MISNC 2025

The 12th Multidisciplinary International Social Networks Conference
Universidad de Oviedo, Oviedo, Spain

Program

Date/Time		Session Title		
September 3, 2025 Wednesday	09:00~~	Registration Start		
	09:30–09:50	Opening Ceremony		
	10:00–11:30	MISNC Session 1	MISNC Session 2	
	11:30–11:50	Coffee Break		
	11:50–13:00	MISNC Session 3	MISNC Session 4	MISNC Session 5 (Online)
	13:00–15:00	Lunch		
	15:00–16:30	MISNC Session 6	MISNC Session 7	MISNC Session 8 (Online)
	16:30–17:00	Coffee Break		
	17:00–18:00	MISNC 2025 Keynote Speech 1		
	18:30–20:30	Oviedo City Tour		
	20:30~	Conference Gala Dinner		
September 4, 2025 Thursday	09:00–	Registration		
	09:30–10:20	MISNC 2025 Keynote Speech 2		
	10:20–10:40	Coffee Break		
	10:40–12:10	MISNC Session 9	MISNC Session 10	MISNC Session 11 (Online)
	12:20–12:40	MISNC 2025 Closing		
	12:40–14:40	Lunch		
	14:30–20:30	Conference Tour (Covadonga and Cangas de Onis)		
	20:30~	Conference Farewell Dinner		
September 5, 2025 Friday	10:00–12:00	MISNC Committee Meeting		

Day 1 – September 3, 2025 (Wednesday)

Opening Ceremony

Time: 09:30–09:50
Room: Salón de Actos, Floor 0

Dr. I-Hsien Ting, General Chair, President of the Taiwanese Association for Social Networks, Director of SNIC and Professor of National University of Kaohsiung, Taiwan

Dr. Jordán Pascual Espada, Director of the School of Computer Engineering, University of Oviedo, Spain

Dr. Ignacio Villaverde Menéndez, Rector, University of Oviedo, Spain

MISNC Session 1

Time: 10:00–11:30
Room: Salón de Actos, Floor 0
Chair: **Daniel Fernández Lanvin**

46 An Efficient Federated Utility-Mining Algorithm
Tzung-Pei Hong, Jing-Chi Yang, Yu-Chuan Tsai and Chun-Hao Chen

20 Entropy-Based Anomaly Detection for Cybersecurity Threats in Network Traffic
Yun Zhen Lee and Han Wei Hsiao

24 Comparing Human and Machine-Labeled Sentiment Analysis for Disaster Response
Hafiz Budi Firmansyah and Aidil Afriansyah

30 A LLM-Driven Agent System for Automotive Fault Diagnosis with Integrated Reasoning and Expertise Sharing
Tzu-Ting Weng, Jun-Teng Sun, Zhen-Xin Fu and Chung-Hong Lee

MISNC Session 2

Time: 10:00–11:30
Room: Aula A-2-01, Floor 2
Chair: **Prof. Kazunori Minetaki**

2 How Visual Design Influences the Continuous Use of AI Chatbots: The Role of Cute Appearance and Rich Facial Expressions
Jian-Ren Hou, Yu-Ching Chang, Ying-Feng Kuo and Yi-Hsun Lin

7 Organizational Memory Facilitates Effective Learning from Failure: Evidence from a Questionnaire Survey Conducted in 2024 in Japanese Companies
Sanetake Nagayoshi and Jun Nakamura

14 Factors Influencing Value Co-Creation in Live Streaming E-Commerce Ecosystems: The Microfoundations Theory Perspective

Kai Wang, Yong-Yi Chang and Jia Chi Lin

18 Digital transformation as an enabler of organizational green learning orientation and ambidextrous green innovation: Organizational information processing perspectives
Yi-Chun Huang, Min-Li Yang and Miao-Hui Chiu

MISNC Session 3

Time: 11:50–13:00
Room: Salón de Actos, Floor 0
Chair: **Prof. Hiroki Idota**

17 Factors Influencing Continuance Intention of Watching VTuber Live Streaming: A Co-Creation Experience Perspective
Kai Wang, Yen Chan Lee and Chih Hsuan Yeh

39 Exploring New Business in Japanese SMEs from the Perspective of Employees' Engagement
Kazunori Minetaki, Teruyuki Bunno and Hiroki Idota

