



REPORT ON CONFERENCE ATTENDED

University : National Pingtung University of Science and Technology

Full Name : Thi Mai Le

Student ID: P10322019

Conference in Country: Indonesia

**Name of conference: NETs2017 - International Workshop on Marketing
Research in the Digital Age**

Date of conference: July 14 – 16, 2017

Date of report: September 05, 2017

NETs2017

International Workshop on Marketing Research in the Digital Age

Venue: Courtyard Bali Nusa Dua Resort

**Address: Kawasan Pariwisata Lot SW1 Nusa Dua Bali 80363
Indonesia**

NETs2017 - International Workshop on Marketing Research in the Digital Age I attended presented useful topics on e-commerce. Because my research is E-commerce and this conference provided a full opportunity for me to practice and constructive dialogue.

MR2017 Marketing Research 2017 aims to serve as a platform for marketing researchers to publish and share their research outcome as well as research idea. The marketing activities have been dramatically changed due to the popularity of Internet usage. A significant amount of Internet application, such as electronic commerce, social network, mobile application, sharing economic activities, and many others, has changed the way we do marketing activities. The MR2017 International Workshop on Marketing Research in the Digital age emphasizes on the “new face” of marketing research in the digital age and cyber world.

The MR 2017 aims to provide a platform for marketing researchers to share their research out as well as research idea with others. MR2017 particularly welcome marketing research articles with internet relative topics. Other marketing topics and consumer research articles are also welcome. MR2017 is co-locate with NETs2017 International conference on Internet Studies as a part of NETs2017 conference. NETs2017 is a series of conferences in its 8th year that focus on fostering Internet relative research.

MR2017 aims to serve as a platform for sharing research idea and research outcome. Full text manuscript, work-in-progress manuscript, research proposal, and extended abstract are all welcome.

The paper that I submitted to the conference has been allocated in knowledge and innovation in research towards a Banking, Finance and Economic Issues for E-Commerce session. The paper is: Shu Yi Liaw, Nur Aisyah Dwi Hediastri and Thi Mai Le *“A Study of the Multiple Mediation of Trust in E-bank From a Cross-cultural Comparison between Indonesia and Taiwan”* and was mentioned on conference proceedings book. I was presenting an

oral presentation in the conference for fifteen minutes on Saturday, 2nd July, 2016. After I have received questions and useful comments and contributed suggestions from committee and other participators also.

It provided me with a valuable learning experience. For instance, it was an excellent opportunity to gather together, interact and exchange their findings and views during conference sessions, coffee breaks and conference lunch. Consequently, I have known a number of academics and professionals from different countries such as Philippines, Indonesia, Taiwan, Thailand and others.

I would like to thank National Pingtung University of Technology and Science for giving me the opportunity to attend this conference via their conference funding which covered the part of my expenses. This conference is very interesting and enriches my experience with more information, knowledge and confidence. Also, many thanks should go to my supervisor, Dr. Shu Yi Liaw for his support and guidance.

