



第十五届高级管理科学国际会议

The 15th International Conference on Advanced Management Science (ICAMS2024)

会议手册 Conference Program

主办单位

Organizer

国际管理科学与工程协会 (IAMSET)
International Association of Management Science
and Engineering Technology



IAMSET[®]
艾 慕 赛 特

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I.大会内容

I. CONTENTS OF CONFERENCE

会议背景

BACKGROUND

随着信息时代的到来，信息技术在企业管理中的应用越来越广泛。企业管理、人力资源管理、市场营销等各个领域都需要利用信息技术来实现高效的信息处理和决策支持。

在这样的背景下，第十五届高级管理科学国际会议(ICAMS2024)以高级管理科学为主题，旨在为相关领域的专家、研究人员和学者提供一个跨行业交流和分享最新研究成果和趋势的平台，以促进信息科学与管理的融合，并为先进的管理科学提供定量分析和决策支持方法，帮助企业做出更明智、更有效的决策，也有助于形成信息化的管理模式和运营模式，使企业获得更好的发展。

With the advent of the information age, the application of information technology in enterprise management is becoming more and more extensive. Various fields of enterprise operation management, human resource management, marketing and so on all need to use information technology to achieve efficient information processing and decision support.

Based on this background, the 15th International Conference on Advanced Management Science (ICAMS2024) focusing on the topics of advanced management science, aims to provide a cross-industry platform for experts, researchers and

scholars in related fields to exchange and share their latest research results and trends, so as to promote the integration of the information science and management, and provide quantitative analysis and decision support methods for advanced management science to help enterprises to make smarter and more effective decisions, and also helps to form an information-based management model and operation mode to make enterprises achieve better development.

会议目的

OBJECTIVES

ICAMS2024 旨在汇集领先的学术科学家，研究人员和研究学者，交流和分享他们在高级管理科学领域各个方面的经验和研究成果。它还为研究人员、从业者和教育工作者提供了一个重要的跨学科平台，以展示和讨论高级管理科学领域的最新创新、趋势、关注以及遇到的实际挑战和采用的解决方案，凭借其高质量，它为学生、学者和研究人员提供了非凡的价值。

ICAMS2024 aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Advanced Management Science. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Advanced Management Science. With its high quality, it provides an exceptional value for students, academics and researchers.

会议主题

TOPICS

会议主题 Topics

| | |
|--------------|--------------------------------------|
| 主题一/Topic 1: | Operations Research And Management |
| 主题二/Topic 2: | Production And Operations Management |
| 主题三/Topic 3: | Financial Engineering |
| 主题四/Topic 4: | Marketing And Management |
| 主题五/Topic 5: | Human Resource Management |
| 主题六/Topic 6: | Logistics Management |

II. 日程安排

II. OVERALL SCHEDULE

| | | | |
|--------------------------------|----------------------------------|--|------------------------------|
| July 24 14:30-18:00 | 会议测试 Conference Rehearsal | | |
| July 25 9:00-17:00 | 开幕式 Opening Ceremony (9:00-9:05) | | |
| | 嘉宾演讲 Keynote Speech (9:05-12:00) | | |
| | 时间 Time | 报告题目 Title | 报告人 Speaker |
| | 9:05-9:30 | Why Does Deceptive Advertising Still Work under a Lenient Return Policy? | Dr. Yangchun Li (李阳春) |
| | 9:30-10:00 | Modern Management Science: The Wisdom Paradigm Shift | Dr. Ali Intezari |
| | 10:00-10:25 | Challenges of Sustainable Competitiveness in Business Management | Dr. Seow Yeaw Chong, Richard |
| | 10:25-10:40 | Has Digital Transformation Enhanced the Resilience of Manufacturing Enterprises? | Dr. Yuqing Zhan (詹雨晴) |
| | 10:40-11:05 | Mediating Effect of Green Manufacturing Practices between Green Knowledge Acquisition and Green Innovation Performance | Prof. Lahcene Makhloufi |
| | 11:05-11:30 | | Prof. Khalida Naseem |
| | 11:30-12:00 | Metaphorical effects of advertising in different types of hotels: Evidence from eye-tracking | Prof. Xianglan Chen (陈香兰) |
| 午餐时间 Lunch Break (12:00-14:30) | | | |

