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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS ECBA-2016

**International Conference on
“Engineering & Technology, Computer, Basic & Applied
Sciences”
(ECBA-2016), Tokyo, Japan**

Book of Abstracts Proceeding

**International Conference on
“ENGINEERING & TECHNOLOGY, COMPUTER, BASIC &
APPLIED SCIENCES”
(ECBA-2016)
Tokyo, Japan**

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**International Conference on
“Engineering & Technology, Computer, Basic &
Applied Sciences”
Tokyo, Japan**

**Venue: Hotel Sunroute Plaza Shinjuku Tokyo,
Japan**

ORGANIZING COMMITTEE

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PROGRAM COORDINATOR MESSAGE

Ms. Ani Wahyu

International Conference on Engineering & Technology, Computer, and Basic & Applied Sciences” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Ms. Ani Wahyu

Program Coordinator

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ECBA-2016

CONFERENCE PROGRAM

DAY 01 Saturday (March 26, 2016)

Welcome Reception & Registration

8:30– 9:00 am

Opening Ceremony (09:00 – 09:30 am)

Venue: Room 1

09:30 – 9:40 am	Introduction of Participants
09:40 – 9:50 am	Welcome remarks- Dr Felicia Chong - Conference Coordinator Academic For a
09:50 – 10:00 am	Group Photo Session

Grand Networking Session and Tea Break (10:00- 10:30 am)



DAY 01 Saturday (March 26, 2016)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Nattamon Chanaphan

Track A: Business, Economics Social Sciences & Humanities

TKS-436-101	Analysis of the Simulation Merger and Economic Benefit of Local Farmers' Associations in Taiwan	LU Yung Hsiang
TKS-436-114	The Effects of Front Line Employee's Customer Orientation on Customer Identification: The Role of Customer Experience	Shih Ting Peng
TKS-436-117	Environmental Technology Licensing in A Vertically Related Market	Hsiao Ping Wang
TKS-436-118	Free Entry and Export Policy	Ting Hsuan Yen
TKS-436-127	Influence of National Culture on Entrepreneurship, Innovation and the Country's Fear of Failure	Mostefa Ider
TKS-436-116	Corporate Social Responsibility, Cross-Border Pollution, and Trade Policy	Ting Chung Wang
TKS-436-120	Decomposition Analysis of Global Value Chain's Impact on Thai Economy	Punyawich Sessomboon

Lunch Break: (12:00-01:00pm)



DAY 01 Saturday (March 26, 2016)

Session 2 (01:00 am – 2:30 pm)

Venue: Room 1

Session Chair: Mala Srivastava

Track A: Business, Economics Social Sciences & Humanities

TKS-436-136	Boosting Family Business Successor's Ability and Motivation A Case of Thai Trading Companies	Nattamon Chanaphan
TKS-436-102	Collaborative Knowledge Management: Examining the Challenges in Rural Banking Industry in Ghana	Nicodemus Osei Owusu
TKS-436-108	Love and Desire in Thai Homosexual Songs	Orathai Piayura
TKS-436-109	Intertextuality and Sunthornphu's 'Good Woman' Ideological Concept	Orathai Piayura
TKS-436-113	Moral Mechanisms Linking Authentic Leadership to Ethical Sales Behavior	Guang Syu
TKS-436-130	Development and Formative Evaluation of A Technology-Mediated Task-Based Language Learning Curriculum: With the Implementation of Web quests	Hiroki Yoshida

Tea Break (02:30- 02:45 am)

DAY 01 Saturday (March 26, 2016)

Session 3 (02:45 am – 04:00 pm)

Venue: Room 1

Session Chair: Ting Chung Wang

Track A: Business, Economics Social Sciences & Humanities &

Track B: Engineering & Technology, Computer, Basic & Applied Sciences

TKE-436-102	How to Effectively Reduce Useless Log Information of SBML	Jinho Ahn
TKS-436-124	Analysis of Debate Classes and Potential Factors Related to Japanese Leading Universities' Education	Mikako Nobuhara
TKS-436-138	Antecedents to Consumer Engagement : Moderating Role of Media Richness of Brand Pages.	Mala Srivastava
TKS-436-128	The Volatility Information Implied in the Term Structure of VIX	Yaw-Huei Wang
TKS-436-122	Acceptance of and Collective Action Against Wealth Inequality: Roles of Negativity Toward the Rich	Darius CHAN
TKS-436-115	Mechanisms Linking Consumer Perceived Ethicality to Purchase Intention	Nai Yun Chen

(Closing Ceremony 04:00 to 05:00)



LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attending the conference as delegates & observers.

