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# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS BESSH-2018

International Conference on  
“Business, Economics, Social Sciences & Humanities”  
(BESSH-2018), Taipei Taiwan



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# **Book of Abstracts Proceeding**

International Conference on  
“Business, Economics, Social Sciences & Humanities”  
(BESSH-2018)  
**Taipei Taiwan**

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**International Conference on  
“Business, Economics, Social Sciences & Humanities”  
Taipei Taiwan  
Venue: The Howard Plaza Hotel Taipei**

**ORGANIZING COMMITTEE**

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# CONFERENCE CHAIR MESSAGE

**Dr. Malika Ait Nasser**

International Conference on “Business, Economics, Social Sciences & 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

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## Conference Schedule

**DAY 01 Thursday (September 06, 2018)**

**Venue: Room 1**

09:00 am – 09:10 am	Welcome Reception & Registration
09:10 am – 09:20 am	Opening Ceremony
09:20 am – 09:30 am	Welcome Remarks – Conference Coordinator Academic Fora
09:30 am – 09:40 am	Introduction of Participants
09:40 am – 9:50 am	Group Photo Session
09:50am – 10:00 am	Grand Networking Session and Tea Break



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**DAY 01 Thursday (Sep 06, 2018)**  
**Session 1 (10:00 am – 11:30 am)**

**Venue: Room 1**

**Track A: Business, Economics, Social Sciences & Humanities**

TAI-198-101B	A Study Investigating the Stage-by-stage Pre-order Platform Strategies – Taking Online Pre-order Catering Platforms for Example	Wen Cheng Lu
SHMBE-SEP18-101	Managing Credit Risk to Optimize Profitability: A Survey of State Owned Enterprise Banks in Indonesia	Farah Margaretha Leon
SHMBE-SEP18-106	Strategically Enhancing the Understanding of Business Research Writing in the Age of Plagiarism with Online Adult Learners	Bob Barrett
SHMBE-SEP18-107	Principals, School Climate, and Social Justice: A Movement Towards Equity for all Students	Dr Susan Dodd
SHMBE-SEP18-109	Regulating C2C Cross-border E-commerce by SC	Dr. Song Hao

**Tea Break (11:30 – 12:30 pm)**

**Closing Ceremony**



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# List of Conference Attendees

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

Sr. No	Official ID	Name	Affiliation Details
1.	SDCIT-SEP18-TW101A	Felix Seifert	Karlsruhe Institute of Technology, Germany



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**DAY 02 Friday (September 07, 2018)**

## **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.



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

# A Study Investigating the Stage-by-stage Pre-order Platform Strategies – Taking Online Pre-order Catering Platforms for Example

Wen Cheng Lu<sup>1\*</sup>, Shieh Liang Chen<sup>2</sup>, Wen Hong Chiu<sup>3</sup>, Kuo Pin Li<sup>4</sup>

**Abstract** Through online shopping, it is convenient and fast for consumers to find the products they need. What's important is that online shopping is not limited by time and space and can effectively stimulate consumers' online transactions and generate considerable revenue. For O2O pre-order catering, online catering reservation platforms have been set up since 1998, such as the Open Table, GH, Panera Bread, and Dunkin' Donuts in the U.S. and EZTable and Weiby iStore in Taiwan, which all have created brand new and surprising experiences. However, these platforms need to implement the right platform strategies at the right time to stand out. This study enrolled successful online catering reservation platforms in the U.S., Germany, and Taiwan as the subjects to perform analyses. This study performed cross-analyses and inductions on multiple successful subjects, used the "innovation diffusion model" to analyze the operating strategies of these pre-order platforms based on the strategy model of Delta Model, summarized the critical factors affecting the sustainable operation of online platforms, and developed propositions that can be put into practice.

