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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

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(BESSH-2018)
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**International Conference on
“Business, Economics, Social Sciences & Humanities”
Taipei Taiwan
Venue: The Howard Plaza Hotel Taipei**

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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

Email: chair2018@academicfora.com

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Conference Schedule

DAY 01 Tuesday (November 06, 2018)

Venue: Room 1

08:00 am – 08:05 am	Welcome Reception & Registration
08:05 am – 08:10 am	Opening Ceremony
08:10 am – 08:15 am	Welcome Remarks – Conference Coordinator Academic Fora
08:15 am – 08:20 am	Introduction of Participants
08:20 am – 08:25am	Group Photo Session
08:25 am – 08:30 am	Grand Networking Session and Tea Break



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DAY 01 Wednesday (November 06, 2018)
Session I (08:30 am – 11:00 am)

Venue: Room 1

Track A: Business, Economics, Social Sciences & Humanities

TAI-1118-101B	What's the Influence of Green Organization Identity and Green Shared Vision on Green Product Development Performance?	Hung-Xin Li, Hua-Dong Luan, Yen-Li Yeh
BHSBG-NOV18-101	Gender and student customer service expectations: Views from human services	Trevor Gates
BHSBG-NOV18-102	Forecasting Model for the Number of Long Stay Japanese Tourist Arrivals in Chiang Mai	Pradthana Minsan
BHSBG-NOV18-103	Saving the Nation: The Origins of the Modern Chinese Folklore Movement (1918-1926)	Jie (Selina) GAO
BHSBG-NOV18-107	A Study of the Relationship between transformational leadership and Employee Lifelong Learning-Using learning orientation as Mediators	Yu-Shia Ho
BHSBG-NOV18-108	I Ching-based Quantitative Analysis and Prediction of Potential Winner among the Candidates for the Mayor of Kaohsiung in 2018	Wen-chi Chen
BHSBG-NOV18-109	The Last of the Millennials (1995-2000): An Examination of Within-Group Work Et	James P. Hess, PhD
BHSBG-NOV18-110	The Study of Investment Motivation and Managerial Problems of Taiwanese Companies in Cambodia	Jui-Chuan Huang
BHSBG-NOV18-111	A Study on the Relationships among Professional Competency, Customer Trust, and Customer Referral Intention	Dang-Hsun Liao

Tea Break (11:00 – 12:00 pm)

Closing Ceremony



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DAY 02 Thursday (November 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

What's the Influence of Green Organization Identity and Green Shared Vision on Green Product Development Performance?

Hung-Xin Li^{1*}, Hua-Dong Luan², Yen-Li Yeh³, Tai-Wei Chang⁴

Abstract This novel study extends the research literature by exploring the relationships between both green organizational identity and green shared vision and green product development performance, and also by examining the mediating effect of organizational citizenship behavior for the environment. The hypotheses were tested by means of Structural Equation Modeling (SEM) from a sample of 475 valid questionnaire respondents. The two main findings were 1) that green organizational identity and green shared vision positively affected both organizational citizenship behavior for the environment and green product development performance, and 2) that organizational citizenship behavior for the environment positively affected green product development performance. Our research results further indicate that the relationship between green organizational identity, green shared vision and green product development performance was mediated in part by organizational citizenship behavior for the environment. From these findings, it is clear that green organizational citizenship behavior is critical in the company's development of green product development performance. Companies should therefore develop a green organizational identity and a green shared vision so as to strengthen their behavior of organizational citizenship for the environment and intensify their performance for green product development.

Keywords: Green Organizational Identity, Green Shared Vision, Organizational Citizenship Behavior for the Environment, Green Product Development Performance

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Gender and Student Customer Service Expectations: Views from Human Services

Trevor Gates*

Abstract This research explores how perceived student entitlement influences the work experiences of a sample of teaching staff in human services, counsellor education and social work. A convenience sample of 118 teaching staff demonstrated that negative well-being is correlated with their perceptions of student customer service expectations. Significant differences were also found by gender and gender identity/expression. The project also revealed that teaching staff with a lower academic rank perceived their students to be more entitled, suggesting that pressures of working towards tenure may influence these professors' behaviours making them more accommodating to students' customer service expectations. In this paper, we suggest that if early career professionals without continuing appointments are pressured to cater to student customer service expectations, they could be setting their students up for failure by awarding them grades that they should not receive, thus adding to grade inflation. We also discuss implication for gender equity issues, including workload management and workplace well-being, due to the differences according to gender and gender identity/expression.