| 嘉宾演讲 Keynote Speech (14:30-16:40) | | |
|------------------------------------|---|-------------------------------------|
| 时间 Time | 报告题目 Title | 报告人 Speaker |
| 14:30-14:45 | | Prof. Jashwini Jothishna Narayan |
| 14:45-15:10 | | Prof. Muhammad Zeeshan Mirza |
| 15:10-15:35 | The role of Employee Ambidexterity on Employee Agility: a moderation analysis with employee organizational tenure | Dr. Sukanya Panda |
| 15:35-16:00 | Evolutionary Reinforcement Learning Approaches for Combinatorial Optimization Problems | Prof. Safa Bhar Layeb |
| 16:00-16:25 | Is CSR assurance another form of greenwashing? | Prof. Sardar Ahmad |
| 16:25-16:40 | Impact of Digital & Intelligent Transformation on Energy Efficiency of High-Energy-Consuming Firms: Mediating Effect based on Green Innovation | Dr.Nan Liu (刘楠) |
| Poster Presentation 墙报展示 | | |
| 论文推荐 Paper Recommend (16:40-16:50) | | |
| Recommend Citation Papers 推荐引用论文 | | |
| 闭幕式 Closing Ceremony (16:50-17:00) | | |

Note: All time above is for GMT+8:00 (Beijing Time)

大会报告安排

SPEECHES ARRANGEMENT

时间: 2024年7月25日 9:00-18:00

Time: July 25, 2024 9:00-18:00 (Beijing Time)

地点: 线上会议

Location: Online Conference

大会主席: 刘振灵教授

Chairman: Prof. Zhenling Liu

大会主席: 刘振灵教授

Chairman: Prof. Zhenling Liu

执行主席: 于宇

Executive Chairman: Yu YU

线上参会链接:

<https://meeting.tencent.com/dm/MdR2oiAEeUhX>

#腾讯会议: 512-162-513

会议密码: 2024

Online Attendance Link:

<https://meeting.tencent.com/dm/MdR2oiAEeUhX>

Conference ID: 512-162-513

Password: 2024

III.嘉宾介绍

III. PRESENTER INTRODUCTION

主讲嘉宾

KEYNOTE SPEAKERS



Safa Bhar Layeb, Professor

University of Tunis El Manar, Tunisia

Dr. Safa Bhar Layeb is a Polytechnic Engineer and has a Master thesis in Mathematical Engineering, a PhD in Applied Mathematics, and a HDR in Industrial Engineering. She is currently working as a professor of industrial engineering in National Engineering School of Tunis, University of Tunis El Manar, Tunisia. Her research interests lie in operations research, data science, industrial engineering, applied mathematics, optimization and artificial intelligence. She has more than 100 publications, including journal articles, conference papers and books. She also serves as the guest editor of Annals of Operations Research and Frontiers in Immunology, as well as the section editor of Handbook of Formal Optimization Methods.



Ali Intezari Harsini, Senior Lecturer

The University of Queensland, Australia

Dr. Ali Intezari is a Senior Lecturer at UQ Business School, University of Queensland, Brisbane, Australia. Prior to joining the University of Queensland, he held academic positions in New Zealand. His research interests include decision-making, human-technology interaction, wisdom theory, knowledge management, cultural studies, and business in the Middle East. He has published in the fields of organisation/management, knowledge management, and information systems. Dr Intezari has taught courses at the postgraduate and undergraduate levels. He has won multiple teaching and research awards.



Xianglan Chen(陈香兰), Professor

Beijing Language and Culture University, China

Dr. Xianglan Chen graduated from Beijing Normal University. She currently works as the professor at Center for Cognitive Science of

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Language, Beijing Language and Culture University, China. Her research interests lie in cognitive linguistics, language cognition (eye movement, EEG), Business English, advertising effectiveness research. Prof. Chen presided or participated in some research projects, and has published more than 50 papers in national and international journals and 3 books. She holds some academic positions. For example, she is the member of the National Language and Psychology Professional Committee and the Deputy Director of the National Expert Committee on Innovative English, and also serves as the reviewer for International Journal of Hospitality Management, Language and Cognition, Asia Pacific Journal of Marketing and Logistics, etc.



