourrig, Kent State University, USA	Multi-purpose room (2F)
16:20-16:45	Break Time		
16:45-18:00	Technical Session 1	**Topic:** Multimedia-based Learning and Interactive Learning Resources **Session Chair:** Senior Lecturer Qingqing Xing, The Hong Kong University of Science and Technology (Guangzhou), China	Room AB (2F)
	Technical Session 2	**Topic:** Sharing Economy and Digital Marketing **Session Chair:** Assoc. Prof. Connie Chang, Musashino University, Japan	Medium conference room (2F)
	Technical Session 3	**Topic:** Applied Economics and Financial Management **Session Chair:** Assoc. Prof. Haithem Zourrig. Haithem Zourrig, Kent State University, USA	Multi-purpose room (2F)
16:00-17:30	Poster Session	**Topic:** E-Education and Consumer Behavior **Poster Chair:** Asst. Prof. Zuzana Schlosserova，Constantine the Philosopher University，Slovakia	Display Area (1F)
19:00-21:00	Dinner (International Buffet)		Hilton Fukuoka Sea Hawk

Day 3 | March 20, 2024 | Wednesday

Time	Activity		Zoom Info.
9:30-10:30	Technical Session 4	**Topic:** Business Informatization and Business Intelligence **Session Chair:** Associate Prof. Imasaki Tsunehide, Bunkyogakuin Univeristy, Japan	Room AB (2F)
	Technical Session 5	**Topic:** E-Government and Social Informatics **Session Chair:** Prof. Jack Wei, University of West Georgia, USA	Medium conference room (2F)
	Technical Session 6	**Topic:** Marketing Management and Consumer Behavior **Session Chair:** Prof. Shan Wang, University of Saskatchewan, Canada	Multi-purpose room (2F)
10:30-10:45	Break Time		
10:45-12:00	Technical Session 4	**Topic:** Business Informatization and Business Intelligence **Session Chair:** Associate Prof. Imasaki Tsunehide, Bunkyogakuin Univeristy, Japan	Room AB (2F)
	Technical Session 5	**Topic:** E-Government and Social Informatics **Session Chair:** Prof. Jack Wei, University of West Georgia, USA	Medium conference room (2F)
	Technical Session 6	**Topic:** Marketing Management and Consumer Behavior **Session Chair:** Prof. Shan Wang, University of Saskatchewan, Canada	Multi-purpose room (2F)
12:00-13:30	Lunch		Display Area (1F)
13:30-15:30	Technical Session 7	**Topic:** E-learning and the Related Students' Perceptions **Session Chair:** Prof. Maricar S. Prudente, De La Salle University-Manila, Philippines	Room AB (2F)
	Technical Session 8	**Topic:** Online Learning and Distance Learning **Session Chair:** Prof. Lydia S. Roleda, De La Salle University, Philippines	Medium conference room (2F)

	Technical Session 9	**Topic:** Digital Teaching and Game-based Learning **Session Chair:** Prof. Mei-Shiu Chiu, National Chengchi University	**Multi-purpose room (2F)**
15:30-16:00	**Coffee Break**		**Display Area (1F)**
16:00-18:00	**Technical Session 10**	**Topic:** Artificial Intelligence in Education **Session Chair:** Assoc. Prof. Joseline Manuel Santos, Bulacan State University, Philippines	**Room AB (2F)**
	Technical Session 11	**Topic:** Innovation and Business Management **Session Chair:** Associate Professor Yongseok Jang, California State University, USA	**Medium conference room (2F)**
	Special Technical Session 12	**Topic:** Language, Literature, and Sociology **Session Chair:** Associate Professor, Zijun Shen, Sichuan University of Media and Communications, China	**Multi-purpose room (2F)**
19:00-21:00	**Dinner (International Buffet)**		**Hilton Fukuoka Sea Hawk**

Day 4 | March 21, 2024 | Thursday

Time	Activity		Zoom Info.
10:00-12:00	**Online Session 1**	**Topic:** Blended Learning and Blended Teaching **Session Chair:** Prof. Hairu Yang, China West Normal University, China	**Zoom ID: 896 5979 2888 Password: Fukuoka**
10:00-12:00	**Online Session 2**	**Topic:** Online Learning and Student Satisfaction with Online Courses	**Zoom ID: 817 7738 4396 Password: Fukuoka**
12:00-14:00	**Lunch**		
14:00-15:30	**Online Session 3**	**Topic:** Educational Informatization, Information Literacy, and Educational Statistical Analysis	**Zoom ID: 896 5979 2888 Password: Fukuoka**
16:00-17:30	**Online Session 4**	**Topic:** E-Commerce, Digital Business, and Sociology	**Zoom ID: 896 5979 2888 Password: Fukuoka**

KEYNOTE SPEAKER 1-ONLINE

Tokyo time	10:00-10:40 | 19/03/2024	Meeting Room	Zoom ID: 896 5979 2888 Password: Fukuoka

Prof. Elliot Soloway

Arthur F. Thurnau Professor, College of Engineering, University of Michigan, USA
Co-Director, Center for Digital Curricula, University of Michigan, USA

Speech Title: Using a Next-Generation Platform, Deeply-Digital Curricula and Digitally-Motivated Pedagogical Practices to Support Today's Alpha Generation Learners

BIO

Elliot Soloway is an Arthur F. Thurnau Professor, in the Department of Computer Science and Engineering, College of Engineering, at the University of Michigan, Ann Arbor, MI. In 2001, the UMich undergraduates selected him to receive the "Golden Apple Award" as the Outstanding Teacher of the Year at the University of Michigan. In 2004 and in 2011, students in the College of Engineering HKN Honor Society selected Dr. Soloway to receive the "Distinguished Teacher of the Year Award."

40 years ago as an artificial intelligence researcher, Dr. Elliot Soloway was drawn to the challenge of how to make computers learn. But, after the birth of his first child, he had an epiphany: Making children smarter would be a much better use of his time than making computers smarter. This inspired him to stop doing AI research altogether and start working on educational technology. But as a college professor with little experience in education technology, he needed someone who really understood K-12.

Prof. Cathie Norris (Co-Presenter)

Associate Dean of Research, College of Information, University of North Texas, USA
Co-Director, Center for Digital Curricula, University of Michigan, USA

BIO

Cathleen Norris is a Regents Professor in the Department of Learning Technologies, College of Information, at the University of North Texas, Denton, TX. From 1995-2001, Norris was President of the National Educational Computing Association (NCEA), and led its merger with ISTE, the International Society for Technology in Education, creating the largest, international organization for technology-minded educators in the world. Norris was Co-President of ISTE from 2001-2004. Norris' 14 years in K-12 classrooms – receiving a Golden Apple Award from Dallas ISD along the way – has shaped her university R&D agenda: developing resources to support

K-12 teachers as they move into 21st century classrooms.
Norris has also given presentations on educational technology all over the world for the past 20+ years and is the co-founder of GoKnow, Inc., a Dallas-based company that supports K-12 in using mobile learning devices.

Prof. Anne Tapp (Co-Author)

Professor, School of Education, Saginaw Valley State University, USA
Director of Professional Development, Center for Digital Curricula, University of Michigan, USA

BIO

Dr. Tapp is a Professor of Teacher Education at Saginaw Valley State University. She teaches in both the graduate and undergraduate programs within the College of Education. Dr. Tapp has a variety of research interests including the integration of technology, STEM, and reflective practice. She is a frequent presenter at international and national conferences and has published numerous journal articles, book chapters, and texts. Dr. Tapp serves on the Executive Committee of the American Association for Colleges of Teacher Education (AACTE) Board of Directors and is past chair of the AACTE Advisory Council of State Representatives (ACSR) Executive Committee. She previously served as the ACSR Midwest Region Representative and is past president of the Michigan Association of Colleges for Teacher Education (MACTE). She serves as a Director for the University of Michigan Center for Digital Curricula and Co-Director of the SVSU Center for Experience Research & Design and Usability Research Team. She is a board member for several organizations and frequent volunteer within educational communities. Dr. Tapp states, “I feel blessed to be working for such a student-oriented university. Saginaw Valley State University is truly a special place.”

