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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACT BESSH-2016

**International Conference on
“Business, Economics, Social Science & Humanities”
(BESSH-2016), Hong Kong**

Book of Abstract Proceedings

**International Conference on
“Business, Economics, Social Science & Humanities”
(BESSH-2016)
Hong Kong**

Office Address:

M2-17-01 Tower 2, Level 17 Strium

Bandar Sri Damansara,

52200 Kuala Lumpur, Malaysia

CONTACT: (+6) 03 6735 6566

EMAIL: contact@academicfora.com

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**“Business, Economics, Social Science & Humanities
(BESSH-2016)”**

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**International Conference on
“Business, Economics, Social Science & Humanities”
Hong Kong**

**Venue: The Charterhouse Causeway Bay Hotel
Hong Kong**

ORGANIZING COMMITTEE

1. Ms. Ani Wahyu

Conference Coordinator

Email: aniwahyu@academicfora.com

2. Mr. Metha Shahi

Conference Coordinator

Metha.shahi@gmail.com

3. Ms. Petrel Qiu

Conference Coordinator

petrelqiu@hotmail.com

4. Ms. Grace Ooi

Conference Coordinator

Email: grace@academicfora.com

CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on Business Economic, Social Science & Humanities” 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.

Dr. Malika Ait Nasser

Conference chair

Email: Chair2016@academicfora.com

BESSH-2016

Conference Program

DAY 01 Tuesday (July 5, 2016)

Welcome Reception & Registration

9:00– 9:30 am

Opening Ceremony (09:30 – 10:00 am)

Venue: Room 1

09:30 am – 9:40 am	Introduction of Participants
09:40 am – 9:50 am	Welcome Remarks – Ms. Petrel Qiu – Conference Coordinator Academic Fora
09:50am – 10.00 am	Group Photo Session

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

DAY 01 Tuesday (July 5, 2016)
Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Leon Yap

Track A: Business, Economics, Social Sciences & Humanities

HKS-276-101	Social Amenity and Segmented Assimilation Among the Immigrant Professional Workers: The Case of Bengali-Indian Professionals in the Kansas City Metropolitan Area, USA	Anirban Mukherjee
HKS-276-102	Social workers' Competencies and Self-Experience As Psychiatric Rehabilitation Professionals	Hanoch Yerushalmi
HKS-276-103	Customer Satisfaction and Service Quality towards the Governmental Training Center – A Case Study in CentralTaiwan Region	Chi Chen Li
HKS-276-104	The Effect of Sexual Suggestiveness in Food and Beverage Advertising on Brand Recall and Intention to Purchase	Pin Montreewasuwat

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

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	HKM-276-101A	Matthew Lee	Western Imaging Group 30 Campbell St Blacktown 2148 Australia

DAY 02 Wednesday (July 6, 2016)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.

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

Social Amenity and Segmented Assimilation Among the Immigrant Professional Workers: The Case of Bengali-Indian Professionals in the Kansas City Metropolitan Area, USA

Anirban Mukherjee

National Institute of Technology (NIT), Uttarakhand

Abstract

This qualitative research examines the assimilation and adjustment process of immigrant Indian professionals in the United States of America. In addressing the debate of whether skilled professional workers follow jobs or jobs follow skilled professional workers, the findings reveal that the decision of Indian professional workers to locate in the Kansas City metropolitan area was primarily influenced by the availability of job opportunities and had little to do with available amenities. Stated differently, Indian skilled workers prioritized job security, satisfaction, and better income over the availability of urban amenities. Interestingly, the presence of local amenities central to the lifestyles of American professional workers was more important to Indian professional workers than the availability of ethnic Indian amenities such as Indian grocery stores, restaurants, temples, and the screening of Bollywood movies in local theaters. It was also found that “social” amenities (e.g. participation in ethnic Indian associations and formation of networks with other Bengali-Indian workers residing in the city) are crucial to the retention of Bengali-Indian professional workers rather than amenities offered through the market. Most respondents therefore considered their assimilation to be segmental i.e. fully assimilated in the office environment but not in the social sphere. They further reasoned that their hectic work schedule, family responsibilities, and involvement with the ethnic Bengali associations in the city left them with little time to mingle with Americans outside work. These findings deviate from the arguments made by Piore (1979) and Massey (1981) that assimilation follows social mobility, suggesting this proposition cannot necessarily be generalized.

