The 4th International Conference on Digitalization and Management Innovation — *Build a New Ecology of Lifelong Education* (DMI 2025)

The 6th International Conference on Modern Management based on Big Data (MMBD 2025)

July 7-9, 2025, Hong Kong

Conference Program

北京物资学院
BEIJING WUZI UNIVERSITY

湘南学院
XIANGNAN UNIVERSITY

HKU SAAS Data Science Lab

DMI 2025 and MMBD 2025 CONFERENCE PROGRAM

July 7-9, 2025 (UTC+8, Hong Kong Time)

Onsite at Hong Kong/ Online via MS Teams

For DMI2025 and MMBD2025 Academic Exchange Only

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Part I Conference Schedule Summary

July 7, 2025 (Monday) (UTC+8, Hong Kong Time)

MS Teams: https://www.academicconf.com/teamslink?confname=DMI2025

15:00-17:00	**MS Teams Online Conference Testing & Ice Breaking**

July 8, 2025 (Tuesday) (UTC+8, Hong Kong Time)

Teams Link: https://www.academicconf.com/teamslink?confname=DMI2025
Onsite Venue: Royal Room, Level 1, ROYAL PLAZA HOTEL
Chaired by Prof. Wei Wei, Beijing Wuzi University, China (Morning's Keynote Session)
Chaired by Prof. Xicai Zhang, Beijing Wuzi University, China (Afternoon's Keynote Session)

07:30-09:00	**Onsite Registration** The onsite registration desk is set at the entrance of Royal Room, Level 1, ROYAL PLAZA HOTEL. **Notes**: please show your paper ID to the Conference Secretary to get the conference materials and complete the onsite registration.
09:00-09:05	**Opening & Welcoming Remarks** *Prof. Jin Chen, Dean, Business School, Beijing Wuzi University, China*
09:05-09:45	**Keynote Speech 1: The Changing Nature of Management in Times of (Generative) Artificial Intelligence** *Prof. Dominik K. Kanbach, HHL Leipzig Graduate School of Management, Germany; University of Warsaw, Poland*
09:45-10:25	**Keynote Speech 2: Future Education: Using AI, Web6.0, and Naked Eye 3D Learning in Metaverse** *Dr. Adela Lau, The University of Hong Kong, Hong Kong*
10:25-11:10	**Group Photo, Poster Session and Coffee Break**
11:10-11:30	**Keynote Speech 3: Research on the Cultivation and Development of Community Learning Communities in the Big Data Era** *Assoc. Prof. Xuan Chen, Xiangnan University, China*
11:30-11:50	**Keynote Speech 4: AI-Enhanced Blended Teaching Innovation and Practice in Surgical Nursing Education** *Dr. Lingyao Meng, Xiangnan University, China*
12:00-13:30	**Lunch and Break** *Grand Ballroom I, Level 6, ROYAL PLAZA HOTEL*
13:30-13:50	**Keynote Speech 5: New Business Intelligence and the Lesson from Scientific AI for Meteorological** *Prof. Chuang Zhang, Vice President, Beijing Wuzi University, China*
13:50-14:10	**Keynote Speech 6: The Promotion of Business Innovation and Development by the Application of Intelligent and Digitalized Technologies** *Prof. Jin Chen, Dean, Business School, Beijing Wuzi University, China*
14:10-14:50	**Keynote Speech 7: FUTURODATA** *Prof. Luiz Moutinho, University of Suffolk, UK; The Marketing School, Portugal*
14:50-15:10	**Coffee Break**
15:10-17:00	**Oral Session: Digitalization, Big Data and Management Innovation (1)**
18:30-20:00	**Welcome Banquet** *Royal Room, Level 1, ROYAL PLAZA HOTEL*

July 9, 2025 (Wednesday) (UTC+8, Hong Kong Time) ***Teams Link: https://www.academicconf.com/teamslink?confname=DMI2025*** ***Onsite Venue: Royal Room, Level 1, ROYAL PLAZA HOTEL***	
09:00-11:20	**Track on "Applied-education and applied-research in AI, Data Science, and Web6.0"**
12:00-13:30	**Lunch and Break** *Grand Ballroom I, Level 6, ROYAL PLAZA HOTEL*
13:30-16:05	**Oral Session: Digitalization, Big Data and Management Innovation (2)**

Part II Opening & Welcoming Remarks

Opening & Welcoming Remarks from Conference Co-Chair
Prof. Jin Chen, Dean, Business School, Beijing Wuzi University, China

Part III Keynote Speeches

Keynote Speech 1: The Changing Nature of Management in Times of (Generative) Artificial Intelligence

Prof. Dominik K. Kanbach, Full Professor and Chair of Strategic Entrepreneurship, HHL Leipzig Graduate School of Management, Leipzig, Germany & Adjunct Research Professor University of Warsaw, Faculty of Management, Warsaw, Poland

Biography: Prof. Dr. Dominik K. Kanbach is Full Professor and holder of the Chair of Strategic Entrepreneurship at HHL Leipzig Graduate School of Management in Germany. He leads the Strategic Entrepreneurship Research Group at HHL and serves as Academic Director of DIGITAL SPACE – The HHL Digital Transformation Platform focused on incubating digital business models. His research interest covers the fields of strategic management, entrepreneurship, and innovation management. He has published over 100 articles in leading international peer-reviewed journals and holds several editor positions. Before joining academia, he worked as a strategy consultant for several years. He teaches courses on strategic management, entrepreneurship and innovation management in top universities and business schools around the world. He has received numerous research and teaching awards and the leading German business magazine "Wirtschaftswoche" ranked him among the top 2% of scholars in December 2024.