ABSTRACT

Current curricula and pedagogy need to change to effectively support the learning needs of the “GenAlphas.” The digital-first, Alpha Generation – children born after 2012 – have grown up on hand-held, digital screens, not watching television or reading paper-based books. The COVID-19 disruption – an unprecedented, international extended event – further pushed the Alphas onto screens for social interaction and learning. Returning to paper-and-pencil curricula and pedagogy does not serve the needs of the GenAlphas! Alphas' deeply-digital experiences outside of school have them expecting deeply-digital learning experiences inside of school. Toward addressing the learning needs of Alphas in Kindergarten through fifth grade, we at the Center for Digital Learning, have been studying the impact that deeply-digital, highly-interactive curricula, digitally-motivated, pedagogical practices, and a next-generation teaching and learning platform, have had on the engagement and achievement of GenAlpha learners – and on the impact those changes have had on the students’ teachers! Our presentation will present key findings from that multi-year study with over 10,000 students in K-5 in the United States.

KEYNOTE SPEAKER 2

Tokyo time	10:40-11:20 | 19/03/2024	Meeting Room	Room AB (2F)

Prof. Kuan-Chou Chen

Purdue University Northwest, USA

Speech Title: Artificial Intelligence in higher education

BIO

Kuan-Chou Chen is the Associate Dean for Graduate Program and Research, Thomas M. McDermott Sr. Endowed Chair, Professor in Economic Development, Professor of Management Information Systems. He was the Department Head of Information Systems, Finance, and Business Analytics (2005-2016), as well as Interim Department Head of Department of Graduate Studies in Education (2013-2014) at Purdue University Northwest. He received his Ph.D. from Michigan State University and his MBA from National Cheng-Kung University in Taiwan. He specialized in computer programming, system simulation, project management, decision support systems, data mining, system analysis and design, e-business strategy and application, supply chain management, network design and security, knowledge management, and information economy. Professor Chen has more than 90 scholarly publications, most in peer-reviewed journals. He is an active participant in several professional journals and serves on three paper reviewer boards. Currently he is an Editor-in-Chief of International Journal of e-Education, e-Business, e-Management, and e-Learning. His productivity and scholarship have been recognized by his colleagues, being nominated three years in a row for an “Outstanding Scholar Award.” He also the recipient of Teacher of the Year Award (Purdue University Northwest, 2005).

ABSTRACT

Artificial intelligence (AI), which was a curiosity for generations, is rapidly developing into a major applied technology with many applications in a variety of fields. This presentation examines the applications of Artificial Intelligence (AI) in higher education, focusing on its potential to enhance teaching, learning, and professional development. AI technologies such as machine learning, natural language processing, and predictive analytics offer innovative solutions to address the evolving needs of college students and educators. The paper reviews current AI applications in higher education, including intelligent tutoring systems, adaptive learning platforms, plagiarism detection tools, and student support systems. It also discusses challenges and opportunities associated with the adoption of AI in higher education, addressing issues such as data privacy, ethical considerations, and the need for faculty development. By integrating AI into higher education, institutions can prepare students with the skills and knowledge needed to succeed in a rapidly changing job market landscape, fostering critical thinking, problem-solving, and adaptability.

KEYNOTE SPEAKER 3

Tokyo time	11:20-12:00 | 19/03/2024	Meeting Room	Room AB (2F)

Assoc. Prof. Mitsunori Hirogaki

Kyushu University, Japan

Speech Title: Exploring MBA Education Needs: A Pilot Survey for Japanese Company Employees

BIO

Mitsunori Hirogaki graduated with a Bachelor of Science: Commerce from Doshisha University and pursued his Master's Degree in Commerce and Ph.D.: Commerce from Kobe University. Dr. Hirogaki is currently an Associate Professor of Marketing Strategy at Kyushu University, Graduate School of Economics, Department of Business and Technology Management (QBS Business School), where he teaches Marketing Strategy and International Marketing. He also teaches marketing research and consumer behavior at Ehime University.

He has served as an administrator in various capacities at Kyushu University and as one of the professors in various training programs dealing with Marketing in short-term executive programs, an Introductory Education Program for Freshman MBA students, and a regular feature on QTnet "Morning Business School" radio educational program aired by FM Fukuoka, and at Nikkei Business School. As a member of a research group at the Center for the Study of the Creative Economy (Doshisha University), he works with big data analysis to construct systems that identify seeds of innovation. Dr. Hirogaki's current research focuses on Cross-Cultural Consumer Behavior in international marketing and marketing strategies in mature, developed societies. He has published numerous papers in international journals such as International Journal of Retail & Distribution Management; International Review of Retail, Distribution and Consumer Research; International Journal of Entrepreneurship and Small Business; Micro and Macro Marketing; International Journal of Technology Transfer and Commercialisation; and International Journal of Business and Globalisation. He is a member of the Japanese Economic Association, Japan Society of Marketing and Distribution, Kyushu Association of Economic Science, and Japan Association for Consumer Studies.

ABSTRACT

Traditionally, Japanese companies relied on in-house training, including on-the-job training (OJT), which was often tied to lifelong employment. However, economic slowdowns and shifts in job trends have rendered OJT more challenging and constrained. Concurrently, there is a growing emphasis on employee development, particularly in advanced industries.

The Japanese government and major economic organizations advocate for the cultivation of "high-level management personnel." MBA programs play a crucial role in developing professionals with advanced skills to foster innovation within companies. However, there is a lack of research on MBA education in Japan. This speech will explore why corporate employees choose to pursue MBA programs.

INVITED SPEAKER 1

Tokyo time	13:30-14:00 | 19/03/2024	Meeting Room	Room AB (2F)

Assoc. Prof. Haithem Zourrig

Kent State University, USA

Speech Title: Addressing Diversity, Equity, and Inclusion Challenges in Business Education

BIO

Dr. Haithem Zourrig is an associate professor of marketing at Kent State University. He received his Ph.D. from HEC Montreal in 2010. Dr. Zourrig has extensive international experience. He served as a tenure track faculty at the University of Regina in Canada and IESEG-Paris in France. He served as a visiting professor at the University of International Business and Economics (UIBE) and Beijing Wuxi University (BWU) in China. His research interests include consumer behavior and cross-cultural studies. Most of his research investigates consumer animosity, consumer revenge, service failure, deception and fraud, and shopping well-being. His research has appeared in peer-reviewed journals such as the Journal of Business Research, Journal of Service Management, Journal of Consumer Marketing, Academy of Marketing Science Review, and Journal of Retailing and Consumer Services. He received many Best Paper Awards from the Society for Marketing Advances (SMA), the American Society of Business and Behavioral Sciences (ASBBS), and the Association of Collegiate Marketing Educators (ACME). He also received the McGraw-Hill Education Distinguished Award from the Federation of Business Disciplines (FBD) and the 2018 AxcessCapon Teaching Innovation Award.

ABSTRACT

Business education plays a critical role in preparing students for the challenges of the professional world. However, there are still significant diversity, equity, and inclusion (DEI) challenges that need to be addressed within this field. It is important to acknowledge that there is a lack of diversity in business education. There is an underrepresentation of minority groups, including people of color and individuals from low-income backgrounds. This lack of diverse perspectives hinders the ability of business education to provide a well-rounded and inclusive learning experience. To address this issue, business schools and institutions must actively work towards recruiting and retaining faculty members and students from diverse backgrounds. This can be achieved through targeted outreach programs, scholarships, mentorship opportunities, and creating inclusive admissions policies. By actively seeking out diverse talent, business schools can create a more inclusive learning environment that better reflects the real-world challenges students will face in their careers. In addition, curriculum reform is necessary to ensure that DEI principles are integrated into business education. This can be done by incorporating diverse case studies, highlighting success stories of underrepresented groups, and

discussing the implications of systemic biases and discrimination in the business world. By exposing students to a wide range of perspectives, business education can equip them with the necessary skills to navigate a multicultural and inclusive workplace. Moreover, fostering a culture of inclusion within business schools is crucial. This requires creating spaces for open dialogue and expressing diverse opinions. Encouraging students to engage in discussions on topics such as unconscious bias, privilege, and social justice will help develop a deep understanding of DEI issues. By actively recruiting diverse faculty and students, reforming curriculum, fostering an inclusive culture, and partnering with organizations that prioritize DEI, business education can better equip students to succeed in the diverse and globalized world of business.