Keywords: Customer, Service, Human Services

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Forecasting Model for the Number of Long Stay Japanese Tourist Arrivals in Chiang Mai

Pradthana Minsan^{1*}, Kunanon Jomtour², Watha Minsan³

Abstract The aging phenomenon of the elderly occurs worldwide, especially Japan that is most of the highest average age. Therefore, long stay tourism is alternative tourism for the elderly Japanese tourists. The aim of this research was to construct the appropriate forecasting model for the number of long stay Japanese tourist arrivals in Chiang Mai, Thailand. The data in this study gathered from the Chiang Mai Immigration Office that recorded in monthly during from January 2014 to July 2017 a total of 43 months. Then the data were classified into two sets. The first data set from January 2014 to December 2016 for 36 months were used to build the forecasting model by the methods of Classical decomposition, Seasonal simple exponential smoothing, Box-Jenkins and Combining. The second data set from January 2017 to July 2017 a total of 7 months were used to compare the earlier three methods of the forecasting accuracy model via the criteria of Root Mean Square Error: RMSE. Research results indicated that combining forecasts was the most suitable for forecasting the number of long stay Japanese tourist arrivals in Chiang Mai.

Keywords: Long Stay Tourism, Classical Decomposition, Seasonal Simple Exponential Smoothing, Box-Jenkins, Combining Forecasts, Root Mean Square Error (RMSE)

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Saving the Nation: The Origins of the Modern Chinese Folklore Movement (1918-1926)

Jie (Selina) GAO*

Abstract. Late nineteenth and early twentieth century China faced a grave national crisis resulting from intense foreign pressure and a rigid political system that was incapable of adapting to the challenges of the modern world. China's decline did, however lead, to a wave of nationalism that swept across Chinese society. Set against this backdrop, a new generation of patriotically-minded intellectuals, one with relatively broad exposure to western thinking and academic methods, turned its focus to enlightening the oppressed masses as a means of bringing about national salvation. These intellectuals pursued this forward-looking aim by looking to the past. More specifically, they looked to folk culture as a means of connecting with the common people and weaving together a new discourse that promoted national unity. Under these circumstances, a group of professors at National Beijing University, including Zhou Zuoren, Liu Fu, and Gu Jiegang, began to search for vernacular works in folk culture. This process unfolded in a similar fashion as it had with more-established foreign folklore societies. Phase one of modern Chinese folklore research centered on the collection and survey of folk literature. This paper examines the origins of the Chinese Folklore Movement at Beijing University and how the scope of folklore studies expanded from folksongs to folk customs and other forms of folk literature. It focuses on early folklorists' activities, folklore organizations, and primary publications at Beijing University. From early 1918 to 1926, Beijing University made an exceptional contribution to folklore studies and laid a foundation for the Modern Folklore Movement in China. Under the university's influence, folklore studies appeared in various newspapers and other research institutions in Beijing and Shanghai in rapid succession.

Keywords: Chinese Folklore Movement, folklore studies, folk literature, twentieth century China, Beijing University, modernization

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A Study of the Relationship between transformational leadership and Employee Lifelong Learning-Using learning orientation as Mediators

Yu-Hsia Ho^{1*}, Shieh-Liang Chen², Ting-Hao Hsieh³

Abstract The objective of this study was to confirm the mediating effects of learning orientation on the relationship between transformational leadership and employee lifelong learning. To achieve this, we distributed questionnaires to 800 employees, of which 512 valid questionnaires were received. We then employed hierarchical regression analysis to test our hypotheses. Results confirmed that transformational leadership has a positive influence on employee lifelong learning, and that this relationship is mediated by learning orientation. Based on these results, we conclude by making recommendations for both organizational management practices and future research.