Keywords: Immigration, Indian Professional Workers, Social Amenity, Segmented Assimilation

*All correspondence related to this article should be directed to Anirban Mukherjee
National Institute of Technology (NIT), Uttarakhand
Email: anirban.jnu2004@gmail.com

Social workers' Competencies and Self-Experience As Psychiatric Rehabilitation Professionals

Hanoch Yerushalmi*
University of Haifa, Israel

Abstract

The professional activity of psychiatric rehabilitation social workers takes place within multi-faceted rehabilitation teams that include other professionals, community agents, and the client's family members and their structure changes according to the clients' clinical status and recovery needs. For effective participation in such complex team work, social workers need to be competent in adapting, communicating, negotiating, and collaborating with other professionals and non-professionals. This paper discusses the influence of the constantly changing rehabilitation environment on the social workers' professional self-experience and suggests several implications of this phenomenon as well as drawing conclusions, which may contribute to social workers' professional development.

Keywords: Psychiatric Rehabilitation, Clinical Status, Professional Self-experience.

*All correspondence related to this article should be directed to Hanoch Yerushalmi from University of Haifa, Israel
Email: hyerush1@univ.haifa.ac.il

Trade Protection and COMESA Countries Foreign Direct Investment: An Analysis of the Knowledge-Capital Model

Seham H. Negem*

Tanta University, Faculty of Commerce, Economics and Public Finance
Dept., Egypt

Abstract

This paper introduces an assessment of the tariffs effect on the pattern of FDI of COMESA countries, representing the current largest regional trade bloc on the African continent. The estimated model is specifically based on the knowledge-capital theory of multinational enterprises (MNEs) over the period 2005-2014. The results indicate a significant positive impact of applied bilateral tariffs on the COMESA countries FDI outflows, suggesting that the pattern of the COMESA outward FDI is horizontal FDI.

Keywords: Knowledge-capital model, FDI, Tariffs, COMESA, Horizontal FDI, Vertical FDI, MNEs.

*All correspondence related to this article should be directed to Seham H. Negem from Tanta University, Faculty of Commerce, Economics and Public Finance Dept., Egypt
Email: snegm2000@hotmail.com

Customer Satisfaction and Service Quality towards the Governmental Training Center – A Case Study in Central Taiwan Region

Chi Chen Li^{1*}, Tin-chang Chang²

^{1,2}Asia University, Taiwan

Abstract

The purpose of this research is to explore the customer satisfaction and service quality attributes towards a governmental training center for civil servants, which is located in central Taiwan region. This is a quantitative study using a distribution of questionnaire to trainees in the training center. The questionnaire of customer satisfaction and service quality attributes was formed based on a series of literature review and two-dimensional model. The collective data is analyzed by statistical software of SPSS for descriptive analysis and information about trainees' attitudes towards satisfaction. As a result, among 26 service quality attributes at the training center, there are 15.38% of attractive quality, 7.69% of must-be quality, 61.54% of one-dimensional quality, 15.38% of indifferent quality, and 0% for reserve quality. Among the top five of the most satisfied attributes, three are attractive quality attributes, which are "elegant green environment," "center provides you with peace of mind and satisfactory service," and "training center's image and reputation are worth of your trust" and two are one-dimensional quality attributes, which are "easy parking" and "service personnel are with cordial manners to provide assistance". The results can be served as a future reference for pursuing excellence and serving the people with high quality within the governmental agencies around Taiwan as well as increasing international competitiveness.

Keywords: Governmental Training Center for Civil Servants, Customer Satisfaction, Service Quality, Two-dimensional Model

*All correspondence related to this article should be directed to Chi Chen Li from Asia University, Taiwan
Email: jane00215@hotmail.com

FUTURE EVENTS

You can find the Details regarding our future events by following below:

Business, Economics, Social Science & Humanities (BESSH) Conferences:

<http://academicfora.com/buisness-conference-home/>

Engineering & Technology, Computer, Basic & Applied Science

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Medical, Medicine & Health Science

<http://academicfora.com/medical-conference-home/>

For paper publication:

You can contact at publication@academicfora.com

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