Muhammad Zeeshan Mirza, Associate Professor

**National University of Sciences and Technology,
Pakistan**

Dr. Muhammad Zeeshan Mirza graduated from Universiti Teknologi PETRONAS, Malaysia in 2019. He works as the associate professor of management at National University of Sciences & Technology (NUST), Islamabad, Pakistan, and is charge of supervision work of EMBA, MSc, PhD students. He participated a research project in the role of head of research. He has some publications to date, including 20 journal articles,

2 book chapters and 9 conference proceedings. He holds some academic positions. He is the Editor-in-Chief of NUST Business Review (HEC Pakistan Accredited Journal - Y Category), and also is the Member Editorial Board of some journals, such as Journal of Applied Structure Equation Modeling, International Journal of Stress Management, International Journal of Manpower, etc. He often attended workshops and gave his speeches. He served as the conference co-chair for the “4th International Conference on Business, Management, and Social Sciences (ICBMASS)”, which is organized by NUST Business School.



Yangchun Li(李阳春), Lecturer

Zhejiang University of Technology, China

Yangchun Li holds a PhD in Economics and Business Science from the University of Granada, Spain. His research direction are in online shopping returns management, social media business realization, e-commerce strategy and digital business models, key issues in the e-commerce economy, and online shopping consumer behavior. He is a lecturer in Business Administration, School of Management, Zhejiang University of Technology. Participated in the e-commerce textbook Strategies for e-Business: Concepts and Cases on Value Creation and

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Digital Business Transformation (fourth edition). He was a member of The Organizing Committee of The Digital Marketing & eCommerce Conference (2020 Edition). Participated in e-commerce related research as a leading researcher. He has published e-commerce related papers in ABS Samsung journals and A-level journals of management Science selected by the Management Science Department of National Science and Technology.



Lahcene Makhoulfi, Assistant Professor

Mae Fah Luang University, Thailand

Lahcene Makhoulfi holds a Ph.D. degree in Technology, Operation, and Logistics Management and has graduated from the University of Utara Malaysia. He is a lecturer at the School of Management, Mae Fah Luang University, Thailand. He is a Ph.D. representative at the British Academy of Management. His research expertise covers studies related to innovation, entrepreneurship, technology management, strategic knowledge management, and educational entrepreneurship. He has published several papers in well-recognized journals, such as Business Strategy and the Environment, Management of Environmental Quality, Environmental Science and Pollution Research, Research in Marketing

and Entrepreneurship, Industrial Management and Data Systems, and the Journal of Enterprising Communities: People and Places in the Global Economy. He was a guest speaker at several national and international conferences and delivered. He is a reviewer for several journals published by Springer, Emerald, etc. He is a well-talented multidisciplinary researcher with strong ambitions to be the leading researcher in his expertise.



Sardar Ahmad, Associate Professor

University of Liverpool, UK

Sardar Ahmad is a qualified accountant and is a fellow of the Association of Chartered Certified Accountants (FCCA). He joined the University of Liverpool Management School in 2017. Over the years, he has taught a wide range of accounting modules. His main research interests focus on how financial and non-financial disclosures affect various firm-level outcomes. Specifically, his research thus far has investigated the impact of compliance with corporate governance codes, Environmental Social and Governance (ESG) reporting, determinants of business ethics controversies and value relevance of advertising expenditures. His research has been published in ABS listed 3 and 4-star journals including

嘉宾介绍

the British Journal of Management, International Review of Financial Analysis, and International Journal of Finance and Economics. He regularly participate in several prestigious academic conferences in the fields of accounting and finance such as, British Accounting and Finance Association (BAFA), European Accounting Association (EAA), European Financial Management Association (EFMA), International Corporate Governance Society (ICGS), and World Finance Conference (WFC).



Khalida Naseem, Assistant Professor
Minhaj University, Lahore, Pakistan

Dr. Khalida Naseem got her Ph.D degree from National College Of Business Administration and Economics (NCBA&E) in 2020, and currently works as an assistant professor at Minhaj University, Pakistan. Her interests focus on management, organizational behavior, human resource management, retailing, etc. She has published 8 researcher papers in journals. She also serves as section editor for Applied Psychology Research. She is the member of the advisory Committee/Reviewer for Frontier's in Psychology and Journal of Behaviour & Information Technology.