Abstract: The nature of management is undergoing a fundamental transformation in response to the rise of generative artificial intelligence. AI technologies are increasingly augmenting human capabilities, reshaping decision-making processes, and accelerating innovation across industries. At multiple levels—macro, meso, and micro—AI enables hybrid collaboration between human and artificial agents, drives productivity gains, and decentralizes entrepreneurial activities within organizations. The integration of AI into strategic processes strengthens dynamic capabilities and fosters more adaptive, data-driven approaches to leadership. Rather than replacing human judgment, AI redefines it—shifting the managerial role toward orchestrating value creation in human–AI systems. Understanding and navigating this shift is essential for organizations seeking to remain competitive and innovative in an increasingly AI-enhanced business landscape.

Keynote Speech 2: Future Education: Using AI, Web6.0, and Naked Eye 3D Learning in Metaverse

Dr. Adela Lau, Deputy Director of HKU SAAS Data Science Lab, Division of Statistics and Actuarial Science, School of Computing and Data Science, The University of Hong Kong, Hong Kong

Biography: Dr. Adela Lau is the Deputy Director of HKU SAAS Data Science Lab, Division of Statistics and Actuarial Science, School of Computing and Data Science of the University of Hong Kong. Dr. Lau published over 60 journal and conference papers and funded over 50 research and industrial collaboration and consultancy projects in the area of machine learning, business intelligence, text analysis, network analysis, social media and big data analytics, AI and Mixed Reality in metaverse, intelligence applications, risk management, information system adoption, ontology/taxonomy building, business process re-engineering, portal design, knowledge management, e-learning, public/community health studies, healthcare systems and nursing clinical quality control & assessment. She gained several awards including NANDA Foundation Research Grant Award (USA), Faculty Merit Award in Services (HK), and Inaugural Teaching and Learning Showcase Award (HK). She was the former director of Center for Business Development at Madonna University in USA, and the co-director of the Center for Integrative Digital Health at Hong Kong Polytechnic University (PolyU) and leaded the IT team for healthcare product innovation. Dr. Lau was an active committee member of Knowledge Management Research Center at PolyU and Data Science Center at Hong Kong University of Science and Technology (HKUST), in which she initiated and developed industrial applied-research consultancy projects. She was also the UG coordinator of the Risk Management and Business Intelligence Program at HKUST, and was responsible to lead, execute, and coordinate the program works including curriculum design, enrichment programs, and administration across three schools of business, science, and engineering.

Abstract: Traditional e-learning model uses web2.0 for knowledge acquisition, distribution, sharing, and presentation. The limitation of the existing e-learning model is lack of knowledge experience generation, knowledge relating, filtering and innovation creation for wisdom management. To facilitate learner's learning from information to wisdom, some recent technologies such as Web6.0, naked-eye 3D and metaverse can improve the learner's learning experience. This presentation mainly focuses on the review of current web technologies from web1.0 to web6.0, and discusses how the advanced technologies of naked eye 3D and metaverse creating a new evolution in future meta-learning environment.

Keynote Speech 3: Research on the Cultivation and Development of Community Learning Communities in the Big Data Era

Assoc. Prof. Xuan Chen, Xiangnan University, China

Biography: Chen Xuan, an Associate Professor at Xiangnan University, specializes in Higher Education Research. With a distinguished academic career, she has led over 10 provincial-level projects. Her intellectual contributions include authoring more than 20 articles in provincial and national journals, notably featuring one publication in a CSSCI-indexed journal and three papers indexed by EI. She has further enriched academic discourse through two Scholarly monographs. Currently, Professor Chen serves as the Director of the Lifelong Education Research base, which is the provincial Key Research Base for Philosophy and Social Sciences. Her work exemplifies sustained commitment to advancing both theoretical frameworks and practical applications in contemporary educational systems.

Abstract: This research investigates the cultivation of Community Learning Communities (CLCs)—self-organized, peer-learning groups (e.g., tai chi, choirs) where neighbors collaborate to fulfill lifelong learning needs. From a lifelong education perspective, CLCs foster community cohesion, support holistic development, and empower residents to adapt to rapid socio-technological changes. However, the development of CLCs confronts significant challenges in the big data era, including fragmented governance, inadequate resources (spaces, facilities, curricula), insufficient funding for education and a shortage of qualified professionals. Finally, this study proposes strategies for cultivation of CLCs in the big data era.

Keynote Speech 4: AI-Enhanced Blended Teaching Innovation and Practice in Surgical Nursing Education

Dr. Lingyao Meng, Xiangnan University, China

Biography: Dr. Lingyao Meng earned her Ph.D. in Nursing Education and Management from St. Paul University and is currently a faculty member at the School of Nursing, Xiangnan University, China. Her research focuses on smart elderly care, geriatric mental health, and the integration of digital innovation in nursing education. Dr. Meng has published 7 peer-reviewed journal articles, including 5 in SSCI-indexed journals where she served as the first or corresponding author. She is the author of one academic monograph and holds several utility model patents. Dr. Meng was a core contributor to the project AI-Enhanced Blended Teaching Innovation and Practice

in Surgical Nursing Education, which was awarded First Prize in the Hunan Provincial Digital Teaching Competition. In addition, she has served as a principal or core member on several provincial-level research projects. Her academic contributions have been recognized with the First Prize for Outstanding Achievements in Social Science at the 14th Chenzhou Municipal Awards.

Abstract: Leveraging AI technologies and the BOPPPS instructional model, the Surgical Nursing course integrates intelligent Q&A systems, virtual simulation, knowledge graph construction, and multimodal digital resources within a hybrid online-offline framework. This pedagogical innovation enhances clinical reasoning, operational proficiency, and professional identity among nursing undergraduates. The program's efficacy is evidenced by its designation as a provincial first-class course and its substantial academic and social impact, offering a scalable paradigm for AI-driven curricular reform in health professions education.

Keynote Speech 5: New Business Intelligence and the Lesson from Scientific AI for Meteorological

Prof. Chuang Zhang, Vice President of Beijing Wuzi University, China

Biography: Zhang Chuang is member of the Standing Committee of the Party Committee and vice president of Beijing Wuzi University, adjunct professor and doctoral supervisor of the School of Artificial Intelligence at Beijing University of Posts and Telecommunications. He has served as the director of the Information Technology Center of Beijing University of Posts and Telecommunications, executive vice president of the School of Continuing Education, dean of the School of Network (Continuing) Education, and dean of the School of Emergency Management. He is an executive member of the Data Governance of the China Computer Federation (CCF), a member of IEEE/ACM, a member of the Intelligent Service Special Committee of the Chinese Association for Artificial Intelligence (CAAI), and a member of the Artificial Intelligence Special Committee of the China Meteorological Society.