INVITED SPEAKER 2

Tokyo time	13:30-14:00 | 19/03/2024	Meeting Room	Medium Conference Room (2F)

Dr. Shahid Anjum

Universiti Teknologi Brunei, Brunei

Speech Title: Generative AI and its Applications in Education & research: A Discussion in Digital Ecosystem Transformation

BIO

Dr Anjum has been teaching business, digital and finance based modules for bachelor and master programs at School of Business, Universiti Teknologi Brunei (UTB) for up to nine years and has completed three 3-years contracts this year.Dr. Anjum is a Certified Data Privacy Solutions Engineer from Information Systems Audit and Control Association (ISACA), a Certified Investment Manager from Moody's Canadian Securities Institute and Certified in Banking Financial Risks and Regulations from Global Association of Risk Professionals (GARP). Dr. Anjum has earned his Ph. D. from Nagoya University, Japan.Dr. Anjum has served as a Program Chair for the International Conference on Database and Data Mining) held in Chicago, USA in 2015, a moderator to keynote speeches and expert forums, has served as Session Chairs to over ten conferences and as a technical committee member to over 20 conferences. Dr. Anjum is currently editing three books for Taylor and Francis Group and IGI Global on fintech & digital start-ups, Digital Banking & Digital Finance as well "Cracking the Code: Cyber Security Technology Enhancement of Digital Ecosystem".

ABSTRACT

The speech covers broader issues and concepts regarding the evolution of Artificial Intelligence (AI), generative AI and their types, development of enabling technologies and their plausible applications. The digital ecosystem around AI and generative AI has four key themes which are: the smart world, productivity revolution, ubiquitous and transparent security as well as critical enablers to bring the emerging technologies and trends together, and heighten the benefits by reshaping business practices, processes, methods, models and/or functions in markets where they are applied.

The speech will also touch upon specific aspects of the applications of AI and Generative AI in academic environments especially related to the activities of Educating and Research as well as Ethical considerations. The potential of AI / generative AI in education has interesting implications regarding Personalized and customized support and instructions based on individual student's needs, learning style and pre-existing knowledge, assessment-based grading, feedback on course quality and potential of targeted improvements in materials and methods as well as providing of meaningful and immediate feedback to students. Last but not the least, it covers the ethical use policies related to plagiarism, inappropriate content, and bias, robust privacy and security around students data and transparency in processes.

INVITED SPEAKER 3

Tokyo time | 14:00-14:30 | 19/03/2024 | Meeting Room | Room AB (2F)

Prof. Maricar S. Prudente

De La Salle University, Philippines

Speech Title: Adaptive, Innovative and Effective Practices in Teaching Science: Experiences from the Philippines

BIO

Dr. Maricar S. Prudente is presently a Full Professor 10 of the Science Education Department of De La Salle University-Manila. Professor Prudente completed her Ph.D. in Environmental Chemistry and Ecotoxicology at Ehime University as a Japan Society for the Promotion of Science (JSPS) Ronpaku Fellow. As an educator, Dr. Prudente has served as administrator in various capacities at De La Salle University and as resource person and coordinator in various training programs dealing with research, environmental issues, science education, technology integration, and educational action research. In the field of science education, Dr. Prudente's research work is focused on action research and the integration of technology and development of 21st century skills in the teaching of science. Dr. Prudente is currently involved in an international collaborative project with Erasmus+ Foundation on Action Research To Innovate Science Teaching (ARTiST). Prof. Prudente is a recipient of the 2015 Lifetime National Achievement Award given by the National Research Council of the Philippines (NRCP). Recently, Prof. Prudente was recognized as the 2018 Outstanding Filipino JSPS Fellow in the field of Education by Department of Science and Technology of the Philippine government.

ABSTRACT

The talk will showcase adaptive, innovative and effective experiences on technology integration in teaching Science in the Philippines. The relevant roles of educators and the components of the Community of Inquiry model will be underscored within the context of online distance education. Specifically, the effective use of Metacognitive Argument Driven Inquiry (MADI) approach will be described. Likewise, enticing and innovative instructional practices for online education in Science using micro lectures and learning modules will be presented. Finally, how to use action research as a means of examining the effectiveness of these adaptive pedagogies using home-based experiments and web-based technologies will also be discussed.

INVITED SPEAKER 4

Tokyo time	14:00-14:30 | 19/03/2024	Meeting Room	Medium Conference Room (2F)

Dr. Qingqing Xing

The Hong Kong University of Science and Technology (Guangzhou), China

Speech Title: Using AIGC Tools to Facilitate Academic Communication: Experiences from An Interdisciplinary University

BIO

Dr. Qingqing Xing is a Senior Lecturer at the University of Education Sciences, the Hong Kong University of Science and Technology (Guangzhou). She holds a PhD in Education from Peking University and has more than 23 years of teaching experience in science and technology-oriented universities. She is committed to promoting research ideas and interdisciplinary collaboration, including as a Project Manager in the Bureau of International Cooperation at the National Science Foundation of China and as the Associate Director of the International Office at the Beijing Institute of Technology.

As an education practitioner, Dr. Xing actively explores the pedagogy of Project-Based Learning. In addition to her efforts to teach Interdisciplinary Design Thinking and Effective Academic Communication, she collaborates with interdisciplinary research teams in computational media and arts, metaverse research, and health care. As part of this collaboration, it uses educational technologies and artificial intelligence generated content tools to help students present their research ideas in engaging ways to facilitate their “niche” exploration process, with a focus on developing Self-Organized Maker Education. Within just one year of its inception, HKUST(GZ) research students have actively contributed insights and examples of project-based learning in higher education.

ABSTRACT

The widespread use of AI content generation tools such as ChatGPT in education, particularly in the field of language teaching at university level, represents a new frontier whose significant potential has not yet been fully explored. This presentation highlights a case study of an interdisciplinary university where AIGC tools have been integrated into various areas of academic communication, including critically reviewing the structure of a research article, transforming implicit ideas into explicit ideas, and engaging audiences in public speaking. The speaker addresses the improvements observed in the efficiency and effectiveness of information dissemination, the promotion of innovative ideas, and the increase in just-in-time student learning engagement through personalized learning experiences. The presentation also addresses the challenges that arise when implementing these tools, such as ethical considerations, data protection and the necessary digital literacy of users. It concludes with a reflection on the potential of AIGC tools to revolutionize academic communication and promote a more integrated, dynamic, and inclusive educational environment.

INVITED SPEAKER 5

Tokyo time | 14:30-15:00 | 19/03/2024 | Meeting Room | Room AB (2F)

Prof. Shan Wang

University of Saskatchewan, Canada

Speech Title: Storytelling Short Video Advertising and Narrative Transportation: A Systematic Study of Story Design Elements

BIO

Shan Wang is a Professor at the Edwards School of Business at the University of Saskatchewan, Canada. Prior to joining the Edwards School of Business, she has worked as an Associate Professor for Renmin University of China. She received her Ph.D in Management Information Systems from McMaster University and Master Degree in Economics from Queen's University, Canada. Her research interests include electronic commerce, social commerce, online communities, social network analysis, IT business value and IT in education. Her work has been published in several peer reviewed journals, such as Information and Management, Decision Support Systems and Journal of Business Research.