Sukanya Panda, Assistant Professor

XIM University, India

Sukanya Panda holds a doctoral degree in human resource management and currently works as an assistant professor at the School of Commerce, XIM University, Bhubaneswar, India. She is in charge of teaching Principles of Management and Compensation & Reward Management to the BBM students at the Undergraduate (UG) Level and Fundamentals of Management, Multivariate Data Analysis, and HRMIS at the Postgraduate (PG) Level. Her research interests lie in organizational capabilities, Information Technology (IT) capability, Knowledge management (KM) capability, Strategic Alignment capabilities, Human Resource (HR) capabilities, Ambidexterity, Workforce agility, etc. She has published 9 research articles and 3 conference papers. Recently she presented her paper at the 9th PAN IIM World Management Conference (PANIIMWMC; January 22-24, 2024), IIM Sambalpur, where she was also appointed as the Session Chair for the MIS track held on 23.1.2024. She also worked as a reviewer for Industrial Management & Data System, Journal of Asia Business Studies.



**Jashwini Jothishna Narayan,
Senior Lecturer**

The University of the South Pacific, Fiji

Jashwini Narayan attained a Postgraduate Diploma in Management and Public Administration in April 2004. Later in April 2005, she graduated with Master of Arts Degree (majoring in Management and Public Administration). She graduated with PhD in Management & Public Administration in April 2014. Dr Jashwini Narayan is a Senior Lecturer since January 2023 in the Management & Public Administration Discipline, School of Business & Economics. Prior to this, she was an Executives Relationship Manager at HFC Finance since December 2004. Jashwini teaches marketing courses, in particular MG206 [Marketing Principles & Strategies], MG301 [Services Marketing] and MG303 [International Marketing]. She has also taught MG201 [Organization Behavior], a postgraduate course - MG405 [Management in the Context of Development] and MG410 [Consumer Behaviour]. Prior to joining USP, she worked at Carpenters Morris Hedstrom Headoffice, Cost-U-Less store, ANZ Bank, Reserve Bank of Fiji and HFC Finance since 1995 to 2005.

**Richard Yeaw Chong Seow, Scholar****Pole Paris Alternance (PPA) Business School,
France**

Seow Yeaw Chong, Richard is a DBA candidate of Pole Paris Alternance (PPA) Business School, France. He has more than 20 years of corporate experience in MNCs. He is currently employed by several companies as a Strategic Business Consultant. He has conducted in-depth research in sustainability, ESG, entrepreneurship, strategic planning, supply chain management, public policy, and finance. He has published more than 10 papers and currently serving as a reviewer for several international indexed journals.

**Nan Liu(刘楠), Scholar****Harbin Engineering University, China**

Nan Liu received her MSc with Merit in Adam Smith Business School, University of Glasgow, United Kingdom, and currently is pursuing her

嘉宾介绍

Ph.D. degree at School of Economics and Management, Harbin Engineering University, China. Her research interests include Carbon Finance, Digital Transformation and Innovation, Environmental Economics and Environmental Governance. She published 2 articles in journals in 2022. Since 2021, Nan Liu has been involved in a “carbon neutrality” related project, which mainly emphasis on the transformation of the digital background of China's energy industry.



Yuqing Zhan(詹雨晴), Scholar

Harbin Engineering University, China

Yuqing Zhan, born in Heilongjiang, China in 1997, received her Bachelor degree of finance in 2020 from School of economics and management, Harbin Engineering University, China. Now she is studying for PhD of management science and engineering at the school. Her main research direction includes intelligent manufacturing and digital transformation. She accumulatively participated in 2 national-level projects and 2 provincial-level projects.

墙报展示嘉宾

POSTER PRESENTER



Weili Duan(段伟莉), Scholar

**Chongqing Technology and Business University,
China**

Weili Duan, Master of Business Administration, Chongqing Technology and Business University. Excellent academic performance, ranking first in the major, and as the school graduate teaching secretary assistant manager. His current research interests are supply chain management. Participated in the related projects presided by the mentor, such as "Research on Supply chain Game Analysis and Mode Selection of Industrial Enterprises using blockchain Technology" and "Research on Chengdu-Chongqing cross-border supply chain third-party market Cooperation based on the construction of new land-sea Channel in the West".