**Keywords:** Delta Model Strategy Model, Technological Innovation Theory, Online Pre-Order

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# Managing Credit Risk to Optimize Profitability: A Survey of State Owned Enterprise Banks in Indonesia

Farah Margaretha Leon<sup>1\*</sup>, Rini<sup>2</sup>

**Abstract** The purpose of this study is to determine the effect of credit risk management on optimizing the profitability of State Owned Enterprise (SOE) Banks in Indonesia. The sample in this research is employee of SOE Banks. Sampling technique in this research uses purposive sampling. This method uses certain criteria for selecting respondents; the criteria are all staff from bank credit administration group, Credit Management Committee and from SOE Banks. The data were obtained through the distribution of questionnaires with Likert scale and from the annual financial statements. The results of this study indicate that credit risk management variables have a significant positive effect on the optimization of bank profitability, while the Non-Performing Loan (NPL) level has no significant effect. This means that if credit risk management goes well then profitability will increase. Implications for Managerial and Investors should be paid attention to credit risk management in order to increase bank profitability.

Key words:

**Keywords:** Risk management, Non-Performing Loan, Profitability, Credit risk, State Owned Enterprise

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# Strategically Enhancing the Understanding of Business Research Writing in the Age of Plagiarism with Online Adult Learners

Bob Barrett\*

**Abstract** While the onset of technological evolution has assisted many students from moving from the multiple shelves of books in archaic library holdings and rows of card catalogs, students have seemed to have lost the art of using the Dewey Decimal System to a more automated form of research by surfing the World Wide. Also, students have become too “dependent” on the cutting and pasting of literature, instead of learning the art of synthesizing and analyzing content. Objective: However, with the onslaught of thousands of websites and online offerings, the temptation of cutting and pasting seems to be more of a daily occurrence for some students. The key objective of this presentation is to focus on how to better train students in the areas of business research in the realm of the Internet offerings. Research Method: While some professors may not be as strong in business research writing and academic use of the Internet, it is a requirement for educators to facilitate the learning of research writing with today’s adult learners and mentor them along the way in order to help them to develop stronger research writing skills, as well as stronger command of academic style rules. The project used for this research is a 4-part research paper on a company operated in three countries in order to learn more about business concepts and issues, as well as learn how to write up stronger business research reports. Results and Conclusion: This paper will explain the various approaches used in the research writing aspect, as well as how the final portfolio is a demonstrate of true student command of content knowledge.

**Keywords:** Business Research, Plagiarism, Online Learning

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# **Principals, School Climate, and Social Justice: A Movement Towards Equity for all Students**

Dr Susan Dodd\*

**Abstract.** This paper discusses the importance of evaluating school climate to ensure an equitable learning environment is in place for all students. The United States government has recently responded to the crises of school shootings and instances of racial injustice by requiring the states to develop safety plans for their schools. Additionally, most states demand all their schools submit a plan for teaching students about respect and also for disciplining students who make comments or gestures that are offensive to the person's race, religion, gender or gender identity. The problem with this is that the schools are not required to collect or maintain any data to determine the success of their programs. Furthermore, despite research on the importance of emotional connectedness within schools, school climate is often assessed in terms of observable behaviors, such as the number of discipline referrals. This paper will address one recent reform, the Dignity for All Students Act, which aims to eradicate behaviors of social injustice, but does not require schools to evaluate the attitudes leading to those behaviors. The paper will focus on the need for administrator preparation programs to explicitly train future principals on how to implement and assess school climate programs that foster connectedness for all students. In response to the lack of research regarding models of principal preparation in this domain, this paper concludes with specific examples of strategies and training activities to help foster educator awareness on topics such as personal bias and cultural sensitivity.

**Keywords:** Education, Equity, Leadership, Social Reform

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# Regulating C2C Cross-border E-commerce by SC

Dr. Song Hao\*

**Abstract** Cross-border e-commerce develops rapidly because of e-commerce development. There are three typical modes of cross-border e-commerce, they are B2B, B2C and C2C. With the development of social network, a new mode C2C cross-border e-commerce by SC is occur. This new kind of e-commerce has several advantages, like highly-trust and personalized consumption. But there are some problems of C2C cross-border e-commerce by SC, which are tax evasion and no rule to regulate. To solve these problems, several measures can be take: refining the standard of luggage and post package taxation, strengthen supervision and using Contract Law to regulate C2C cross-border e-commerce by SC.

**Keywords:** Crossing border e-commerce, C2C cross-border e-commerce by SC, Custom Law, Customer Protection Act, Contract Law

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