ABSTRACT

Abstract. Short video story marketing is becoming a more and more common marketing strategy in today's competitive market. Users also join the competitive arena due to the popularity of social media, either individually or by forming a small team. However, grassroots users may lack the expertise to create an effective storytelling short video ad. This research systematically studies what are important story design elements contribute to an effective storytelling short video ad. Based on the theory of narrative transportation, this research proposes a framework suggesting that story attributes, including story integrity, reversal, humor, authenticity, familiarity, and connection, affect narrative transportation, which in turn affects consumer attitudes towards the short video ad and the product. Mixed research methods combining in-depth interviews and a survey were used to validate the framework. The interviews with 16 audiences confirm our selection of the story attributes. A dataset of 402 samples was further collected to statistically verify the framework. The data analysis confirms that story integrity, reversal, humor, authenticity, and connection play positive roles in product attitude and advertising attitude through narrative transportation, while story familiarity is negatively related to narrative transportation. This research contributes to the theory of narrative transportation by systematically studying how story design elements contribute to narrative transportation in the context of storytelling short video ads on social media. The findings also provide guidance to users to optimize their storytelling strategy when creating short video ads. The short video platform can also benefit from this research by providing resources to cultivate users' capability of creating storytelling short video ads.

INVITED SPEAKER 6-ONLINE

Tokyo time	14:30-15:00 | 19/03/2024	Meeting Room (Online)	Zoom ID: 896 5979 2888 Password: Fukuoka

Assoc. Prof. Fatima Azmi

Prince Sultan University, Saudi Arabia

Speech Title: Mathematics and Science Communication

BIO

Fatima M. Azmi is an associate professor of Mathematics in the Department of Mathematics and Sciences at Prince Sultan University. She received her B.S. degree in Mathematics from King Saud University, Riyadh, KSA, and her M. A. and Ph.D. degrees in Mathematics from the University of Colorado, Boulder, USA. She has over 20 years of teaching and research experience in the field of Mathematics. She taught graduate and undergraduate courses and supervised graduate students. She is a reviewer of many ISI and Scopus journals and has extensive publications in reputed journals in various areas of mathematics, and she received many grants for her research. She was an Asia Chair and invited speaker at the 6th International Conference on Education and Multimedia Technology in Guangzhou, China, 2022. Her current research interest includes Fixed point theorem on metric type spaces, Mathematics Education, Education and Technology, C*-algebras, Fréchet*-algebras, and Noncommutative Geometry.

ABSTRACT

Mathematics and Science Communication encompasses a diverse array of endeavors aimed at bridging the realms of mathematics, science, and society. This discipline involves the art of both informing and inspiring the general public with insights into mathematical and scientific knowledge. Manifesting through various mediums, such as long-form journalism, podcasts, social media engagement, seminars, and interactive events, it seeks to establish meaningful connections between the intricacies of Math and Science and their relevance to our daily lives. The fundamental aim underpinning these communicative endeavors is the outreach to communities, particularly targeting individuals without a specialized background in mathematics. By shedding light on the pervasive role of mathematics in our existence—be it in the fabric of daily routines, the intricacies of nature, or the vast expanse of the universe—communicators aim to convey the profound impact of mathematical concepts on our understanding of the world.

In this presentation, we explore some examples of Math communication. Additionally, we explore the responses and reactions elicited from the public, providing valuable insights into the effectiveness of these communication strategies. Through this exploration, we aim to underscore the significance of fostering a deeper understanding of mathematics and science within broader society.

Technical Session 1

Tokyo time | 15:20-18:00 | 19/03/2024 | Meeting Room | Room AB (2F)

Session Topic: Multimedia-based Learning and Interactive Learning Resources

Session Chair: Dr. Qingqing Xing, The Hong Kong University of Science and Technology (Guangzhou), China

Time Table

Time	Paper ID	Presenter	Affiliation
15:20-15:35	TB1223	Ryan Richard Guadana	National University, Philippines
15:35-15:50	TB1069	Fe G. Dampil	Mapua Malayan Colleges Laguna, Philippines
15:50-16:05	TB1135	Claudia Odette Ayala and Felixberto Mercado	Manuel S. Enverga University Foundation, Philippines
16:05-16:20	TB1153	JACK ROBERT SABLAN	RIZAL TECHNOLOGICAL UNIVERSITY, Philippines
16:20-16:45 Break Time			
16:45-17:00	TB1031	Samuel Lukas	Universitas Pelita Harapan, Indonesia
17:00-17:15	TB1022-A	Joseline M. Santos	Bulacan State University, Philippines
17:15-17:30	TB1042	BANJIE G. SARMIENTO	Mapua Malayan Colleges Laguna, Philippines
17:30-17:45	TB1170-A	Maricar S. Prudente and Socorro Aguja	De La Salle University, Philippines
17:45-18:00	CH2010	Yuyu Xue	The University of Sydney, Australia

Technical Session 2

Tokyo time | 15:20-18:00 | 19/03/2024 | Meeting Room | Medium Conference Room (2F)

Session Topic: Sharing Economy and Digital Marketing

Session Chair: Assoc. Prof. Connie Chang, Musashino University, Japan

Time Table

Time	Paper ID	Presenter	Affiliation
15:20-15:35	TB1094	Weeranan Kamnungwut and Unchana Klentien	Srinakharinwirot University, Thailand
15:35-15:50	TB1208-A	Norie Yokoi	Nihon University, Japan
15:50-16:05	TB3029	Anothai Ngamvichaikit	Sukhothai Thammathirat Open University, Thailand
16:05-16:20	TB1043-A	Chia-Chien Chang	National Kaohsiung University of Science and Technology
16:20-16:45 Break Time			
16:45-17:00	TB3033-A	Ming-Chih Tsai and Shihyu Chou	National Chung Hsing University, National Taiwan Normal University
17:00-17:15	TB3013-A	Navarat Temsumrit	Kasetsart University, Thailand
17:15-17:30	TB3057-A	Olga Novikov	Hanken School of Economics, Finland
17:30-17:45	TB1163	Elcid A. Serrano	Mapua University, Philippines
17:45-18:00	TB3025-A	Kai-Lin Chiu	National Kaohsiung University of Science and Technology

Technical Session 3

Tokyo time | 15:20-18:00 | 19/03/2024 | Meeting Room | Multi-purpose room (2F)

Session Topic: Applied Economics and Financial Management

Session Chair: Assoc. Prof. Haithem Zourrig,

Kent State University, USA

Time Table

Time	Paper ID	Presenter	Affiliation
15:20-15:35	TB3003-A	Sasipa Pojanavatee	Kasetsart University, Thailand
15:35-15:50	TB3031-A	Dai-Hua Li	Tunghai University
15:50-16:05	TB1038-A	Chanho Song	California State University, USA
16:05-16:20	TB1142	Qazi Mahdia Ghyas and Taslima Akter	Dohatec New Media, Bangladesh
16:20-16:45 Break Time			
16:45-17:00	TB1172-A	Eugune Burgos Mutuc	Bulacan State University, Philippines
17:00-17:15	TB3030-A	Hsien-Te Hsieh	Tunghai University
17:15-17:30	CH1022-A	Yue Huang	Northeast Normal University, China
17:30-17:45	TB3056-A	Po-Hsin Ho	National Central University
17:45-18:00	TB3009-A	Tsai-Ling Liao	National Formosa University

Technical Session 4

Tokyo time 9:30-12:00 | 20/03/2024 Meeting Room Room AB (2F)

Session Topic: Business Innovation Management and Econometrics

Session Chair: Assoc. Prof. Imasaki Tsunehide, Bunkyogakuin Univerisity, Japan

Time Table

Time	Paper ID	Presenter	Affiliation
9:30-9:45	TB1063	Donn Enrique Moreno	Mapua Malayan Colleges Laguna, Philippines
9:45-10:00	TB1237	Roben Juanatas	National University, Philippines
10:00-10:15	TB3036	Phatchara Plypichit	Thammasat University, Thailand
10:15-10:30	TB3016	Matthias Sebastian Mertens	WZL of RWTH Aachen University, Germany
10:30-10:45 Break Time			
10:45-11:00	TB1259	Supachet Chansarn	Bangkok University, Thailand
11:00-11:15	TB1050-A	Po-Shen Wang	National Kaohsiung University of Science and Technology
11:15-11:30	TB1134	Grace Lorraine Intal	Mapua University, Philippines
11:30-11:45	TB3008-A	Tsai-Ling Liao	National Formosa University
11:45-12:00	CH1023-A	Robert Zacca	Alfaisal University, Saudi Arabia

