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Cognitive psychology  
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Industrial Management  
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Nota di contenuto	-- Emotion Research in Southeast Asia (SEA): Bridging Cultures, Advancing Design. -- Emotional Preferences in Metaverse Library Interface: A Kansei Analysis. -- Developing the Concept of Emotion for Rendang Packaging Design Using Kansei Engineering. -- Exploring Emotion Classification for Children with Autism in Response to Robot Movement: A Preliminary Case Study in Malaysia. -- Implementation of the K-Means Genetic Algorithm to Determine the Design Concept for Toast Bread Packaging by Kansei Engineering. -- Design Guide for Emotional Evocative Student'S Leadership Program. -- Extraction of Toast Packaging Design Elements Using Long Short Term Memory-Neural Network with Kansei Engineering Approach. -- Assistive Tool for Emotion and Importance Quadrant Leiq™. -- Key Determinants of Value-Based Management for Ict Project Delivery: Insights from Kansei Engineering and Emotion Research. -- Exploring Research Direction for Human Metaverse Interaction. -- Enhancement of Kansei Model for Political Security Threat Prediction Using Bi-Lstm. -- The Integration of Kansei Engineering and Artificial Intelligence Based on Methodology and Application Perspective: A Review. -- Competencies Required by Different Positions for Innovation. -- An Initial Exploration of Virtual Reality for Emotional Expression: The Case of “Inescapable Grief”. -- Combined Bidirectional Long Short-Term Memory and Mel-Frequency Cepstral Coefficients with Convolution Neural Network Using Triplet Loss for Speaker Recognition. -- An Improved YOLOv5 Model with Frb Method for Product Surface Defect Detection. -- Application of Digital Gamification Systems in Intelligent Automated Learning. -- Exploring the Intersection of Kansei Engineering and Affective Computing in Digital Media Design Research. -- Constructing A Curatorial Awareness-Based Sustainable Development Model—A Kansei Engineering Perspective. -- Design For/From Pray- the Building Process of Virtual Pilgrimage Site. -- A Research of Kansei Engineering and Affective Computing for Generating Game Controller. -- Applying Design Puzzle and Kansei Analysis to Analyze the Emotional Factors in the Bionic Modeling Wooden Toy Design Process by Designers. -- Ontology Construction and Sentiment Computation Analysis in Animated Series: A Case Study of Mobile Suit Gundam. -- Image and Media in Kansei Design. -- A Comparative Study Assessing the Effectiveness of Machine Learning Technology Versus the Questionnaire Method in Product Aesthetics Surveys. -- Cognitive Research on Ai-Assisted Generation of Animations with Diverse Artistic Styles. -- A Study About Visual Movement of Applying Proximity of Gestalt

Psychology on Straight Line./ -- Application of the Immersive Virtual Training. -- Applying the Story Context Analysis Method in Teaching Immersive Media Development. -- Innovative Design for Cultural Sustainability. -- A Study on Qualia'S Experiential Model from the Concept of Service Innovation Design: A Case of 7-Eleven Service Experience in Taiwan. -- The Impact of Reusing Old Houses on Community Sustainable Development: A Case Study of Longquan Street in Taipei City. -- Generative Artificial Intelligence to Enhance the Sustainability of Traditional Crafts: The Case of Ceramic Teapots. -- Innovative Frontiers in Visual Arts: Ai'S Role in Interdisciplinary Collaboration . -- Impact of the Audience'S Aesthetic Perceptions on the Traditional Dance-Drama: Eternal Love Across The Magpie Bridge. -- Research on Perceptual Differences in Corporate Identity Systems . -- Exploration of Mural Creation in Eastern Zhejiang Art Mural Villages.

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#### Sommario/riassunto

The two volume set, LNCS 2313 and LNCS 2314, constitutes the proceedings of the 10th International Conference on Kansei Engineering and Emotion Research, KEER 2024, held in Taichung, Taiwan during November 20–23, 2024. The 57 full papers presented in these volumes were carefully reviewed and selected from 154 submissions. These papers have been organized in the following topical sections:- Part I: Emotion Research in Southeast Asia (SEA): Bridging Cultures, Advancing Design; Competencies Required by Different Positions for Innovation; Exploring the Intersection of Kansei Engineering and Affective Computing in Digital Media Design Research; Image and Media in Kansei Design; Innovative Design for Cultural Sustainability. Part II: Kansei Approach to Sustainability Society; Kansei in Senses and Interaction; Kansei Issues in Cross-Cultural Design; Wellbeing/ Experience Quality of Life/ Healthcare. .

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