Keywords: transformational leadership, learning orientation, employee lifelong learning and using Contract Law to regulate C2C cross-border e-commerce by SC

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I Ching-based Quantitative Analysis and Prediction of Potential Winner among the Candidates for the Mayor of Kaohsiung in 2018

Wen-chi Chen^{1*}, Jin-De Chang², Hui-Ru Chi³

Abstract The objective of this study was to confirm the mediating effects of learning orientation on the relationship between transformational leadership and employee lifelong learning. To achieve this, we distributed questionnaires to 800 employees, of which 512 valid questionnaires were received. We then employed hierarchical regression analysis to test our hypotheses. Results confirmed that transformational leadership has a positive influence on employee lifelong learning, and that this relationship is mediated by learning orientation. Based on these results, we conclude by making recommendations for both organizational management practices and future research.

Keywords: transformational leadership, learning orientation, employee lifelong learning and using Contract Law to regulate C2C cross-border e-commerce by SC

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The Last of the Millennials (1995-2000): An Examination of Within-Group Work Et

James P. Hess, PhD*

Abstract Managers have altered their leadership approaches in adapting to the unique characteristics and work attitudes of the large Millennial generation, those members of the workforce born between 1981 and 2000. One construct in particular, work ethic, captures the interest of scholar-practitioners as they aim to identify key cognitive differences between and within generational cohorts to most effectively reshape organizational context. The last subset of the Millennial cohort, specifically those born between 1995 and 2000, may be of particular interest, given that these individuals represent the last of the Millennials to be entering the workforce and, thus, may ignite new workplace paradigms warranting further changes in leadership. Therefore, the purpose of this study was to examine those Millennials born between 1995 and 2000 to determine statistically significant differences between and among their gender, employment status, and living arrangement and their work ethic as measured along several dimensions. Results revealed a statistically significant main effect between gender and attitudes toward one dimension of work ethic, leisure, as well as statistically significant interaction effects between gender and employment status and the work-ethic dimensions of self-reliance, leisure, wasted time, and delay of gratification. These results may shape organizational leaders' expectations for the last of the Millennial cohort on the work ethic construct, indicating potential change in recruitment and selection practices, employee motivation techniques, and leadership changes to align the young cohort's work attitudes with an enhanced employee-organization fit.

Keywords: Work ethic; Millennial generation; gender

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The Study of Investment Motivation and Managerial Problems of Taiwanese Companies in Cambodia

Jui-Chuan Huang*

Abstract Due to the increasing competition from China and Southeast Asia countries, many Taiwanese companies have to invest in foreign country in order to maintain competitive advantage. However, the risk in foreign investment is much higher than in domestic investment because most of the companies are not familiar with the situation and culture of the foreign country. Therefore, company has to be caution in making foreign investment decision. The objective of this study is to investigate the investment motivation and managerial problems of the Cambodia's Taiwanese companies by using questionnaire method. Hopefully, the result of this study can be used as a reference for Taiwanese companies seeking investment in Cambodia.

Keywords: foreign investment; Taiwanese companies; Cambodia; investment motivation; managerial problems

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A Study on the Relationships among Professional Competency, Customer Trust, and Customer Referral Intention

Dang-Hsun Liao*

Abstract The purpose of the study was to construct and prove the relationship mode among professional competency, customer trust and customer referral intention. As to the methods of investigation and analysis, the study adopts on-site self-administered questionnaire and mail survey, which inquires the customers who used to purchase the products or to be served. 300 copies of questionnaire are sent out by convenience sampling, and 225 valid samples are recovered. Adopt the analysis of descriptive statistics and structure factors extraction. Examine the reliability of the structure factors through Cronbach's α . Examine the validity of the questionnaire through Content Validity. Discuss the relationship among the structure factors through Pearson's correlation, analysis of regression, and structural equation modeling. The major findings of the study are as follows. Professional competency had significant positive effect on customer trust. Customer trust had significant positive effect on customer referral intention. Customer trust had partial mediation effect between professional competency and customer Referral intention. The study provides the theory and actual situation in terms of discussing the result of the study, which intends to provide reference for business administration and academia.

Keywords: Professional Competency, Customer Trust, Customer Referral Intention

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