Technical Session 5

Tokyo time | 9:30-12:00 | 20/03/2024 | Meeting Room | Medium conference room (2F)

Session Topic: Business Informatization and E-Commerce

Session Chair: Prof. Jack Wei, University of West Georgia, USA

Time Table

Time	Paper ID	Presenter	Affiliation
9:30-9:45	TB1021	Grace Lorraine Intal	Mapua University, Philippines
9:45-10:00	TB1143	Malthana Pojanawaraporn, Natthaphakhan Khunchan	Srinakharinwirot University, Thailand
10:00-10:15	TB1168	Chia Ying Lin	National Kaohsiung University of Science and Technology
10:15-10:30	TB1035	Eliseo Q. Ramirez	National University, Philippines
10:30-10:45 Break Time			
10:45-11:00	TB1161-A	Jayson Angelo Batoon	Bulacan State University, Philippines
11:00-11:15	TB3021-A	Nongnit Chancharat	Khon Kaen University, Thailand
11:15-11:30	TB1174-A	Liao Chia-Hsuan	National Kaohsiung University of Science and Technology
11:30-11:45	TB1245	William Rey	Mapua University, Philippines
11:45-12:00	TB1224	Roben Juanatas	National University, Philippines

Technical Session 6

Tokyo time | 9:30-12:00 | 20/03/2024 | Meeting Room | Multi-purpose room (2F)

Session Topic: Marketing Management and Consumer Behavior

Session Chair: Prof. Shan Wang, University of Saskatchewan, Canada

Time Table

Time	Paper ID	Presenter	Affiliation
9:30-9:45	TB3018	Alexander Muk	Texas State University-San Marcos, USA
9:45-10:00	TB3022-A	HsunHui Tsai	National Kaohsiung University of Science and Technology
10:00-10:15	TB3005-A	Connie Chang	Musashino University, Japan
10:15-10:30	TB3038	Noppanon Homsud	Silpakorn University, Thailand
10:30-10:45 Break Time			
10:45-11:00	TB3045-A	Ching-Ya Su	National University of Kaohsiung
11:00-11:15	TB3047-A	Rui Zhu	National Taipei University of Technology
11:15-11:30	TB3026-A	Cheng-Wen Chang	National Kaohsiung University of Science and Technology
11:30-11:45	TB1294-A	Kaito Ayumu	Kyushu University, Japan
11:45-12:00	TB1282	Karnjana Songwathana	Bangkok University, Thailand

Technical Session 7

Tokyo time 13:30-15:30 | 20/03/2024 Meeting Room Room AB (2F)

Session Topic: E-learning and the Related Students' Perceptions

Session Chair: Prof. Maricar S. Prudente, De La Salle University-Manila, Phillipines

Time Table

Time	Paper ID	Presenter	Affiliation
13:30-13:45	TB1072	Ramachandra Castro Torres	Mapúa Malayan Colleges Laguna, Philippines
13:45-14:00	TB1005	Ma. Leonora Apresto Venancio	De La Salle University, Philippines
14:00-14:15	TB1128	Joel De Goma	Mapua University, Philippines
14:15-14:30	TB1244-A	Wann-Ming Wey	National Taipei University
14:30-14:45	TB1113	Gelyn R. Acar	First Asia Institute of Technology and Humanities, Philippines
14:45-15:00	TB1104	June Grace S. Casaje-Pacunayen	De La Salle Araneta University, Philippines
15:00-15:15	TB1156	Alberto Villaluz	Mapua University, Philippines
15:15-15:30	TB1169	Gerald Ferrer	De La Salle Araneta University, Philippines

Technical Session 8

Tokyo time | 13:30-15:30 | 20/03/2024 | Meeting Room | Medium conference room (2F)

Session Topic: Online Learning and Distance Learning

Session Chair: Prof. Lydia S. Roleda, De La Salle University, Philippines

Time Table

Time	Paper ID	Presenter	Affiliation
13:30-13:45	TB1049-A	Tang-Lin Kuei	National Kaohsiung University of Science and Technology
13:45-14:00	TB1020-A	Alvie F. Diaz	De La Salle University, Philippines
14:00-14:15	TB1226	Rui Zhu	National Taipei University of Technology
14:15-14:30	TB1118-A	Yongseok Jang	California State University San Bernardino, USA
14:30-14:45	CH2110-A	Jon-Chao Hong	National Taiwan Normal University
14:45-15:00	TB1159	Elcid A. Serrano	Mapua University, Philippines
15:00-15:15	TB1251	Lan Luo	The Hong Kong University of Science and Technology (Guangzhou), China
15:15-15:30	TB1169	Ryan G. Tiongco	De La Salle Araneta University, Philippines

Technical Session 9

Tokyo time | 13:30-15:30 | 20/03/2024 | Meeting Room | Multi-purpose room (2F)

Session Topic: Digital Teaching and Game-based Learning

Session Chair: Prof. Mei-Shiu Chiu, National Chengchi University

Time Table

Time	Paper ID	Presenter	Affiliation
13:30-13:45	TB1114	Arnel Lorenzana	De La Salle University, Philippines
13:45-14:00	TB1257-A	Charlie Torres Anselmo	De La Salle Santiago Zobel School, Philippines
14:00-14:15	TB1147-A	Hung-yu Chan	National Taiwan University of Science and Technology
14:15-14:30	TB1002-A	Mei-Shiu Chiu	National Chengchi University
14:30-14:45	TB1138-A	Louis Ruado	De La Salle University, Philippines
14:45-15:00	TB1248-A	Chia Pin Kao	Southern Taiwan University of Science and Technology
15:00-15:15	TB1171-A	Leonardo Francisco Jr.	De La Salle University, Philippines
15:15-15:30	TB3046-A	Jack Wei	University of West Georgia, USA

Technical Session 10

Tokyo time | 16:00-18:00 | 20/03/2024 | Meeting Room | Room AB (2F)

Session Topic: Artificial Intelligence in Education

Session Chair: Assoc. Prof. Joseline Manuel Santos, Bulacan State University, Philippines

Time Table

Time	Paper ID	Presenter	Affiliation
16:00-16:15	TB1175	Janette B. Torrato	De La Salle Santiago Zobel School, Philippines
16:15-16:30	TB1009-A	Toshiyuki Hasumi	National Chengchi University
16:30-16:45	TB1133-A	Digna Evale	Bulacan State University, Philippines
16:45-17:00	TB1204	Yun-Tzu Tien	Southern Taiwan University of Science and Technology
17:00-17:15	TB1132	Denduang Pradubsuwun	Thammasat University, Thailand
17:15-17:30	TB1092-A	Bin Wang	University of Texas Rio Grande Valley, USA
17:30-17:45	TB1193-A	Tang Shao Kuei	National Chiayi University
17:45-18:00	TB1264	Gerald Ferrer	De La Salle Santiago Zobel School, Philippines

Technical Session 11

Tokyo time 16:00-18:00 | 20/03/2024 Meeting Room Medium conference room (2F)

Session Topic: Innovation and Business Management

Session Chair: Assoc. Prof. Yongseok Jang,

California State University, USA

Time Table

Time	Paper ID	Presenter	Affiliation
16:00-16:15	TB1191	Elcid A. Serrano	Mapúa University, Philippines
16:15-16:30	TB3015	Stefan Perau	WZL of RWTH Aachen University, Germany
16:30-16:45	TB3024-A	Sih Jia Chen	National Kaohsiung University of Science and Technology
16:45-17:00	TB1288-A	Mei-Ling Wang	Tamkang University
17:00-17:15	TB3039	Zuzana Schlosserova	Constantine the Philosopher University, Slovakia
17:15-17:30	TB1255	Neng Susi Susilawati Sugiana	Universitas Pendidikan Indonesia, Indonesia
17:30-17:45	TB1181	William P. Rey	Mapua University, Philippines
17:45-18:00	TB1205	Ma. Edwina Ala	De La Salle Araneta University, Philippines