Abstract: Scientific AI, focusing on mining hidden patterns from objective data to advance scientific discovery, has revolutionized meteorology by overcoming the limitations of traditional physics-based numerical weather prediction models. For instance, AI-driven models like Pangu-Weather and FuXi leverage multi-source meteorological data (over 60TB daily) and architectures like 3D Transformers to achieve up to hundreds of times faster mid-range forecasting with 10%-20% lower errors than ECMWF's IFS, demonstrating breakthroughs in both efficiency and accuracy. This paradigm shift offers critical lessons for business intelligence (BI): cross-domain data fusion (e.g., integrating meteorological data with agriculture or energy sectors), uncertainty quantification through probabilistic modeling, and the integration of physical constraints (e.g., Navier-Stokes equations) to enhance predictive reliability. As seen in China's AI Meteorology Application Plan, the collaboration

among academia, industry, and government has fostered innovations in disaster monitoring (e.g., sea fog detection) and global forecasting, paving the way for BI to evolve from descriptive analysis to proactive, physics-informed decision optimization across sectors like finance, supply chain, and smart cities. Future directions include Earth-system-level AI modeling, explainable AI frameworks, and scalable solutions for extreme weather prediction, solidifying Scientific AI as a cornerstone for both meteorological advancement and intelligent business transformation.

Keynote Speech 6: The Promotion of Business Innovation and Development by the Application of Intelligent and Digitalized Technologies

Prof. Jin Chen, Dean, Business School, Beijing Wuzi University, China

Biography: As an expert with special allowance from the State Council and a famous teacher in Beijing, Prof. Chen is currently Dean of Business School at Beijing Wuzi University and doctoral supervisor of the University of International Business and Economics, as well as a deputy director of the Education Guidance Committee of the Ministry of Education for e-commerce majors in colleges and universities, a consultant expert on the establishment of national e-commerce demonstration cities, a chief expert on cross-border e-commerce of China Association of Foreign Trade and Economic Cooperation Enterprises, and an expert on the Digital Economy Committee of China Association of Foreign Investment Enterprises. He presided over and completed more than 50 national and provincial projects in China, and published more than 100 papers, over 20 textbooks and works. He mainly engaged in research and practice of trade digitalization, e-commerce and modern service industry.

Abstract: Against the backdrop of the global economic digital transformation, new-quality productive forces are gradually becoming the core driving force for reshaping the business competition landscape. As a product of revolutionary technological breakthroughs and in-depth industrial upgrades, they bring unprecedented opportunities and challenges to business technology application innovation. With the rapid development of science and technology, high-tech such as big data, artificial intelligence, and blockchain continue to emerge, driving the transformation of the quality of productive forces. The wide-spread application of these technologies has not only changed traditional production methods but also given birth to new business models and formats, injecting new vitality into the business field.

At the policy level, governments around the world have introduced relevant policies to encourage scientific and technological innovation and industrial upgrading. The Chinese government attaches great importance to the development of new-quality productive forces and has put forward a series of strategic measures, such as the "Innovation-Driven Development Strategy", aiming to promote the

in-depth integration of scientific and technological innovation and the real economy, accelerate the formation of new-quality productive forces, and promote business innovation and development.

Beijing Wuzi University is based on the new development stage and vigorously cultivates new-quality productive forces, driving business innovation and development through scientific and technological innovation. By building four strategic fulcrums, namely, a modern circulation system, smart commerce, a unified national market, and strengthening business brand building, it promotes the innovative development of business technology applications, serves the national business development strategy, and contributes to the realization of an "innovation-powerful country".

Keywords: Business, Innovation and Development, Intelligent and Digitalized Technologies

Keynote Speech 7: FUTURODATA

Prof. Luiz Moutinho (BA, MA, PhD, MAE, FCIM), Visiting Professor of Marketing at School of Technology, Business and Arts, University of Suffolk, UK, and at The Marketing School, Portugal

Biography: Prof. Luiz Moutinho is Visiting Professor of Marketing at School of Technology, Business and Arts, University of Suffolk, UK, and at The Marketing School, Portugal.

In 2020 he was elected as a member of The Academia Europaea. In 2017 he received a degree of Prof. Honoris Causa from the Univ. of Tourism and Management Skopje, North Macedonia. In 2024 he was rated among the 100 best scientists in Business and Management by Research.com.

During 2015 - 2017 he was a professor of BioMarketing and Futures Research at the DCU Business School, Dublin City University, Ireland. This was the first Chair in the world on both domains - BioMarketing and Futures Research. Previously, and for 20 years, he had been appointed as the Foundation Chair of Marketing at the Adam Smith Business School, University of Glasgow, Scotland.

He completed his PhD at the University of Sheffield in 1982. He has been a Full Professor for 36 years and held posts at Cardiff Business School, University of Wales College of Cardiff, Cleveland State University, Ohio, USA, Northern Arizona University, USA and California State University, USA. He has held Visiting Professorship positions at numerous universities in China, Lithuania, Austria, New Zealand, Denmark, Slovenia, Portugal, Hungary, Taiwan, Brazil, Colombia, Fiji and Cyprus.

Between 1987 and 1989 he was the director of the Doctoral Programmes at the Confederation of Scottish Business Schools and at the Cardiff Business School between 1993 and 1996. He was director of the Doctoral Programme in Management at the University of Glasgow between 1996 and 2004.

Professor Moutinho is the Founding Editor-in-Chief of the Journal of Modelling in Management (JM2) and Co-editor-in-Chief of the Innovative Marketing Journal. He has another 4 associate editorships as well as being in the editorial boards of another 47 international academic journals.