Sr.no	Official ID	Name	Affiliation Details
1	TKS-436-123A	Dr Anthony Lo	Sunshine Central Medical Clinic, Australia
2	TKM-436-102A	Saman Setayesh	Dr Saman Setayesh, Pty, Ltd, Australia
3	TKS-436-132A	zafar abid	Global Banking School, Landon
4	TKS-436-139A	Mr. Nopporn Boonkeaw	Office of the Permanent Secretary of the Prime Minister's Office (OPM), Thailand
5	TKS-436-140A	Mrs. Sumalee Ketkeo	Office of the Permanent Secretary of the Prime Minister's Office (OPM), Thailand

6	TKS-436-141A	Mrs. Ratchanee Sreesook	Office of the Permanent Secretary of the Prime Minister's Office (OPM), Thailand
7	TKS-436-142A	Mrs. Thitirat Prakasukarn	Office of the Permanent Secretary of the Prime Minister's Office (OPM), Thailand
8	TKM-436-104A	Goran Miric	Director of GPG Dental, Australia
9	TKM-436-105A	Linda Miric	Clinical Pharmacist at Brisbane Mater Hospital, Australia
10	TKM-436-107A	Taejoon Kang	Korea Research Institute of Bioscience and Biotechnology, Korea
11	TKM-436-106A	Dr Judy Moss	Maroubra Medical Centre, Sydney, Australia

DAY 02 Sunday (March 27, 2016)

City Tour and Shopping Day

All participants will be free to carry on their own tourism and shopping activities in Tokyo Japan it's a free day for this purpose

**TRACK A: ENGINEERING & TECHNOLOGY,
COMPUTER, BASIC & APPLIED SCIENCES**

How to Effectively Reduce Useless Log Information of SBML

Jinho Ahn*

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Abstract

As powerful commodity hardware devices rapidly are very ubiquitous and their costs enormously become lower, a cluster or a federated cluster of computing nodes using the common devices are commonly used for reducing the completion time of complex and long-running modeling and simulation applications in the fields as unmanned aero vehicle, disaster prediction, medicine development, astronomical observation and so on. However, as their scale becomes larger, the systems may be organizationally more vulnerable to their component failures than single machine ones. Thus, fault-tolerance techniques should be considered to make the wasted execution to a minimum in their design phase as an essential building block of the platforms. There are a lot of rollback-recovery algorithms developed for providing fault-tolerance for long-running distributed applications on small-scale, cluster, grid computing platforms. Among them, sender-based message logging with check pointing is one of the most lightweight fault-tolerance techniques to be capable of being applied in this field. Second, if temporary communication failures force some messages not to be currently fully logged, all the message send operations generated after having received them should be delayed until their receiver can know that they become fully logged on their senders' volatile memories. To address the problems, we have introduced a lightweight SBML protocol to allow a receiver to piggyback small log information for messages received, but not yet fully logged, on each return message for giving the receive sequence number(rsn) assigned to a message to its sender. However, it may make the full log information of each application message recorded on its sender's buffer as well as on buffers of senders of its successors.

Keywords: Consistent Recovery, Distributed System, Log Purging, Message Logging

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**TRACK B: BUSINESS, ECONOMICS, SOCIAL
SCIENCES & HUMANITIES**

Analysis of the Simulation Merger and Economic Benefit of Local Farmers' Associations in Taiwan

LU Yung Hsiang^{1*}, Chang, Kuming², Dai³, Yi-Fang⁴, Liao Ching-Yi⁵

^{1,2,3,4,5} National Chiayi University, Taiwan

Abstract

According to Taiwan's administrative division of future land planning may lead farmer association and service areas facing recombination or merger. Thus, merger combination and the economic benefit of the farmer association are worth to be discussed. The farmer association in the merger, which may cause some then will not be consolidated, or consolidate two, or even more to one association. However, under what condition to merge is greatest, as one of observation of this study. In addition, research without using simulation methods and only on the credit department rather than whole farmer association. Therefore, this paper will use the simulation approach, and examine both the merge of farmer association and the condition under which the benefits are the greatest. The data of this study set include 266 farmer associations in Taiwan period 2012 to 2013. Empirical results showed that the number of the farmer association optimal simulation combination is 108. After the merger from the first stage can be reduced by 60% of the farmers' association. The cost saving effects of the post-merger is not different. The cost efficiency of the farmers' association improved. The economies of scale and scope would decrease by the merger. The research paper hopes the finding will benefit the future merger of the farmers' association.