Special Technical Session 12

Tokyo time | 16:00-17:45 | 20/03/2024 | Meeting Room | Multi-purpose room (2F)

Session Topic: Language, Literature and Sociology

Session Chair: Assoc. Prof. Zijun Shen,

Sichuan University of Media and communications, China

Time Table

Time	Paper ID	Presenter	Affiliation
16:00-16:15	CH2012	Yunyi Chen	Sichuan University of Media and Communications, China
16:15-16:30	CH2008-A	Tianyue Wang	Sichuan University, China
16:30-16:45	CH2009	Bing Pang, V. Tling Kenneth	Mahidol University, Thailand
16:45-17:00	CH2107-A	Cory Ju	National Cheng Kung University (NCKU)
17:00-17:15	CH1117-A	Fang Kuan-Chieh	Aletheia University
17:15-17:30	CH1020	Nan Zhu	The Hong Kong University of Science and Technology (Guangzhou), China
17:30-17:45	CH2014	Mingting Zhao	Mahidol University, Thailand

Online Session 1

Tokyo time	10:00-12:00 | 21/03/2024	Meeting Room (Online)	Zoom ID:896 5979 2888 Password: Fukuoka

Session Topic: Blended Learning and Blended Teaching

Session Chair: Prof. Hairu Yang, China West Normal University, China

Time Table

Time	Paper ID	Presenter	Affiliation
10:00-10:15	TB1211	Dan Yuan	Guangdong University of Science and Technology, China
10:15-10:30	TB1209	Hongyan Chen	China West Normal University, China
10:30-10:45	TB1151	Jiamin Dong	China West Normal University, China
10:45-11:00	TB1252	Qiuhong Li	China West Normal University, China
11:00-11:15	TB1200	Yanru Shao	China West Normal University, China
11:15-11:30	TB1233	Tianhui Sun	Shanghai Xingjian College, China
11:30-11:45	TB1227	Gloren Fuentes	Mapua University, Philippines
11:45-12:00	CH1110	Idil Ayral	The University of Utah Asia Campus, South Korea

Online Session 2

Tokyo time	10:00-11:30 | 21/03/2024	Meeting Room (Online)	Zoom ID:896 5979 2888 Password: Fukuoka

Session Topic: Online Learning and Student Satisfaction with Online Courses

Time Table

Time	Paper ID	Presenter	Affiliation
10:00-10:15	TB1110	Moritz Marutschke	Kyoto University of Advanced Science, Japan
10:15-10:30	TB1202	Yipan Chen	China West Normal University, China
10:30-10:45	TB1236	Xiaoyu Zhang	China West Normal University, China
10:45-11:00	TB1206	Li Zhou	China West Normal University, China
11:00-11:15	TB1231	Zhou Liang	China West Normal University, China
11:15-11:30	TB1149	Yixuan Du	China West Normal University, China

Online Session 3

Tokyo time	14:00-15:45 | 21/03/2024	Meeting Room (Online)	Zoom ID:896 5979 2888 Password: Fukuoka

Session Topic: Educational Informatization, Information Literacy, and Educational Statistical Analysis

Time Table

Time	Paper ID	Presenter	Affiliation
14:00-14:15	TB1017	Chu-Hsuan Lee	National United University
14:15-14:30	TB1221	Li Zhou	China West Normal University, China
14:30-14:45	TB1154	Jianming Wang	Sias University, China
14:45-15:00	TB1123	Pei Zhang	Wuhan Business University, China
15:00-15:15	TB1111	Moritz Marutschke	Kyoto University of Advanced Science, Japan
15:15-15:30	CH1119	Truc Bich Nha Nguyen	Ho Chi Minh city University of Education, Vietnam
15:15-15:45	TB1267	Gloren Fuentes	Mapua University, Philippines

Online Session 4

Tokyo time	16:00-17:30 | 21/03/2024	Meeting Room (Online)	Zoom ID:896 5979 2888 Password: Fukuoka

Session Topic: E-Commerce, Digital Business, and Sociology

Time Table

Time	Paper ID	Presenter	Affiliation
16:00-16:15	TB1249	Yixuan Du	China West Normal University, China
16:15-16:30	TB1292	Chiang-Kuo Tu	Xiamen University Tan Kah Kee College, China
16:30-16:45	TB1240	Qi Liu	Guangdong University of Science and Technology, China
16:45-17:00	TB1111	Mervin Juan Chávez Ruiz	Peruvian Union University, Autonomous University of Peru, National University of Tumbes, Peru
17:00-17:15	TB1253	Jiaming Xiao	China West Normal University, China
17:15-17:30	TB1045-A	Lovisa Bergdahl	Stockholm School of Economics, Sweden

Poster Session

Tokyo time 16:00-17:30 | 19/03/2024 Meeting Room Display Area (1F)

Session Topic: Digital Banking Transformation, Financial Technology and Mobile Payment

Chair: Asst. Prof. Zuzana Schlosserova,

Constantine the Philosopher University, Slovakia

Time Table

Time	Paper ID	Presenter	Affiliation
16:00-16:10	TB3017-A	Masanari Furuhashi	Keio University, Japan
16:10-16:20	TB3044-A	Hsuan-Yi Chou	National Sun Yat-sen University
16:20-16:30	TB3048-A	Chuenjit - Changchenkit	Kasetsart University, Thailand
16:30-16:40	TB1018-A	Fredy Tunon Carbo	María Martinez Usurralde, Universidad de Valencia, Spain
16:40-16:50	TB1006-A	Toshiyuki Hasumi	CHIHLEE UNIVERSITY OF TECHNOLOGY
16:50-17:00	TB1106	Bin Yang	Zaozhuang University, China
17:00-17:10	TB1216	Yuzhao Wang	China West Normal University, China
17:10-17:20	TB1103	Wang Hsin-Wei	National Kaohsiung University of Science and Technology
17:20-17:30	TB1293	Ting-Sheng Weng	National Chiayi University

Delegates

Name	Affiliation
Fred G. Becker	Bielefeld University, Germany
Cornelia Meurer-Becker	Bielefeld University, Germany
ASHLEY STOREY	Portland State University, USA
Kyoung-Kyu Choi	Soongsil University, South Korea
Imasaki Tsunehide	Bunkyogakuin University, Japan
Lydia Soberano Roleda	De La Salle University, Philippines
Somporn Puttapithakporn	Sukhothai Thammathirat Open University, Thailand
Hiroyuki Michishita	Kyushu University, Japan
Andrew Enomoto	Bunkyo University, Japan

Fukuoka City Tour

March 21st, 2024

Fukuoka, one of the leading tourist cities in Japan, is highly regarded for its food culture. Fukuoka City was selected in the of the "Best In Travel 2023" byLonely Planet, a world-renowned guidebook, and Hakata were chosen for "52 Places to Go in 2023" by The New York Times. In this city tour trip, you will enjoy the splendid cherry blossoms of Fukuoka, the characteristic Fukuoka Tower and Dazaifu Tenmangu Shrine

1.Dazaifu Tenmangu Shrine

Dazaifu Tenmangu Shrine (Japanese: Dazaifu Tenmangu Shrine) is a shrine located in Dazaifu City, Fukuoka Prefecture, Japan. The old social structure was Guanbi Zhongshe. Together with Kitano Tenmangu Shrine, it is the headquarters of Tenmangu Shrine in Japan and the center of Tenjin belief. The officiating god is Sugawara Michizane, the god of learning.