3 An Empirical Study on User Profile Analysis and SEO Performance: A Case of Taiwan Cultural Memory Bank 2.0
Mei-Yun Hsu, I-Hsien Ting, Yun-Hsiu Liu and Kazunori Minetaki

MISNC Session 4

Time: 11:50–13:00
Room: Aula A-2-01, Floor 2
Chair: **Prof. Teruyuki Bunno**

5 Liquid Consumption Behavior in Online Purchasing
Hiroshi Koga

15 Analyzing the Improvement of Students' Performance in Group Discussion: A Comparative Study of Online and Face-to-Face Collaborative Learning - A Case Study of Japanese Undergraduate Students
Laila Diana Khulyati and Sanetake Nagayoshi

34 Consumer Attitude toward QR code payments with Smartphone in Japan: Satisfaction and Dissatisfaction
Sanetake Nagayoshi and K.C. Abisikha

MISNC Session 5 (Online)

Time: 11:50–13:00
Room: Zoom link:

https://us05web.zoom.us/j/3709586807?pwd=uJLNeUHimIlzNczjLJkJOD5hMJOd1Q.1&omn=89506751438
Zoom Id: 370 958 6807 Password: misnc2025
Chair: **Prof. Kai Wang**

9 A Determination Framework of Quantitative Element of Criminal Offenses Integrating Explainable Artificial Intelligence

Quyuan Wang, Yuxin Liao, Xia Hu, Yuping Tu, Run Zeng and Zhiwei Guo

16 Design of LoRA Tunning-Assisted Pretrained LLM Structure For Sentiment Analysis in Online E-commerce

Yuanyuan Cai, Zhiwei Guo, Han Zhao, and Bo Liu

22 BEDGKT: A Behavior-Enhanced Dynamic Graph Knowledge Tracing Model

Rongkui Yu and Ying Wang

37 A Study on Consumers' Discontinued Purchase Behavior in Live-Streaming E-Commerce

Chien-Liang Lin, Ting-Wei Chang, Yu Sung Wen and Guan-Lin Chen

33 Study on the Use of Generative AI by Japanese IT Freelance Engineers: Effectuation as a Theory of Entrepreneurial Behavior

Kentaro Goto

MISNC Session 6

Time: 15:00–16:30
Room: Salón de Actos, Floor 0
Chair: **Prof. Sanetake Nagayoshi**

40 Facial Expression-Based Monitoring of Fatigue and Stress in Care Facility Workers

Kazunori Minetaki, Teruyuki Bunno, Hiroki Idota and I-Hsien Ting

47 Caught in the Flow: Cognitive Absorption and the Problematic Use of Short Video Apps

Avus Cy. Hou

42 Facial and Vocal Cues in Daily Life: A Multimodal Framework for Behavioral Insight

Kazunori Minetaki and I-Hsien Ting

25 Assessing Meta-Accuracy of Meta-Perceptions in Small Groups: A Preliminary Study

Szu-Yin Lin, Cheng-Feng Lee and Pei-Hua Lai

MISNC Session 7

Time: 15:00–16:30
Room: Aula A-2-01, Floor 2
Chair: **Prof. Chia-Sung Yen**

13 Enhancing Energy Policy Planning in Thailand Through AI-Based Forecasting of Crude Oil Imports

Suppanunta Romprasert, Thanapat Romprasert and Danai Tanamee

4 Unveiling the Potential of Artificial Intelligence in Natural Science Education: A Case Study on the Impact of Plant Identification Applications on Students' Environmental Literacy and Carbon Reduction Awareness

Chia-Sung Yen

38 Feasibility Analysis on Green Business Plan from Biomass

Danai Tanamee and Suppanunta Romprasert

29 Reconfiguring Knowledge Management Systems for the Web 3.0 Ecosystem

Yu Cui, Hiroki Idota and Masaharu Ota

Forged Memories- Iron Art of Taiping, TW

Chia-Sung Yen, I-Hsien Ting, Ming-Zong Lee

MISNC Session 8 (Online)

Time: 15:00–16:30
Room: Zoom link:
https://us05web.zoom.us/j/3709586807?pwd=uJLNeUHimIlzNczjLJkJOD5hMJOd1Q.1&omn=89378835850
Zoom Id: 370 958 6807 Password: misnc2025
Chair: **Prof. Yen-Hsin Lee**