His areas of research interest encompass marketing and management futurecast, artificial intelligence, biometrics and neuroscience in marketing, futures research algorithmic self, EmoWear - a wearable tech device that detects human emotions, evolutionary algorithms, human-computer interaction, the use of artificial neural networks in marketing, modelling processes of consumer behaviour and tourism futurecast. He has developed a number of conceptual models over the years in areas such as tourism destination decision processes, automated banking, supermarket patronage, among other areas. The testing of these research models has been based on the application of many different statistical, computer and mathematical modelling techniques ranging from multidimensional scaling, multinomial logit generalised linear models (GLMs) and linear structural relations to neural networks, ordered probit, simulated annealing, tabu search, genetic algorithms, memetic algorithms and fuzzy logic.

Prof. Moutinho has given keynote speeches, lectures, seminars, talks, etc. in 52 countries worldwide. Prof. Moutinho has 40 books published, over 161 articles published in referred academic journals.

Abstract: The presentation starts by introducing the concepts of Data Mesh, Transfer and Real-Time Learning and Scalable Algorithms. The next part of the presentation is centred on innovation-Innovation Ecosystems, Cognitive Automation, Open Innovation 3.0, Voice Search Optimisation, Antifragile Innovation Systems and Liquid Innovation. Other topics that will be covered include Synthetic Data, Data as a Service, AI Coding and Auto Machine Learning. The keynote ends by analysing some of the most recent advances in AI-Operator, DeepSeek, Hover and Majorana, apart from important related concepts like Robotics Zero-Shot Transfer, Agentic AI and Human Factor Engineering.

Part IV Poster Session

July 8, 2025 (Tuesday) (UTC+8, Hong Kong Time)

Onsite Venue: Royal Room, Level 1, ROYAL PLAZA HOTEL

10:25-11:10

DMI1354	Did You Play Today? A Study on the Impact of Gamification Mechanisms in Online Shopping Apps on User Behavior *Assist.Prof. Ya-Cing Jhan, National Taipei University of Business, Taiwan*
DMI1410	Reducing Foot Artifacts with Physical Constraints *Mr.Yucheng Huang, City University of Hong Kong, Hong Kong*
MMBD1459	Enhancing Low-Achieving Students' Science Learning Through an Idiom-Integrated Instructional Approach: Effects on Motivation, Conceptual Understanding, and Argumentation *Assist.Prof. Yu-Ren Lin, National Tsing Hua University, Taiwan*
DMI1402	Study on the Effect of Auxiliary Airflow of the Nasal Spray Xhance on Particle Deposition in the Nasal Cavity *Dr.Hongxian Ren, Southeast University, China*

Part V Oral Presentation

Oral Presentation Guidelines

- The oral presentations include the forms of onsite presentations and online presentations via **Microsoft Teams (MS Teams)** meeting. The online presentations include pre-recorded video presentations and oral presentations on live via MS Teams. The regular oral presentation is 15 minutes including 2-3 minutes for Q&A; the invited speech is 20 minutes including 2-3 minutes for Q&A.
- For onsite oral presentations, please make the following preparations:
  1) The presentation PowerPoint or PDF should be formatted with figures and tables, plain text is inappropriated;
  2) Speakers are recommended to bring their presentation data in the form of PPT or PDF by a USB memory stick and send one copy to the organizing committee as a backup. For those who have not sent a file to the committee or any update needed, please copy it to the laptop in the session room about 15 minutes before the start time, and make sure it could be normally displayed;
- For oral presentations on live, please refer to the official instructions on how to share content via MS Teams before the conference.
- The pre-recorded video should be uploaded to DMI/MMBD2025 online submission system **before July 1, 2025** in the format of **.mp4** and time duration should be 15-20 mins.
- Visit ***Here*** to know How to record a video with PowerPoint.
- The PPT either for pre-recorded video presentation or oral presentation on live could design as you like with requirements as below:
  - ✓ The conference logo should be added to each PPT slide
  - ✓ Title, presenter and affiliation information should be indicated in the first slide
  - ✓ Each slide should be concise, uncluttered and readable from a distance
  - ✓ Include only key words and phrases for visual reinforcement
- All speakers should inform the Session Chair (before the start of your Session) that you are presented.
- Signed and stamped electronic oral presentation certificate would be issued via e-mail after the conference.
- About the Best Presentation:
  1) Each session will select one Best Oral Presentation, please ensure your Paper ID (DMI/MMBD****) is shown correctly on the first or last page at your presentation data.
  2) The best presenter of each session will be awarded with free registration for the next DMI/MMBD.

Oral Session: Digitalization, Big Data and Management Innovation (1)

July 8, 2025 (Tuesday) (UTC+8, Hong Kong Time)

Onsite Venue: Royal Room, Level 1, ROYAL PLAZA HOTEL

Session Chair: Prof. Dimiter Velev, University of National and World Economy, Bulgaria

15:10-15:30	DMI1366 (Invited)	Challenges of Using Generative AI in Entrepreneurship *Prof. Dimiter Velev, University of National and World Economy, Bulgaria*
15:30-15:45	DMI1367	Convergence of Generative Artificial Intelligence and Extended Reality for Real Estate Business Innovation *Prof.Plamena Zlateva, University of National and World Economy, Bulgaria*
15:45-16:00	DMI1341	The Influence of the Concept of 'Leader-ship Development and Civic Education' of the Federal Armed Forces on Corporate Success *Mr. Georg-Friedrich Göhler, Helmut Schmidt University, Germany*
16:00-16:15	MMBD1472	Exploration of Spatial Differentiation Characteristics and Influencing Factors of Homestays in Hunan Province *Dr. Yidan Zhu, Hunan Women's University, China*
16:15-16:30	MMBD1460	Research on the Identification and Intersecting Influences of Foreign-Related Factors in Public Security of Border Areas *Prof. Juanjuan La, Xinjiang University, China*
16:30-16:45	DMI1383	Data-Driven Analysis of Cross-border E-commerce Growth in Guangdong, China *Dr. Qiang Zhang, Xiamen Institute of Technology, China*
16:45-17:00	DMI1404	The Resilience of Hungarian Firms in times of Geopolitical and Pandemic Crises *Assoc. Prof. Klára Katona, Pázmány Péter Catholic University, Hungary*