2.Ohori Park

Ohori Park is a park located in Chuo-ku, Fukuoka City, Fukuoka Prefecture, Japan. It is also the place name of the neighborhood near the park. The park was registered as a "Scenic Spot" by the Japanese Agency for Cultural Affairs on February 6, 2007. Every spring, the cherry blossoms in Ohori Park and nearby Maizuru Park (Fukuoka Castle Ruins) and Nishi Park are in full bloom, so Ohori Park is regarded as a cherry blossom viewing spot in Fukuoka.

3.Fukuoka Tower

Fukuoka Tower (Japanese: Fukuoka タワー / ふくおかタワーFukuoka Tawā) is a radio tower located in the seaside Momochi area of Fukuoka City, Japan. It is 234 meters high and is the tallest seaside tower in Japan. It is also the second highest seaside tower in Japan after Tokyo Sky Tree and Tokyo Tower. The third tallest tower. There are five floors in Fukuoka Tower that are accessible to the general public. The first floor is the entrance and multi-purpose hall, and there is a restaurant "Lianwa Club". The second floor is also the lobby. The third and fifth floors are observation decks, and the fourth floor between them is a cafe.

Price: 70 USD/ per person

Gathering Place:博多駅〔博多驛〕 / はかたえき Hakata eki

Meeting Time: 9:20 am March 21st

Departure Time: 9:30 am March 21st

Noted:

The price does not include attraction tickets and lunch (around 640JPY/ per person for Fukuoka Tower) and meals. Including expressway fees, gas fees, parking fees, driver's food, etc.

Whole city tour time is around 9: 30 AM. to 6:00 PM. Overtime will be charged at 5,000JPY/ per hour, other than that there are no additional fees. Please follow the guide's instructions strictly.

In case of a change of plans due to weather or other factors, the organizer reserves the right of explanation.

Seats are limited, you can sign up for your peer, please find the option to pay in the system where you register for paper.

IC4E Registration Link: http://confsys.iconf.org/register/IC4E2024

ICMBT Registration Link: http://confsys.iconf.org/register/ICMBT2024

No refunds will be given if you are unable to attend due to personal reasons. The bus will leave on time.

Paper Collection

- Please not share the link to whom not Fukuoka conference-participants.
- Important Reminder:
- This collection is intended for conference attendees only, and the full papers contained within have not been published. Authors are reminded to adhere to copyright protection regulations. Engaging in data theft or plagiarism will result in accountability.
- Certain papers may not be formatted for final publication, therefore, authors are kindly requested to revise their manuscripts according to the requirements of the Paper Template and submit the final version to the conference secretary for possible publication.

For participants (Google Drive)

For Wechat user only

MEMO

CERTIFICATE
OF PARTICIPATION

This is to certify that

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"Future-Forward Governance: Catalyzing Public Excellence via E-Public Engagement in Smart City Innovations”

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INTRODUCTION

SMART CITY IN INDONESIA, INTEGRATION OF DIGITAL TECHNOLOGIES WITH THE GOAL OF ENHANCING URBAN SERVICES, INFRASTRUCTURE, AND OVERALL QUALITY OF LIFE FOR CITIZENS.

E-PUBLIC ENGAGMENT, FACILITATES CITIZEN PARTICIPATION IN DECISION-MAKING PROCESSES AND POLICY PLANNING THROUGH TECHNOLOGY, CREATING A TWO-WAY CHANNEL FOR DIALOGUE AND INPUT.

E-GOVERMENTE, UTILIZATION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) TO IMPROVE GOVERNMENT EFFICIENCY, EFFECTIVENESS, TRANSPARENCY, AND ACCOUNTABILITY.

The problem statement is: "In three major cities, aligning E-Public Engagement with E-Governance poses significant challenges that require attention and innovative solutions."

1. How can the implementation of Electronic Public Engagement models enhance innovation in public service delivery in Smart Cities, particularly in Indonesia?
2. How is the relationship between E-Public Engagement and E-Governance based on questionnaire results and statistical calculations?
3. How can Electronic Public Engagement models strengthen interactions between government and citizens to create more responsive and inclusive public services?
4. What contribution does this research make in providing new insights into the development of Smart City governance in Indonesia and globally, especially in the context of improving urban quality of life?

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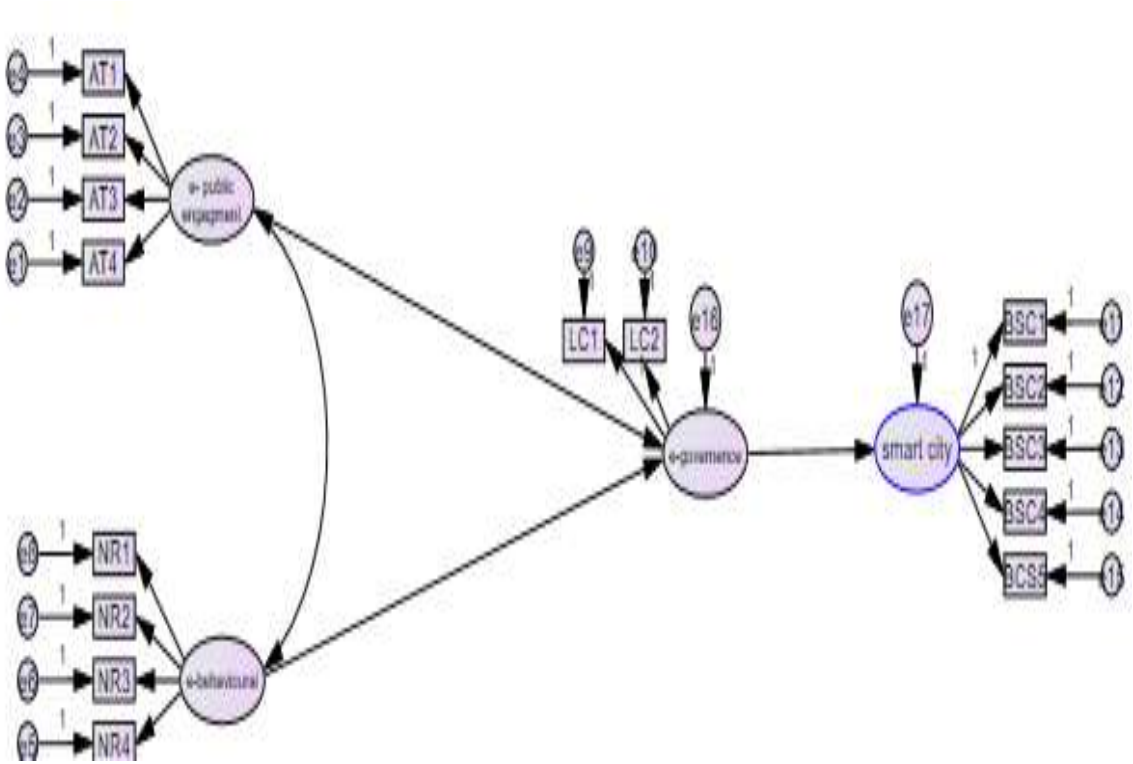
Research Methode

The research method used to analyze the influence of E-Public Engagement characteristics on the existence of e-governance in the context of a Smart City is statistical regression analysis. The sample will be drawn from a relevant population, specifically residents of three cities in Indonesia designated as Smart Cities. A random sampling approach will be employed, and data will be collected through a questionnaire. To calculate the sample from a population of 17.2 million consisting of the residents of Jakarta, Semarang, and Bali. The obtained sample consists of 93 respondents who have answered the questionnaire provided.

Research Model



1. **Hypothesis on the Influence of E-Public Engagement on E-Governance:**
   - H0: There is no significant influence between the level of E-Public Engagement and the level of E-Governance in a Smart City.
   - H1: There is a significant influence between the level of E-Public Engagement and the level of E-Governance in a Smart City.
2. **Hypothesis on the Influence of E-Behavioral on E-Governance:**
   - H0: There is no significant influence between the level of E-Behavioral and the level of E-Governance in a Smart City.
   - H1: There is a significant influence between the level of E-Behavioral and the level of E-Governance in a Smart City.
3. **Hypothesis on the Influence of E-Governance on Smart City:**
   - H0: There is no significant influence between the level of E-Governance and the status of being a Smart City.
   - H1: There is a significant influence between the level of E-Governance and the status of being a Smart City.
4. **Hypothesis on the Influence of E-Public Engagement on Smart City (through E-Governance):**
   - H0: There is no significant influence between the level of E-Public Engagement and the status of being a Smart City, mediated by the influence of E-Governance.
   - H1: There is a significant influence between the level of E-Public Engagement and the status of being a Smart City, mediated by the influence of E-Governance.