1 Enhancing K-means Clustering in B2B Customer Segmentation: A Comparative and Hybrid Approach of Recursive Feature Elimination, Correlation Analysis, and Lasso Regularization

Daisy Ipatzi Bello, Sabeen Tahir and Stefania Paladini

35 Relational Taxonomy of Cyberattacks: A Model for Threat Classification and Connection in Digital Environments

Mikel Ferrer Oliva, Jose Amelio Medina Merodio, José Javier Martínez Herraiz and Carlos Cilleruelo Rodriguez

36 Taxonomy of Human Errors in Smart Energy Systems Cybersecurity

Mikel Ferrer Oliva, Jose Amelio Medina Merodio, Alberto Larena Luengo and José Javier Martínez Herraiz

50 Exploring Awareness in Social Media Regarding Europe (EU) and Taiwan Relations

Marcel Rother and Dario Liberona

Keynote I

Time: 17:00-18:00
Room: Salón de Actos, Floor 0
Chair: **Prof. Vicente Garcia Diaz**

Explainable AI for Analyzing Online Behavior: A Clickstream Perspective

Prof. Jerry Chun-Wei Lin, Silesian University of Technology, Poland

Oviedo City Tour

Time: 18:10

Meeting place: School of Computer Science Engineering (Escuela de Ingeniería Informática), University of Oviedo

Conference Gala Dinner

Time: 20:30

Restaurant: Hotel La Reconquista

C. Gil de Jaz, 16, 33004 Oviedo, Asturias

Day 2 – September 4, 2025 (Thursday)

Keynote II

Time: 9:30–10:20
Room: Salón de Actos, Floor 0
Chair: **Prof. I-Hsien Ting**

Hyper-personalization in social networks: Mass communication to micro-targeted, AI-curated experiences

Nitin Singh, IIM Ranchi, India

MISNC Session 9

Time: 10:40–12:10
Room: Salón de Actos, Floor 0
Chair: **Prof. Suppanunta Romprasert**

28 Do Autonomous Agents Exhibit Consistent Personality Traits in Open Social Environments?

Charles Perez and Samir El Hassani

21 Virtual or Human, Real or Rendered: Assessing the Persuasiveness of Synthetic Influencers

Karina Sokolova

31 Utility Evaluation of Synthetic Data by Variational Autoencoder

Natsuki Sano and Yejun Tao

10 Exploring the Relationship Between Local Election Results and Online Public Opinion in Taiwan: A Case Study of Taitung County

I-Hsien Ting, Yen-Chih Chiu, Yun-Hsiu Liu, Kazunori Minetaki and Chia Sung Yen

52 How to Highlight the Lowest Values: Adapting Bar Chart Features to Emphasize Data Minima

Laura Motenegro Granda, Jordán Pascual Espada and Juan Luis Carús Candás

MISNC Session 10 (Spanish and English Presentation)

Time: 10:40–12:10
Room: Aula A-2-01, Floor 2
Chair: **Prof. Dario Liberona**

23 Designing an Agentic AI Driven Framework for Decision-Making in Industrial Maintenance

Miguel Alonso-González, Vicente García-Díaz and Benjamín López Pérez

49 Enhancing Sustainability Education through Social Media platforms

Dario Liberona

45 Structural Analysis as A Tool to Establish The Influence of ICT in The Educational Processes of Rural Institutions in San Antero, Cordoba, Colombia

Helmer Muñoz Hernandez, Leonardo Antonio Diaz Pertuz, Diana Patricia Eljach Hernández, Yamid Fabian Hernández Julio and Kavir Ala Oviedo Prioló

44 Key Approaches to Neuroleadership: Perspective from The Public Educational Institutions of Monteria

Helmer Muñoz Hernandez, Diana Patricia Eljach Hernández, Leonardo Antonio Diaz Pertuz, Kavir Ala Oviedo Priolo and Yamid Fabian Hernández Julio

MISNC Session 11 (Online)

Time: 10:40–12:10
Room: Zoom link:
https://us06web.zoom.us/j/3709586807?pwd=uJLNeUHimIlzNczjLJkJOD5hMJOd1Q.1&omn=83213069291
Zoom Id: 370 958 6807 Password: misnc2025
Chair: **Prof. Chian Hsueng Chao**