IV. 组织机构

IV. ORGANIZATION



ICAMS 2024 论坛承办单位国际管理科学与工程技术协会（IAMSET）于 2010 年在香港注册成立，为合法运营的专业机构，在郑州设立有办事处。业务范畴包括理学、自然科学、社会科学、工程科学、信息学、医学等，涵盖了国际 STEM 的全部学科：科学（Science），技术（Technology），工程（Engineering），数学（Mathematics）等，并通过组织国际学术会议、论坛、研讨会等多种学术交流活动，为来自世界各地的专家学者建立了学术交流的优质平台。

协会通过组织并承办技术研讨会与来自全球的学术机构或个人建立良好的合作关系，为各国学者提供互相学习、自由交流的平台，为年轻学者提供机会，使其能够在实践中撰写优秀学术成果、了解学术成果出版的操作流程，从而提升自身以及团队的学术水平。同时为推进和传播管理科学、工程技术等前沿研究提供强有力的支持。

国际管理科学与工程技术协会与多家世界知名出版集团和多位期刊主编建立了良好的合作关系，如学术出版社（Academic Press），施普林格出版社（Springer），美国机械工程师协会（ASME），美国科学出版社（American Scientific Publishing）等出版社。

协会承接国际学术会议举办,国际人才引进,高分学术论文指导,优秀论文推荐发表,论文推广等学术活动。国际管理科学与工程技术协会努力践行以上使命,以加强与各国学术机构之间的合作,促进国际学术交流。

V.会议主席

V. Conference Chairman



Dr. Zhenling Liu

Henan University of Technology, China

Prof. Zhenling Liu is the associate professor at the School of Management, Henan University of Technology and is charge of teaching the courses, including “Quantitative Analysis”, “Comprehensive Experiment on Application of Statistical Analysis Software”, “Econometrics”, “Marketing Research and Decision Making”, and “Frontier of Management”, etc. His research interests focus on energy-economy-environment system and sustainable development. Prof. Liu presided or participated in several projects and has published more than 90 papers in national and international journals and 13 books. He also severs as the associate editor of Journal of Sustainable Science and Management, and the editor of Advances in Industrial Engineering and Management. Prof. Liu has won several awards, including 3 provincial and ministerial science and technology progress awards.

会议执行主席

Executive Chairman



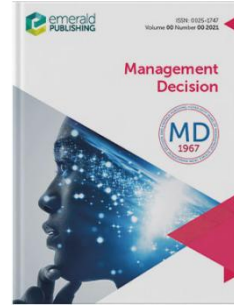
Yu YU

Researcher

Yu YU, General Manager of Shenzhen Ruijin Yimei Technology Service Co., LTD., the Researcher of Contrimetrics Data Center, is committed to the technology development and promotion of Contrimetrics.

VI.期刊支持

VI. RELATED RENOWNED JOURNALS



VII.会议信息

VII. CONFERENCE INFORMATION

会议时间和方式

Conference Time and Way

- 北京时间 2024 年 7 月 24 日, 14:30-18:00 会议测试

July 24, 2024, 14:30-18:00 (Beijing Time): Conference Rehearsal

- 北京时间 2024 年 7 月 25 日, 9:00-18:00 线上会议

July 25, 2024, 9:00-18:00 (Beijing Time): Online Conference

- 请下载腾讯会议并提前注册账号

Please install VooV Meeting Software on your PC (The official website of VooV Meeting Software: <https://voovmeeting.com/>) and create an account in advance.

- 请各位嘉宾于会议当天提前进入会议室，谢谢！

Please participants join the VooV Meeting in advance on July 25, 2024.

Thanks.

会议入口

Conference Entrance

- **会议测试入口/Conference Rehearsal Entrance**

链接: <https://meeting.tencent.com/dm/7upNVC0FIva6>

#腾讯会议: 657-415-056

会议密码: 2024

Link: <https://meeting.tencent.com/dm/7upNVC0FIva6>

Conference ID: 657-415-056

Password: 2024

- **正式会议入口/Online Conference Entrance**

链接: <https://meeting.tencent.com/dm/MdR2oiAEeUhX>

#腾讯会议: 512-162-513

会议密码: 2024

Link: <https://meeting.tencent.com/dm/MdR2oiAEeUhX>

Conference ID: 512-162-513

Password: 2024

- **其他参会入口**

微信视频号直播—WeChat Channels Live

抖音直播—Tiktok (Chinese version) Live

Note: We will upload the Conference Video to Twitter, YouTube after the conference.

联系方式

Contact Us

会务组

CONFERENCE AFFAIRS GROUP

联系电话 (Contact):

王老师 (Miss Wang): +86 19137184507

会务邮箱 (Email):

icams@iamset.org