Keywords: Simulation Merger, Farmer Association, Assurance Region D
ata Envelopment Analysis

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Love and Desire in Thai Homosexual Songs

Orathai Piayura^{1*}, Dr.Jackkrit Duangpattra²

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Abstract

This article explored the songs about homosexual broadcasting in Thailand during 2003-2013. The focus was on the songs with love and desire theme. The research found that there were 26 songs about homosexual being broadcasted during that decade. However, there were only 5 songs mentioning love and desire of homosexual. The rest of them were about homosexual identities, depression and social influence. The songs with love and desire theme expressed the difficulty to find true love among homosexual relationship, the desire to have their own 'husband', the desire of aging gay men, the inexperience of young gay men and the inferiority of gay men for being a 'fake'. The songs were analyzed by gender and sexuality approach with the illustration of Thai contemporary social contexts.

Keywords: Thai, Homosexual, Song, Love, Desire

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Intertextuality and Sunthornphu's 'Good Woman' Ideological Concept

Orathai Piayura*

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Abstract

This article examined *Supaasit Sorn Ying* (Codes and Conducts for Women) by Sunthornphu, the renowned Thai poet of Early Rattanakosin (1786-1855) with the application of Julia Kristeva's Intertextuality and Ferdinand de Saussure's Semiotics as theoretical frameworks. The study illustrated how the ideological concept of 'good woman' was borrowed and repeated by other authors and being transmitted to readers in various forms of genres. The inheritance and reproduction of Sunthornphu's 'good woman' ideology were found to influence Thai women's value and ways of life for centuries.

Keywords: Sunthornphu, Intertextuality, Ideology, Good Woman

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Moral Mechanisms Linking Authentic Leadership to Ethical Sales Behavior

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Abstract

Up to now, the unethical conduct within several companies awakened the larger populace to the reality that a leadership crisis existed among executives of major corporations. This situation leads people to a yearning for increased authenticity among leaders, which contributed to the development of authentic leadership. In recent years, authentic leadership is a target of great interest among scholars and practitioners. Despite this progress, however, not much has been known about the effect of authentic leadership on ethical outcomes. To address this gap in the literature, the first purpose of this study is to investigate the relationship between authentic leadership and ethical sales behavior. Ethical sales behavior can earn customer trust, which facilitates the transaction process and further effects on relational outcome. We thus suggest that ethical sales behavior is a unique and important outcome to investigate in relation to authentic leadership. By considering employee moral efficacy as a cognitive mechanism underlying the relationship between authentic leadership and employee ethical sales behavior, this study attempt to enrich the existing literature about how authentic leadership promotes ethical sales behavior. Thus, the second purpose of this study is to investigate the mediating role of moral efficacy in the link between authentic leadership and ethical sales behavior.

Keywords: Authentic Leadership, Ethical Sales Behaviour, Moral Efficacy

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The effects of front line employee's customer orientation on customer identification: The role of customer experience

Yu Chi Wu¹, Shih Ting Peng^{2*}

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Abstract

There is a lack of research focusing on the linkage between customer orientation and customer identification which is one kind of customer positive attitudes. To address this gap in the literature, the first purpose of this study is to investigate the relationship between customer orientation and customer identification. The customer experiences play an increasingly important role in determining the success of a company's offering. Prior service experience studies have comprehensively discussed that customer encountering with frontline employees (e.g., customer orientation) may affect customer experience. However, there is a lack of research focusing on the customer experience may play a mediating role between customer orientation and customer identification. Thus, the second purpose of this study is to investigate whether FLE customer orientation may affect customer experiences, which in turn may influence customer identification. We tested the proposed framework with matched samples from 200 front line employees and their customers. They will be asked to focus on their last service experience encounter with FLEs from one of the relevant service sectors (i.e., customers from SPA, hair salon, and gym) within the past three months. Theoretically, this study tries to provide the rational explanation for how (or process) FLE customer orientation may affect customer identification by investigate the indirect role of customer experiences. Practically, this study may help corporations to raise customer's positive attitude such as customer experiences and customer identification which may help corporations to make profit.