Track on "Applied-education and applied-research in AI, Data Science, and Web6.0"

July 9, 2025 (Wednesday) (UTC+8, Hong Kong Time)

Teams Link: *https://www.academicconf.com/teamslink?confname=DMI2025*

Onsite Venue: Royal Room, Level 1, ROYAL PLAZA HOTEL

Session Chair: Dr. Adela Lau, Deputy Director of HKU SAAS Data Science Lab, Division of Statistics and Actuarial Science, School of Computing and Data Science, The University of Hong Kong, Hong Kong

09:00-9:15	MMBD1514	Embedded Learning Analytics to Explore Essential Factors Affecting the Childrens' Performance of Tangram Play *Prof. Yuling Hsu, Tzu Chi University, Taiwan*
09:15-9:30	DMI1376	AI in Math Education: Shifting the Balance Toward Student Empowerment *Dr. Allan M Canonigo, University of the Philippines, Philippines*
09:30-9:45	DMI1409	Fish-Scan: A Mobile Application to Prevent Intermixing of Ladyfish Fingerlings in Chanos Chanos Pond Cultivation *Mr. Charlie Marzan, Don Mariano Marcos Memorial State University – South La Union Campus, Philippines*

09:45-10:00	MMBD1516	A Novel Method of Emotion Classification and Reconstruction Using VGGNet and StarGAN for Mixed-Reality Interactions in HKU Campusland Metaverse *Dr. Adela Lau, The University of Hong Kong, Hong Kong*
10:00-10:20		**Coffee Break**
10:20-10:35	DMI1428	Development of a Novel Integrated Ontology-based ESG Assessment Tool with AI Assistance for SMEs *Dr. Adela Lau, The University of Hong Kong, Hong Kong*
10:35-10:50	MMBD1521	An Evaluation of Using GUI and Non-GUI Chatbots for Self-Learning by Decomposed Version Theory of Planned Behavior *Dr. Adela Lau, The University of Hong Kong, Hong Kong*
10:50-11:05	DMI1425	Using a Novel Clustered Bayesian 3D-CNN Model for COVID-19 Mass Casualty Incidents (MCI) Triage Classification *Dr. Adela Lau, The University of Hong Kong, Hong Kong*
11:05-11:20	DMI1423	A Dual-Perspective Study on AI's Employment Promotion Mechanism for Chinese College Students in Aging Society *Ms. Jingyi Song, Wuxi Taihu University, China*
Below are online presentations (pre-recorded video presentations are listed in the video list via https://www.academicconf.com/video?confname=dmi2025 https://www.academicconf.com/video?confname=mmbd2025)		
	DMI1370	Assessing AI Literacy in Vocational College Teachers: An Empirical Framework Based on the AI-TPACK Model *Ms. Yuling Liu, Central South University, China*
	DMI1401	Epidemic PINNs: a Chatbot Based on Dual Data-and Physical-Driven Epidemic Prediction *Mr. Yihai Wei, The University of Hong Kong, Hong Kong*
	DMI1412	Domain-Aware Healthcare Chatbot Incorporating BERT and RAG *Mr. Chunhe Liu, The University of Hong Kong, Hong Kong*
	DMI1420	AI-CC SWOT Analysis for Sustainable Product Markets: A Cross-cultural Comparison between China and the US *Mr. Yunlong Yang, Guangzhou College of Commerce, China*
	DMI1421	A Review on Statistics and AI Methods for Predicting ESG Risks for Default Risk *Dr. Yuexi Dong, The University of Hong Kong, Hong Kong*
	DMI1422	The Application of AI in Financial Prediction *Ms. Rongxiu Nie, Guangzhou College of Commerce, China*
	DMI1427	A Novel Lightweight Framework Using Zero-DCE and Epsilon Sampling Strategy for Improving Dark Object Recognition *Mr. Zihan Lin, Guangzhou College of Commerce, China*
	DMI1429	Comparative Analysis of Chatbot Systems *Mr. Hengsheng Xu, Guangzhou College of Commerce, China*

Notes: The Track will set four best papers that will be selected by the track chair and the chair will deliver the certificates to the winners at the end of the track.

(1) Best applied research paper award
- research originality (literature review) and link the theory and concepts to the market or industry
- scientific research method, with critical thinking and logical thinking to support its argumentation (literature

review and discussion)
- well document the experimental results, well paper organisation, layout and presentation
- with innovation and impact

(2) Most impact paper award
- solved existing industrial problems
- the invention with long run impact to the companies, industry, society, or community (number of company and/or people)
- with company case currently used its invention of the paper

(3) Most innovative award
- point out the research gaps of two fields in market and/or research
- novel method or approach to solve it that no one does before
- experimental proof the innovation when comparing existing methods in different fields

(4) most industrial practical award
- Address the need of the company or society, - Not a conceptual idea but is an application or tool or a well-document format
- In live application already or a company case used it

Oral Session: Digitalization, Big Data and Management Innovation (2)

July 9, 2025 (Wednesday) (UTC+8, Hong Kong Time)

Teams Link: ***https://www.academicconf.com/teamslink?confname=DMI2025***

Onsite Venue: Royal Room, Level 1, ROYAL PLAZA HOTEL

Session Chair: Assoc. Prof. Boryana Pelova, Sofia University "St. Kliment Ohridski", Bulgaria