48 The Study of Value Creation and AI Agent in Social Network: Governance and Ethical Risks Aspects

Chian-Hsueng Chao, Pei-Chen Hsu, Xiu-Hua Wei and Tian-Yi See

12 Surfacing Fish Detection Based on MSSYOLO in Recirculating Aquaculture System

Xiao Ruiwen, Yang Junchao, Huang Haiyan, Pan Xueni and Shen Yu

43 Question-Answering Systems for Tourism: Development of a RAG-based Prototype for Ecuadorian Places

Yahaira Benitez-Morejon, Janneth Chicaiza and Priscila Valdiviezo-Diaz

11 Quantification of Fish Feeding Behavior with MC-YOLO and Image Texture Features in Recirculating Aquaculture Systems

Zhou Jiachun, Yang Junchao, Pan Xueni, Huang Haiyan and Shen Yu

32 Sales Predictive Model with Customer Segmentation Integration

Alex Mejía and Priscila Valdiviezo-Diaz

MISNC Closing Ceremony

Time: 12:20–12:40
Room: Salón de Actos, Floor 0

Prof. Jordán Pascual Espada, University of Oviedo, Spain

Prof. I-Hsien Ting, National University of Kaohsiung, Taiwan

Conference Tour (Covadonga and Cangas de Onís)

Meeting Time: 14:30 PM

Conference Farewell Dinner

Time: 20:00

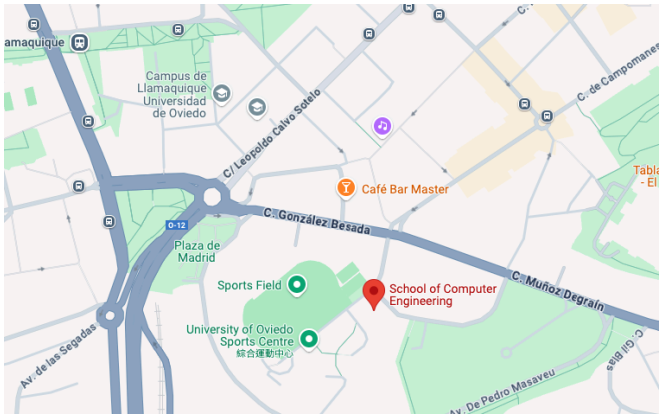
Restaurant: Sidrería Tierra Astur El Vasco

C. Victor Chavarri, 33001 Oviedo, Asturias, Spain

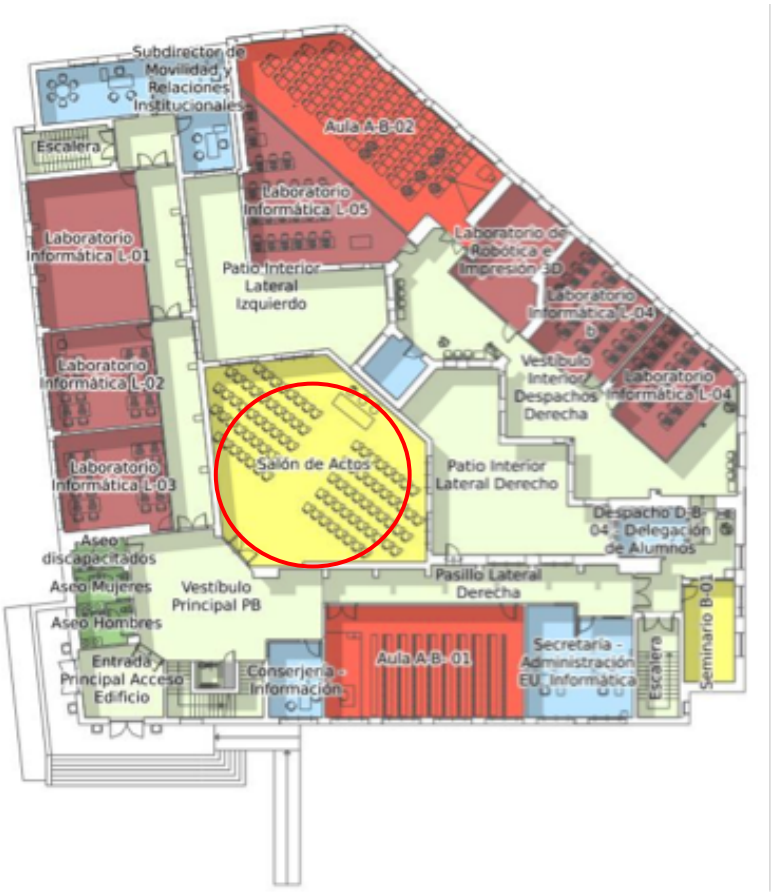
Conference Venue and Floor Plan

MISNC 2025 Will take place at School of Computer Engineering (Escuela de Ingeniería Informática), Universidad de Oviedo, Spain.