Keywords: Customer Orientation, Customer Experiences, Customer Identification.

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Mechanisms Linking Consumer Perceived Ethicality to Purchase Intention

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Abstract

The recent rise in ethical consumerism has seen increasing numbers of corporate brands project a socially responsible and ethical image. The developing focus on ethical issues in consumption, ethical consumerism has emerged as an important influence on business. This study analyzes the relationship between consumer perceived ethicality, brand trust and purchase intention at a product level. We focus on retailer-owned private brands. Previous research has examined ethical attribute effects on national brands, ethical attribute effects on private brands evaluations have remained unexplored. Therefore we investigate ethical attribute effects on private brand evaluations. Further, we also explore whether or not brand trust will act as a mediator between consumer perceived ethicality and purchase intention. Although the consumer is a key stakeholder in the process of marketing exchange, there is few literature that addresses ethics from the consumer's perspective. Therefore, in this study, we may contribute to fill the gap in the existing literature. About 200 sample will be collected from consumers shopping in the major supermarkets and retail chains with private brand food in the store. The proposed framework are tested by using structural equations modelling.

Keywords: Consumer Perceived Ethicality, Brand Trust, Purchase Intention

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Corporate Social Responsibility, Cross-border Pollution, and Trade Policy

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Kaohsiung, Taiwan

Abstract

This paper develops a three-country two-firm model to examine the optimal export policy of the home country. In the model, a domestic CSR firm and a foreign firm export heterogeneous goods to sell in the third market. When producing the exporting goods, the plants emit pollutant which may pollute its own or foreign countries. The domestic firm not only care its profit but also consumer surplus and the pollution damage of related countries, which we call it a CRS firm. Previous literature on cross-border pollution did not take the CSR behaviour into consideration. Therefore, we aim at the interaction between the effects of CSR and cross-border pollution. Furthermore, we explore how the CSR-related activities and cross-border pollution influence the optimal trade policy of a country and we also compare the related-countries' welfare with that under the optimal trade policy or free trade.

Keywords: Corporate Social Responsibility, Cross-Border Pollution, Trade Policy.

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Environmental technology licensing in a vertically related market

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Abstract

This paper develops a vertically related market model where there are only one intermediate good supplier and one final good producer originally. An emission reducing technology patent holder decides on licensing his environmental technology to the original downstream firm and entering into the final good market or not. After the entrance decision of the patent holder, the intermediate good supplier adopts either uniform pricing or discriminatory pricing strategy. The government implements a specific emission tax policy on the final goods. By the model, we explore how the emission tax rate affects the optimal entry mode, optimal licensing contact and the associate social welfare. Which pricing strategy of the intermediate good supplier is more preferred when considering environmental technology licensing behaviour among firms can also be solved?

Keywords: Emission Tax, Environmental Technology Licensing, Discriminatory Pricing

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Free Entry and Export Policy

Ya Po Yang¹, Ting Hsuan Yen^{2*}

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Abstract

This paper sets up a three-country model to examine the optimal export policy of the domestic county when the domestic firms freely enter into the exporting market . In the model, domestic firms and foreign firms export homogenous goods to the third market and engage on Cournot competition, and domestic government implements export policy on the exporting goods of domestic firms. We study the optimal domestic export policy by considering homogeneous and heterogeneous domestic firms freely enter into the third market, respectively, and also compare the associate welfare of various countries before and after the country's implementation of the export policy.

Keywords: Free Entry; Export Policy

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Decomposition Analysis of Global Value Chain\ S Impact on Thai Economy

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Abstract

Following Koopman et al. (2014), gross export value for 32 Thai industries in 2000, 2005, 2009, 2010, and 2011 can be decomposed into 3 main categories: domestic value-added, foreign value-added, and pure double counted exports. Computers, electronics and optical equipment industries have the highest gross export value, although not in terms of domestic value-added export. Therefore we cannot directly deduce export ability by gross term of export, which may generate misleading findings. Empirical results from panel regression with fixed-effect and two stage least squares (2SLS) fixed-effect models based on export-led growth strategy have further results: among the three combinations of gross export, domestic value-added export has the highest impact on economic growth compared to foreign value-added and pure double counted exports. Comparing conventional revealed comparative advantage (RCA) and new RCA indices suggests that the latter is more accurate in measuring comparative advantage of Thai industries in the global value chain.

Keywords: Decomposition Analysis, Global Value Chain, Comparative Advantage, Export-Led Growth, Panel Regression.