13:30-13:50	DMI1407 (Invited)	AI-Empowered “Emotional” Lens for Zooming in the Customer-Centric Side of SMEs Digitalization *Assoc. Prof. Boryana Pelova, Sofia University "St. Kliment Ohridski", Bulgaria*
13:50-14:05	MMBD1473	Forecasting Enterprise Operating Performance using Environment, Social and Governance Reports *Dr.Ting-Ting Li, Kaohsiung University of Science and Technology, Taiwan*
14:05-14:20	MMBD1461	Mechanisms and Pathways for the Integration of Museum Immersive Experiences with "Great Ideological and Political Course": Based on the Interaction Ritual Chains Theory *Ms. Minying Li, Hunan Normal University, China*
14:20-14:35	MMBD1477	Research on the Communication Mechanism of Strawberry Music Festival to City Image *Ms. Xiaoli Hou, Hunan Normal University, China*
14:35-14:55		**Coffee Break**
14:55-15:10	DMI1357	Research on the Role of Beijing International Big Data Exchange in Promoting the Reform of China's Data Market *Prof. Wei Wei and Ms. Dongyu Li, Beijing Wuzi University, China*

15:10-15:25	DMI1418	Challenges and Trends in the Evolution Mechanism of China's Agricultural Product Supply Chain *Prof. Xicai Zhang, Beijing Wuzi University, China*
15:25-15:45	DMI1348 (Invited)	AI and the Transformation of Education: Opportunities and Challenges in Higher Learning *Assoc. Prof. Şahin Gökçearslan, Distance Education R&D Center, Gazi University, Turkey*
15:45-16:05	MMBD1519 (Invited)	From Data to Discovery: The Role of Data Mining, Generative AI, and Informetrics in the Age of Intelligent Management *Assoc. Prof. Tipawan Silwattananusarn, Prince of Songkla University, Thailand*
Below are online presentations (pre-recorded video presentations are listed in the video list via https://www.academicconf.com/video?confname=dmi2025 https://www.academicconf.com/video?confname=mmbd2025)		
	DMI1353	Self-Evaluation of Mental Health in the Social Media Era: Insights from Youth in the Republic of North Macedonia *Dr. Ljupcho Efremov, American University of the Middle East, Kuwait*
	DMI1347	Improving Tertiary Students' Mental Health via Gamified Extensible E-Commerce-Well-Being Minigames (Eco) Systems: A Preliminary Case Study *Ms. Aei-Zi DING, Sunway University, Malaysia*
	DMI1365	The Price Strategy of Ride-Hailing Service Under Government Supervision: Coexistence Target vs Environmental Target *Dr. Jie Yang, Taiyuan University of Science and Technology, China*
	DMI1381	From Data Silos to FAIR Research: Interoperability and Integration in European CRIS *Dr. Otmane Azeroual, German Center for Higher Education Development Research, Germany*
	DMI1403	From Machine Learning to Federated Knowledge Systems - Current Challenges and Future Architectural Directions for Cybersecurity Applications *Dr. Felix Harer, FHNW University of Applied Sciences and Arts, Switzerland*
	MMBD1489	Reaction of Iberian Stock Markets to the Distribution of Dividends: Efficiency Failure or Informational Failure *Prof. Luís Gomes, ISCAP, Polytechnic of Porto, Portugal*
	MMBD1498	Confirming the Structural Validity and Perceptual Patterns of Employment Success Factors among Engineering Graduates from Vocational College in China: A CFA and MDS Approach *Dr. Shuyi Zhao, Taylor's University, Malaysia*

Part VI Acknowledgements

On behalf of the DMI2025 and MMBD2025 Organizing Committee, we would like to take this opportunity to express our sincere gratitude to our participants. Without their support and contributions, we would not be able to hold the conference successfully in this special year. We would also like to express our acknowledgements to the Technical Program Committee members who have given their professional guidance and valuable advice as reviewers.

Special Thanks go to the supports from Beijing Wuzi University, Xiangnan University and HKU SAAS Data Science Lab. In these uncertain times, their continuous support and valuable opinions help us to meet the challenges of organizing the conference in this moment and those yet to come.

Below are the lists of the Technical Program Committee members. For those who contribute to the success of the conference organization without listing the name here, we would love to say thanks as well.

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Dr. Ricardo Vicente, Assistant Professor, BYUH - Brigham Young University, Hawaii, USA
Dr. Hung-Che Wu, Associate Professor, Business School, Nanfang College Guangzhou, China
Dr. Ying Wang, Director of Research Students, Faculty of Business and Law, Anglia Ruskin University, UK
Dr. Elaheh Yadegaridehkordi, Lecturer, College of Information and Communications Technology, School of Engineering and Technology, Central Queensland University (CQUniversity), Australia

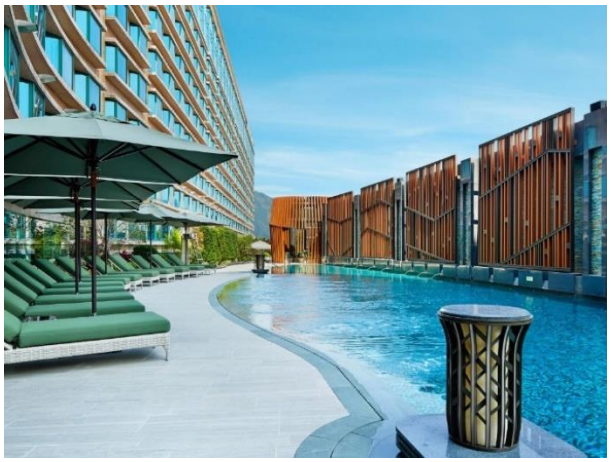
Part VII Conference Venue

ROYAL PLAZA HOTEL

Address: 193 Prince Edward Road West, Kowloon, Hong Kong
Tel: (852) 2928 8822

Fax: (852) 2606 0088

Email: inquiry@royalplaza.com.hk



Access to the Venue

Expect the unexpected and experience this vibrant city in a dynamic location during your stay with Royal Plaza Hotel. Situated in the heart of Kowloon, the hotel boasts superb convenience at its doorstep, allowing you to get around town at unparalleled ease via major transportation means as the screenshot shows below. For Transportation details, please refer to https://www.royalplaza.com.hk/location-and-transportation/