Result And Discussion

With a regression coefficient value between E-Public Engagement and E-Governance of 1.27, and a t-table value at a significance level of 0.05 of 1.96 (assumed for a significance level of 5% with relevant degrees of freedom), we can interpret the results as follows: The regression coefficient (1.27) is greater than the t-table value (1.96) at a significance level of 0.05, then the relationship between E-Public Engagement and E-Governance is considered statistically significant.

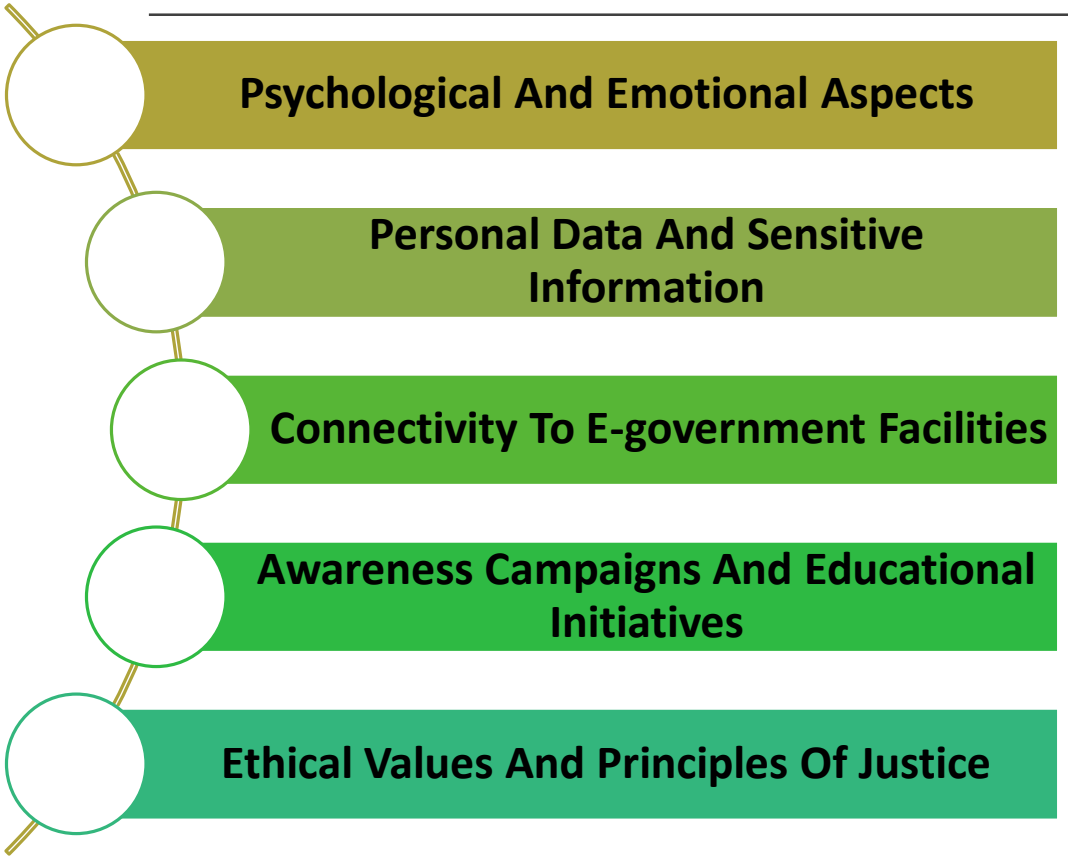
This indicates that there is a significant relationship between E-Public Engagement and E-Governance at a significance level of 0.05. In conclude that changes in the E-Public Engagement variable significantly contribute to changes in the E-Governance variable. In other words, the level of public involvement in electronic governance processes (e-governance) has a significant impact on Smart City advancement in the observed context. Therefore, if the regression coefficient value (1.27) is greater than the t-table value (1.96) at a significance level of 0.05, the interpretation is that the relationship between E-Public Engagement and E-Governance is statistically significant

Furthermore, the correlation coefficient between E-Behavioral and E-Governance is 0.54, indicating a positive relationship between the two variables, though with a moderate strength. A correlation of 0.54 implies that as the level of E-Behavioral increases, the level of E-Governance also tends to increase, but the correlation is not as strong as the relationship between E-Public Engagement and E-Governance. In other words, a positive correlation is observed. This table 1. Provides an overview of the percentage of community readiness in using E-Public facilities and infrastructure, with a sample size of 94 respondents for each category. With this sample size, it can be observed that approximately 70% of respondents in the E-Public category show readiness to adopt electronic government services. On the other hand, the Anti-E-Public category has a lower readiness percentage, approximately 33.3%. This interpretation is based on the responses from the samples taken from each category.

Table 1. Overview Of The Percentage Of Community Readiness

No.	Category	Sample Size	E-Public Percentage
1	E-Public	93	70%
2	Anti-E-Public	93	33.3%

To implement this research, strong policies and regulations are required to manage human behavior within a Smart City that prioritizes an emotional approach. This approach aims to enhance public engagement with e-government facilities.



Firstly, policies considering psychological and emotional aspects in the design and development of e-government facilities are needed. This involves providing user-friendly services that accommodate users' emotional needs, thus facilitating interaction and community engagement.

Secondly, clear regulations need to be established to ensure that personal data and sensitive information of the public are processed and stored securely and ethically. This is crucial for building public trust in the e-government system, making them feel comfortable and secure in interacting with the platform.

Furthermore, policies supporting the development of adequate information and communication technology (ICT) infrastructure are necessary to facilitate community access and connectivity to e-government facilities. This may include providing widespread and quality internet access as well as digital skills training for the public to effectively use e-government services. Additionally, efforts should be made to raise public awareness about the benefits and importance of participating in e-government services. This can be achieved through awareness campaigns and educational initiatives that emphasize an emotional approach to building emotional bonds and community engagement with e-government facilities.

The policies and regulations implemented should align with ethical values and principles of justice, while also considering individual rights in the use of technology and e-government services. Thus, a well-rounded e-government system can be created that is not only technically efficient but also considers humane and emotional aspects in the interaction between government and society in the context of a Smart City.

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CONCLUSSION

From the data analysis, it is evident that the level of community readiness for electronic government services (E-Public Engagement) in Indonesia, particularly in smart cities, varies. While the E-Public category shows a high readiness level (70%), the Anti-E-Public category exhibits a lower readiness level (33.3%). Factors such as perceived benefits, ease of use, and trust in technology can influence the adoption of electronic government services.

To improve E-Public Engagement, here are several recommendations: Firstly, there is a **need to raise awareness among the public through informative campaigns.** Communicate the benefits of electronic government services and enhance public understanding of the **advantages, user-friendliness, and transparency offered**. Secondly, efforts should be made to **enhance the technological skills of the public**. Provide **training and technical support** so that the community can become more proficient in utilizing electronic government services. Furthermore, ensure that electronic government services are easily accessible to all layers of society, including those who may have limited technology access.

Enhance the security and privacy features of electronic government services as a step towards building public trust in technology usage. Additionally, collaboration with the private sector can be an effective strategy for developing innovative technological solutions that support the needs of the community. Conduct periodic monitoring and evaluation of the adoption of electronic government services. Evaluation results can be used for continuous improvement and enhancement. Lastly, involve the community in the development process of electronic government services to ensure that the services align with their needs and expectations. By implementing these recommendations, it is anticipated that E-Public Engagement in Indonesia, particularly in smart cities, will increase, fostering a more responsive ecosystem to community needs.

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