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Acceptance of and Collective Action against Wealth Inequality: Roles of Negativity toward the Rich

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Abstract

Wealth inequality and its negative social consequences, ranging from poor population health, increased crime rates, to social instability and unrest, have become increasingly prominent on social agendas across the world, and Hong Kong is no exception. Its Gini coefficient of .537 in 2011 is among the highest in Asia if not the world. And it is often reported that wealth inequality is a major source of tension at the societal level. Recently, a related phenomenon, often called “negativity toward the rich”, has also been frequently discussed in local social discourse. In this presentation, we will examine at how differences in income and perceived upward mobility will affect variables such as negativity toward the rich and acceptance of wealth inequality, which will in turn lead to collection action participation. Responses from over 1,000 Hong Kong citizens were collected through a territory-wide telephone survey which was designed to capture the aforementioned variables. Preliminary path analyses reveal that our proposed model generally provides good fit to the data, confirming the mediating roles of negativity toward the rich. Interestingly, participants’ perceived upward mobility was much stronger in predicting the model variables than their actual income, indicating the importance of creating an environment that allows people to remain hopeful in their future. Conceptual and applied implications of our findings will be discussed.

Keywords: Wealth Inequality, Upward Mobility, Negativity toward the Rich, Collective Action

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Analysis of Debate Classes and Potential Factors related to Japanese Leading Universities' Education

Mikako Nobuhara*

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Abstract

This study focuses on the educational features of English debate classes in leading Japanese universities. In recent times, holding debates in English has become popular in the Japanese education system, especially at leading universities that aim to nurture students as global human resources and have set goals to develop teaching debate in classes. It was seen that after attending debate classes, students were able to fluently express themselves in English without experiencing any feelings of doubt or any pre-existing bias. Moreover, the questionnaires revealed that they felt exceedingly motivated. In this study, it was observed that attending debate classes caused the students to be (1) more assertive, (2) communicative, and (3) motivated to studying. Therefore, to improve the standards of education in Japanese universities, it is necessary to expand and develop the practice of debating in English at other Japanese universities. In the near future, this effective teaching method should also be introduced to high schools and secondary education.

Keywords: Debate, Communication, Motivation, University Students, Higher Education

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Influence of National Culture on Entrepreneurship, Innovation and the Country's Fear Of Failure

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Switzerland

Abstract

As many rich countries are crossing a period characterized by an increasing public debt, high unemployment, and economic stagnation, the search for a new economic model of growth has never been as urgent as today. The days of the managed economy are over, and rich countries are entering a new economy, where entrepreneurship and innovation are the new critical factors of production. In this new economy, known as the "Entrepreneurial Economy", culture seems to play a substantial role. In this paper we will explore the relationships between Entrepreneurship, innovation, the country's fear of failure and the national culture. Among our key findings, we show that there is a linear relationship between the necessity and opportunity driven types of entrepreneurship, and four of the cultural dimensions of Hofstede framework for national culture, namely: Power Distance, Individualism versus Collectivism, Masculinity versus Femininity, and Uncertainty Avoidance. Long-term/Short term orientation is not significant for this two types of entrepreneurship. Ambitious type of entrepreneurship, and fear of failure are related only to uncertainty avoidance; while innovation is related to uncertainty avoidance and Individualism/Collectivism. Finally Improvement driven type of entrepreneurship is related to power distance, and Masculinity/femininity; while Early stage type of entrepreneurship (TEA) is related to individualism/collectivism and long-term orientation/short orientation. A predictive model for Entrepreneurship as a function of Hofstede's cultural dimensions will as well be presented. The study is based on a sample of 31 countries from Europe, Asia and America. Data has been analyzed using IBM SPSS Version 21

Keywords: Hofstede, National Culture, Entrepreneurship, Innovation, Country's Fear Of Failure, Managed Economy, Entrepreneurial Economy, Global Entrepreneurship Monitor, Global Innovation Index

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The Volatility Information Implied in the Term Structure of VIX

Yaw-Huei Wang^{1*}, Kai-Jiun Chang², Mao-Wei Hung³

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Abstract

This study examines whether the volatility information implied in the term structure of VIX can improve the prediction of realized volatility. We first propose several approaches to compile maturity independent proxies of volatility from the VIX term structure and then investigate the information content of these proxies for future realized volatility. The empirical results on the S&P 500 index show that in terms of both in-sample estimation and out-of-sample forecasting, the proxies representing the information on the VIX term structure are more informative than the single VIX with a particular time to maturity. Our empirical results are robust to alternative model specifications and various forms of volatility.

