

The top half of the cover features a collage of teal-colored geometric shapes, including triangles and squares, some of which contain a low-angle photograph of a modern skyscraper. The year '2019' is printed in a large, bold, black sans-serif font in the upper right corner.

2019

Volume 05, Issue 43

***BESSH***

***Society of Business, Economics,  
Social Science & Humanities***

Aug 31-Sep 01, 2019  
Osaka Japan



**Academic Fora**

# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS BESSH-2019

International Conference on  
“Business, Economics, Social Sciences & Humanities”  
(BESSH-2019), Osaka, Japan

# **Book of Abstracts Proceeding**

International Conference on  
“Business, Economics, Social Sciences & Humanities”  
(BESSH-2019)

**Osaka Japan**

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Proceedings of the International Conference on  
**“Business, Economics, Social Sciences & Humanities”**  
**(BESSH-2019)**

**ISBN: 978-969-683-923-1**

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**International Conference on  
“Business, Economics, Social Sciences & Humanities”  
Osaka Japan**

**Venue: Hotel MyStays Shin-Osaka Conference  
Center**

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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: [chair@academicfora.com](mailto:chair@academicfora.com)

BESSH-2019

## Conference Schedule

**DAY 01 Saturday (Aug 31, 2019)**

**Venue: Room 1**

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



**DAY 01 Saturday (Aug 31, 2019)**

**Session I (10:00 am – 11:30 am)**

**Venue: Room 1**

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

<b>OSA-489-105B</b>	Development of Marketing Strategy for Green Tourism in Thailand toward Sustainable Competitive Advantage	Nart-Anong Nambuddee
<b>SMPA-AUG-101</b>	Limited Internationalization as an Instrument increase Investment and Migration Attractiveness of the Region	Sergey Yachin
<b>SMPA-AUG-103</b>	Adaptation of Thai Women whose Husbands Migrate to Work Abroad	Suvimon Khamnoi
<b>SMPA-AUG-104</b>	Factors Influencing Work-Life Balance of Thai University Staff Members	Nattawat Auraipai
<b>SMPA-AUG-105</b>	Factors related to The Structural Violence in Women's Work: A Case of Khon Kaen Province, Thailand	Dusadee Ayuwat
<b>EMCG-AUG-107</b>	Sustainable Production-Inventory Model with Collaborative Investment in Carbon Emissions Reduction Technology: A Stackelberg Game Approach	Yang Chihte
<b>IRBEMSH-089-ANI106</b>	A Study of the Influence of Industry Internship on Occupation Cognition and Employment Intention for Students Taking Employment Oriented Curriculum Programs in Industrial Category at Technical High Schools	Hsiu-Te Sung
<b>IRBEMSH-089-ANI107</b>	Ren (Forbearance) in Conflict Resolution and Its Relation to Marital Satisfaction	Mei-Tzu Chen

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

<b>ISSET-AUG19-106</b>	Load Torque Estimation for Single Power-Assisted Wheel Kit in Wheelchair	Chih-Hsien Yu
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**Lunch Break (11:30 am - 12:30 pm)**

**Closing Ceremony**

## List of Conference Attendees

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

Sr. No	Official ID	Name	Affiliation Details
1.	OSA-489-107BA	Eric Chiang, Ph.D.	University of Nevada Las Vegas, United States

	<b>DAY 02 Sunday (September 01, 2019)</b>	
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## **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  
SCIENCE & HUMANITIES**

# Development of Marketing Strategy for Green Tourism in Thailand toward Sustainable Competitive Advantage

Nart-anong Nambuddee\*

**Abstract** The purpose of this research was the development of marketing strategy for green tourism in Thailand toward sustainable competitive advantage. The objectives to study. The following 1) To study the problems, obstacles and limitations that affect to the development of marketing strategies for the green tourism industry in Thailand. 2) To study the factors affecting the development of green tourism industry marketing strategies in Thailand for sustainable competitive advantage. 3) To create strategies for developing green tourism industry marketing strategies in Thailand for sustainable competitive advantage. Using to collect data from the questionnaires. The samples used in the study is Thai tourists travel in Eco-Tourism Industry group in Thailand with a total of 17 locations in 5 regions including Central, Southern, NorthEast, North and East 400 samples. The statistics used in data analysis is Frequency, percentage, mean and standard deviation. The results of the study showed that 17 tourists traveling to the ecotourism industry in Thailand were mostly female, mostly single. The age of tourists between 20 - 30 years of age. Most of the government / state enterprises occupy an average monthly income between 15,000- 30,000 baht. Most tourists travel on Saturdays, Sundays and public holidays and travel between 08.00-12.00 hrs. The reasons for most tourists choose to travel to the ecotourism industry in Thailand. Research on development of marketing strategy for green tourism in Thailand toward sustainable competitive advantage. The problems and obstacles that affect the development of the green tourism industry marketing strategy in Thailand are the most non-transparency in management. There is no budget for organizing activities that will attract tourists. Factors affecting the development of marketing strategies at a high level, including 1) Green activity 2) Green Community 3) Green plus. Strategies for developing marketing strategies for green tourism industry in Thailand for sustainable competitive advantage at a high level, including 1) Extreme Green, which is interested in the full attention to environmental issues in the business, products and life cycle processes of various businesses. By focusing on the quality of environmental management and production for environmental conservation and 2) Promotion of marketing by carrying out various activities that attracts tourists to travel in green tourism destinations, including advertising , publicity and public relations and direct marketing, using various methods used to promote green tourism directly and create an immediate response.