***From HK airport to the hotel**

By MTR

From **Hong Kong International Airport**, there are three recommended routs:

(1) Airport MTR Station (Airport Express-Hong Kong direction) → Lai King MTR Station (Tsuen Wan Line - Central direction) → Prince Edward MTR Station → walk 700 meters to the hotel

机场站(机场快线-香港方向) → 荔景站(荃湾线-中环方向) → 太子站，步行 700 米到酒店

(2) Airport MTR Station (Airport Express-Hong Kong direction) → Nam Cheong MTR Station (Tuen Ma Line - Wu Kai Sha direction) → Hung Hom MTR Station (East Rail Line - Lok Ma Chau/Lo Wu direction) → Mong Kok East MTR Station (D exit) → walk 100 meters to the hotel

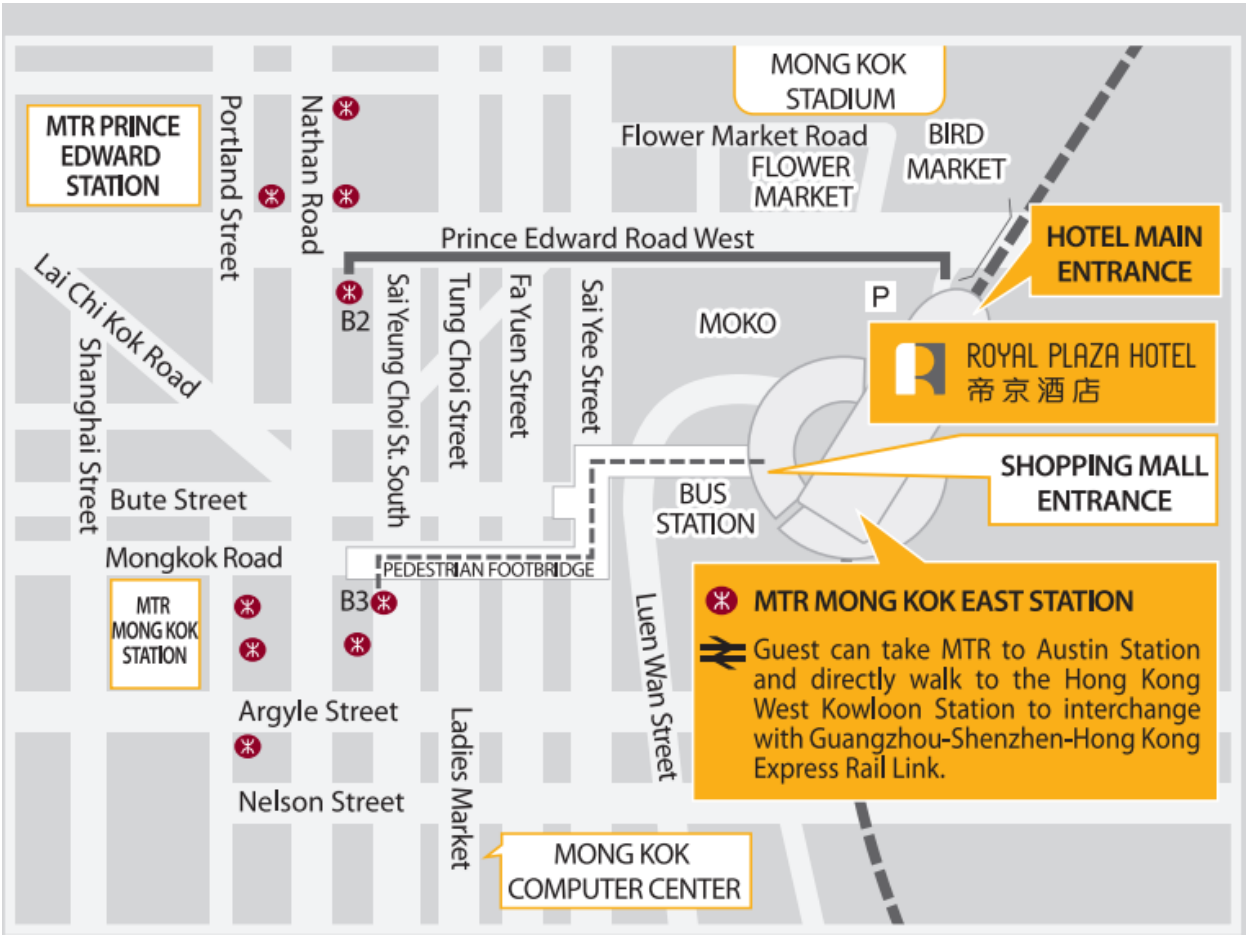
机场站(机场快线-香港方向) → 南昌站(屯马线-乌溪沙方向) → 红磡站(东铁线-落马洲/罗湖方向) → 旺角东站 D 出口，步行 100 米到酒店