Keywords: Options; Vix, Term Structure, Volatility, Forecasting.

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Development and Formative Evaluation of a Technology-mediated Task-based Language Learning Curriculum: with the Implementation of WebQuests

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Abstract

Task-based language learning (TBL) has been increasingly modified in language learning classes recently and has been recognized as a way forward in communicative language learning. In Japan, task-based language learning has been adopted in many classroom activities but has not been adopted at the level of syllables or curricula. This study purposed to examine the effectiveness and usefulness of a task-based language learning curriculum that was developed for an EFL class for Japanese university students. WebQuest which is a technology-mediated educational method that incorporates inquiry activities was integrated in the curriculum as learning method that promotes task-based learning. The curriculum was implemented for a “Media English I” class. Participants were Japanese university students who learn English as a foreign language. Results of the study suggest that the task-based language learning curriculum was beneficial to the participants.

Keywords: Webquests, Task Based Language Learning, Curriculum Development, EFL

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Boosting Family Business Successor's Ability and Motivation A Case of Thai Trading Companies

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Abstract

The worldwide phenomenon of *third generation decline* in family business has been attributed to the successors' declining entrepreneurial motivation and imperfect conditioning given by their predecessors. Given the impact of family businesses on the world economy, this study sought to qualitatively find out the extent of family business succession success and the factors providing the successors with more ability, more motivation, and/or less obstacle in succeeding his/her family business from ten successors of the Stock Exchange of Thailand listed family trading businesses. For the former objective, findings revealed that the successions were only somewhat successful for almost half of the sample group reported their first year business performance as "poorer than last year". For the latter, successor's willingness in taking the helm, advance preparation of the successor for succession, predecessor's trust in the successor's capability, rewards from working with the family business, courteousness of familial environment, and capable team were essential factors identified by the successors. Family business predecessors might consider manipulating these factors in their succession process.

Keywords: Family Business, Succession, Motivation, Ability.

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Collaborative Knowledge Management: Examining the challenges in Rural Banking industry in Ghana

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Abstract

In today's global world the need for business to collaborate in knowledge management has become more important. This is because at the moment, more than ever before, the returns companies gain are increasingly related to their intellectual assets, and not the tangible assets they manage. However, in practice, implementing such collaboration has been challenging. The aim of this study is to examine challenges in collaborative knowledge management in the rural banking industry in Ghana. The study is a quantitative with 105 employees surveyed. The study results indicate that challenges exist and amongst them are: Mistrust; fear of loss of autonomy; different business cultures with different power structures; different funding cycles causing different creditworthiness; difficulty in combining skills due to different knowledge levels; and finally difficulty in coordinating affairs with full management commitment. In view of these, it is recommended that management must commit itself to the task through communication and put in place the appropriate rewards and incentives for knowledge management activities. Also employees need to develop knowledge management skills through training in order to participate effectively. The conclusion is that while the future will belong to those organizations that effectively exploit collaboration in knowledge management it cannot be achieved on a silver platter. Rather it has to be achieved by a way of consciously adjusting to managerial skills that can enhance collaborative working of ideas within organizations.

Keywords: Collaboration, Knowledge Management, Challenges, Rural Banks, Ghana

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Antecedents to Consumer Engagement : Moderating role of Media Richness of brand pages

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Abstract

This paper aims to delineate the meaning, conceptual boundaries and dimensions of consumer engagement within the context of online brand pages in term of the engagement with the brand and the other members of the online brand communities. It also explores the relationships of consumer engagement with other concepts, suggesting antecedents of engagement. Data are collected through structured interviews with 479 responded who evaluated 23 brand pages covering a variety of brand categories and social media platforms. This paper suggests that individuals are engaging in online communities in social network platforms both with other individuals and with brands. The study also identifies three key engagement dimensions (vigour, dedication, absorption). Further research should aim at comparing consumer engagement on different social media and across brand categories, as this study takes a holistic approach and does not focus on any particular category of brands or social media. This paper contributes to the fast-growing and fragmented consumer engagement literature by refining the understanding of its dimensions and situating it in a network of conceptual relationships with its antecedent.

Keywords: Marketing, Brand Engagement, Social Media, Consumer Engagement, Brand Pages

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