## **2024 International Conference on** Innovation, Knowledge, and Management (ICIKM 2024)

Rome, Italy 21-23 June 2024



**IEEE Catalog Number: CFP24CW1-POD ISBN**:

979-8-3503-8904-3

### Copyright © 2024 by the Institute of Electrical and Electronics Engineers, Inc. All Rights Reserved

Copyright and Reprint Permissions: Abstracting is permitted with credit to the source. Libraries are permitted to photocopy beyond the limit of U.S. copyright law for private use of patrons those articles in this volume that carry a code at the bottom of the first page, provided the per-copy fee indicated in the code is paid through Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923.

For other copying, reprint or republication permission, write to IEEE Copyrights Manager, IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854. All rights reserved.

\*\*\* This is a print representation of what appears in the IEEE Digital Library. Some format issues inherent in the e-media version may also appear in this print version.

 IEEE Catalog Number:
 CFP24CW1-POD

 ISBN (Print-On-Demand):
 979-8-3503-8904-3

 ISBN (Online):
 979-8-3503-8903-6

#### Additional Copies of This Publication Are Available From:

Curran Associates, Inc 57 Morehouse Lane Red Hook, NY 12571 USA Phone: (845) 758-0400 Fax: (845) 758-2633

E-mail: curran@proceedings.com Web: www.proceedings.com



# 2024 International Conference on Innovation, Knowledge, and Management (ICIKM) ICIKM 2024

### **Table of Contents**

Preface	vi
Organizing Committee	
Program Committee	
Reviewers	ix
AI Based Data Model and Intelligent Computing	
A Method for Creating Metro Maps by Integrating Multiple Unreliable Data Sources Guiyou Wang (Operation Sub-company of Shaoxing Metro, Shaoxing Metro Co., Itd., China), Ye Li (ZheJiang UniTTEC Co., Itd., China), Xiaoka Yang (Electronic and Mechnical Maintaince Department of Shaoxing Metro Co., Itd., China), Mingxi Zhao (Zhejiang UniTTEC Co., Itd., China), Jie Pei (Quality and Safety Managment Department of Shaoxing Metro Co., Itd., China), and Yangjiang Sun (Electronic and Mechnical Maintaince Department of Shaoxing Metro Co., Itd., China)	1
Can ChatGPT Obey the Traffic Regulations? Evaluating ChatGPT's Performance on Driving-License Written Test	7
Shanmin Zhou (Waseda University, Japan), Jialong Li (Waseda University, Japan), Mingyue Zhang (Southwest University, China), Daisuke Saito (Takachiho University, Japan), Hironori Washizaki (Waseda University, Japan), and Kenji Tei (Waseda University, Japan)	
Prediction and Analysis of Employee Promotions Using Machine Learning	15

## Computational Models and Data Analysis in Digital Marketing and E-commerce

xploring the Influence of Omni Channel Marketing Strategy on Customer Behavior and xperience: The Case of Motorcycle and Automotive Companies	23
Modified Black Scholes Merton Model Based on Student's t-Distribution and GARCH Model  Zifan Li (University of Leicester, UK) and Zirun Chen (New York  University, USA)	28
actors Influencing Generation y's Online Purchase Intentions: A Case Study on Vegetarian ood in Vietnam	34
the Impact of Green Marketing on Consumer Purchase Intentions for Organic Food in Can Tho City, Vietnam	40
Knowledge Based Innovative Services and Information Analysis	لد،
Knowledge Based Innovative Services and Information Analysis  Constructing the Demand Generating Mechanism Model of Think Tanks' Knowledge Service Base in Clients' Intellectual Capital gap  Jing Shen (Peking University, China) and Jiaxin Yang (Peking University, China)	ed 44
Constructing the Demand Generating Mechanism Model of Think Tanks' Knowledge Service Base in Clients' Intellectual Capital gap	44
Constructing the Demand Generating Mechanism Model of Think Tanks' Knowledge Service Base in Clients' Intellectual Capital gap	44
Constructing the Demand Generating Mechanism Model of Think Tanks' Knowledge Service Base in Clients' Intellectual Capital gap	44 49