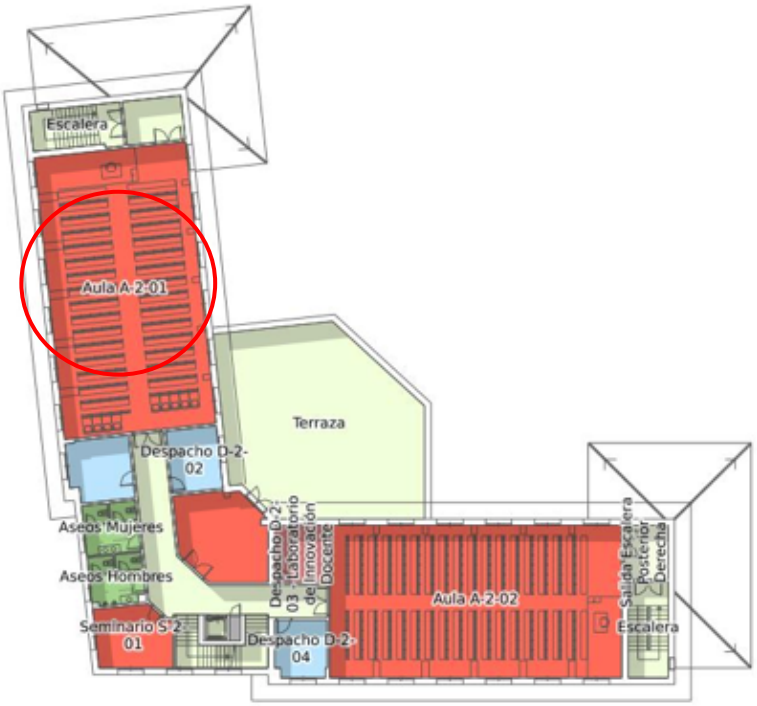
Universidad de Oviedo



Salón de Actos, Floor 0



Aula A-2-01, Floor 2



Social Events

Oviedo City Tour (English-guided)

Conference Gala Dinner

Eurostars Hotel de la Reconquista

https://www.eurostarshotels.co.uk/eurostars-hotel-de-la-reconquista.html

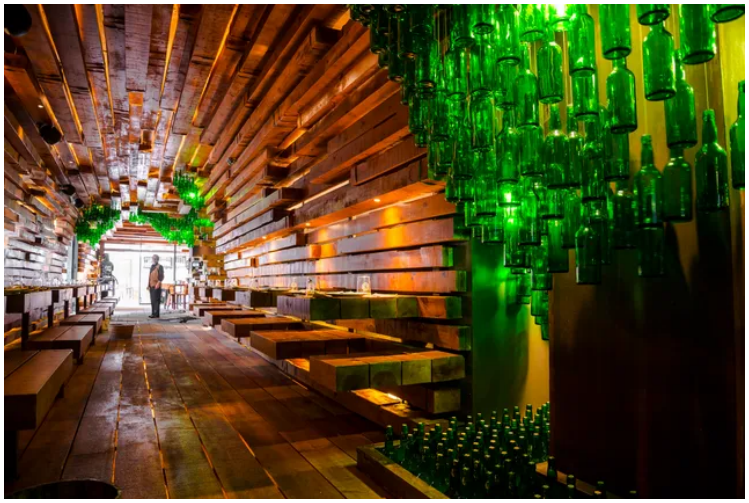
Conference Tour (English-guided) and Farewell Party

Covadonga

https://en.wikipedia.org/wiki/Covadonga

Cangas de Onis

https://en.wikipedia.org/wiki/Cangas_de_On%C3%ADs

Tierra Astur El Vasco

https://tierra-astur.com/tierra-astur-el-vasco/