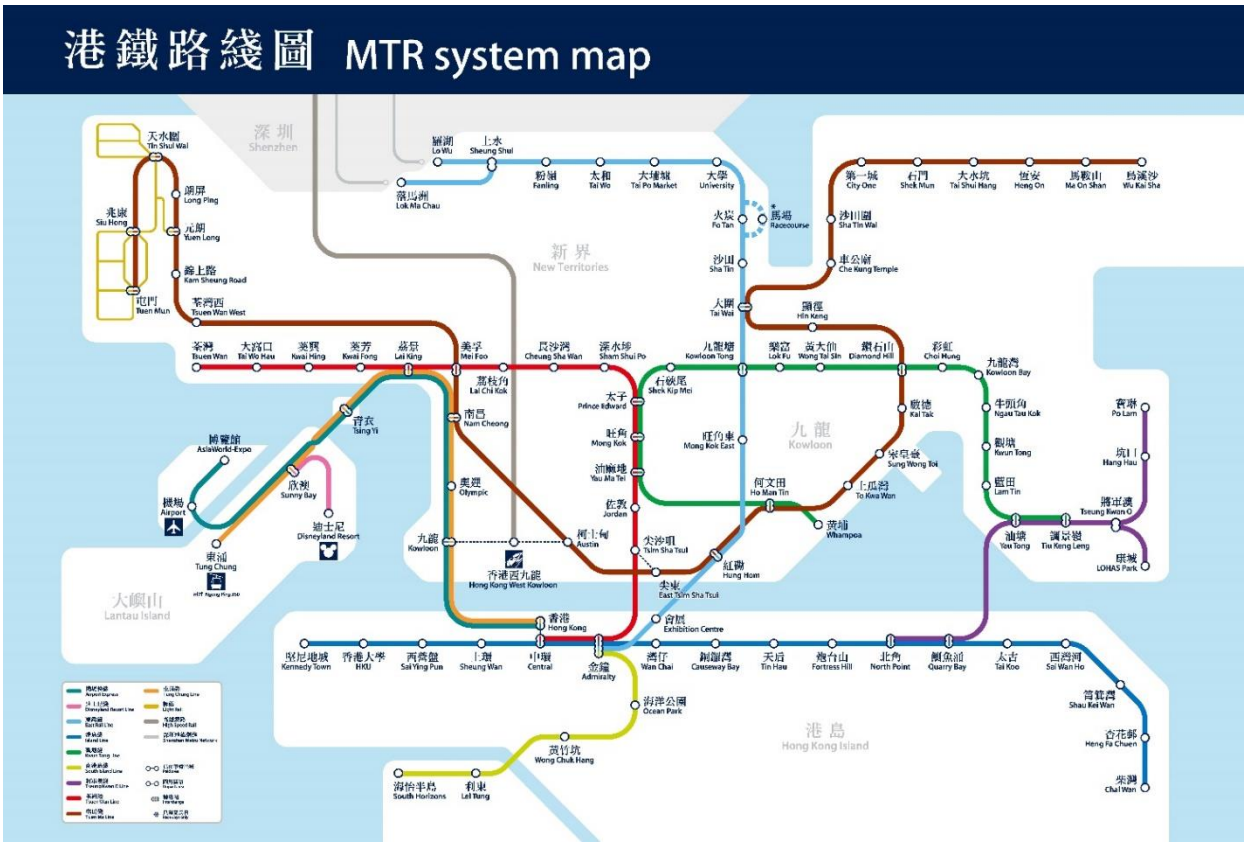
(3) Airport Station MTR (Airport Express-Hong Kong direction) → Kowloon MTR Station → Take a taxi (10-15 minutes) to the hotel

机场站(机场快线-香港方向) → 九龙站 → Taxi 到酒店

Location map of the hotel (by MTR station)

ROYAL PLAZA HOTEL is located near to Mong Kok East MTR Station (D exit) (about 100 meters) and Prince Edward MTR Station (about 700 meters).


MONG KOK STADIUM
MTR PRINCE EDWARD STATION
Portland Street
Nathan Road
Flower Market Road
FLOWER MARKET
BIRD MARKET
Prince Edward Road West
HOTEL MAIN ENTRANCE
Lai Chi Kok Road
Shanghai Street
B2
Sai Yeung Choi St. South
Tung Choi Street
Fa Yuen Street
Sai Yee Street
MOKO
P
ROYAL PLAZA HOTEL 帝京酒店
SHOPPING MALL ENTRANCE
Bute Street
BUS STATION
Mongkok Road
PEDESTRIAN FOOTBRIDGE
MTR MONG KOK STATION
B3
Luen Wan Street
MTR MONG KOK EAST STATION
Guest can take MTR to Austin Station and directly walk to the Hong Kong West Kowloon Station to interchange with Guangzhou-Shenzhen-Hong Kong Express Rail Link.
Argyle Street
Ladies Market
Nelson Street
MONG KOK COMPUTER CENTER


港鐵路綫圖 MTR system map
深圳 Shenzhen
新界 New Territories
九龍 Kowloon
港島 Hong Kong Island
大嶼山 Lantau Island

By Bus:

From Hong Kong International Airport, walk 900 meters to Airport (Ground Transportation Center) Bus Station, take **bus No. A21 (CTB)**(Hung Hom direction) → Alam Street, Mong Kok Bus Station → walk 800 meters to the hotel

从机场步行约 900 米到**机场(地面运输中心)公交站**乘坐**城巴 A21 路**(红磡方向) → 旺角鸦兰街公交站 → 步行约 800 米到酒店

***From Hong Kong West Kowloon High Speed Rail Station to the hotel**

At Hong Kong West Kowloon High Speed Rail Station (K exit), walk about 300 meters → Austin MTR Station (Tuen Ma Line - Wu Kai Sha direction) → Hung Hom MTR Station (East Rail Line - Lok Ma Chau/Lo Wu direction) → Mong Kok East MTR Station (D exit) → walk 100 meters to the hotel

西九龙高铁站(K 出口)步行约 300 米到柯士甸地铁站(屯马线-乌溪沙方向) → 红磡站(东铁线-落马洲/罗湖方向) → 旺角东站 D 出口，步行 100 米到酒店

From Hotel to	Time	By
Mong Kok East Station	2 minutes	By Walk
Hong Kong International Airport	40 minutes	Car / Taxi
Guangzhou-Shenzhen-Hong Kong Express Rail Link (Hong Kong West Kowloon Station)	20 - 25 minutes 20 minutes	Car / Taxi MTR
Kai Tak Sports Park	20 minutes 25 minutes	Car / Taxi MTR
Kowloon Station	10 - 15 minutes	Car / Taxi
Tsim Sha Tsui	15 - 20 minutes	Car / Taxi
International Finance Centre (Central)	30 minutes	MTR
China Ferry Terminal	15 - 20 minutes	Car / Taxi
Admiralty Station	13 minutes	MTR
Exhibition Centre Station	11 minutes	MTR
HK Convention & Exhibition Centre	13 minutes	MTR
Ocean Park Station	19 minutes	MTR
Shenzhen, China	45 minutes	MTR