**Keywords:** Green Marketing, Green Tourism, Marketing Strategy, The Hospitality and Tourism Marketing Mix

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# **Limited Internationalization as an Instrument Increase Investment and Migration Attractiveness of the Region**

Sergey Yachin \*

**Abstract** Limited internationalization of a territory is analysed in relation to the development conditions of the Russian Far East. Taking into account further reduction of Russia's population, the region's major problem is insufficient investment appeal and low migration attractiveness for foreign partners. It can be attributed to the lack of basic guarantees to ensure long-term interest of investors and human resources that are to be attracted. The guarantees can be provided by a special concession regime to enable limited internationalization of certain sections of the region's territory. The regime could be modeled after existing international industrial clusters.

**Keywords:** Internationalization of the Territory, Region's Attractiveness, Human Resources

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# **Adaptation of Thai Women Whose Husbands Migrate to Work Abroad**

Suvimon Khamnoi<sup>1</sup>, Dr.Dusadee Ayuwat<sup>2\*</sup>

**Abstract** This article investigates the adaptation of women whose husbands migrate to work abroad. The qualitative research method was employed. In-depth interview was the tool and conducted with the key informants, including 20 Thai women who left behind international migration for more than one year and 10 key informants. Data were collected from April to May 2019 in Tumbon Kho Tai, Sawang Dandin district, Sakon Nakhon province; there is a district with the highest number of international migration. Content analysis method was applied to data analysis. The results showed that women whose husbands migrate to work abroad as a person who left behind have to adapt themselves by changing the way of agricultural production, household expense plans, and career. Thought involves the husband's migration patterns.

**Keywords:** Adaptation, Migration to Work Abroad

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# Factors Influencing Work-life Balance of Thai University Staff Members

Nattawat Auraipai<sup>1</sup>, Wanichcha Narongchai<sup>2</sup>, Nattawat Auraipai<sup>3\*</sup>

**Abstract** This article aims at explaining the factors influencing the work-life balance of Thai University staff members. The quantitative research method was applied based on the analytical unit at an individual level. The data was collected from January to February, 2018 using the questionnaire that measures people's happiness with the sample group comprising 2,873 Khon Kaen University staff members (72.1% of the total of 3,998 members). The descriptive analysis and the multiple regression statistics were applied with the data in order to find the factors influencing the work-life balance of Thai university staff. The findings show female majority among the respondents (65.6%). Most of the sample group (44.4%) were at the Gen X age range (39-53 years), whereas 18.3% were at the Gen B age range (54 years old and over). Most (42.1%) hold a bachelor's degree, 78% are supporting staff and 22.0% are academic staff members. The analytical results show the majority (64.8%) have the work-life balance while 35.2 percent do not. Age, absence of congenital disease, being supporting staff, perception of organization culture, job satisfaction, attitudes toward work and organization, and organization engagement are the factors significantly influencing the work-life balance at the level of 0.01. The factors studied explain the variation of the work-life balance of the staff at 41.7% ( $R^2=0.417$ ).

**Keywords:** Work-life Balance, Job Satisfaction, Attitude toward Work, Organization Culture; Engagement

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# **Factors related to The Structural Violence in Women's Work: A Case of Khon Kaen Province, Thailand**

Dusadee Ayuwat<sup>1\*</sup>, Piyakamon Mahiwan<sup>2</sup>

**Abstract** This research aims to examine factors related to structural violence in women's work. The quantitative methodology was employed with individual level as a unit of analysis. The sample consisted of 398 women who are working in government agencies and private enterprise. The samples were randomly by multi-stage sampling technique in 9 municipalities of Khon Kaen province. The data were collected using the interview schedule from May to June 2018 and analyzed by descriptive statistics and Chi-square. The results found that most of women samples were in Generation Y (19-38 years old). 51.3% of women sample were married, and 43.7% got a bachelor's degree or higher degree. Most of women sample was worked in large organizations and 40.7% of the women samples have worked more than 10 years. The result showed that 23.9% of women samples were subjected to the structural violence in work at a rather high level and high level (combined). When analyzing factors related to the structural violence in women's work with Chi-square, it was found that the characteristics of women (age and education level), work condition factors (the understanding of women's labor rights), and social and gender factors (socialization of gender roles and self-efficacy in work) are the factors that related to the structural violence in women's work at the low level of relationship at 0.265 0.214 0.270 0.315 and 0.224 respectively at statistically significant 0.01 level.

**Keywords:** Structural Violence, Women's Work, Violence in Work

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# Sustainable Production-Inventory Model With Collaborative Investment in Carbon Emissions Reduction Technology: A Stackelberg Game Approach

Yang Chihte\*

**Abstract** Generally speaking, greenhouse gases that lead to extreme weather are produced (mainly carbon dioxide) during operational processes of the supply chain system, such as product manufacture, storage, transportation, sales and usage. Further, with the rapid development of modern technology, carbon dioxide emissions (referred to as carbon emissions) generated by corporate activities can be reduced through specific capital investment. However, such kind of capital investment is rather costly and is unlikely for a single company to solely invest in it. If we have all members of the supply chain agree on sharing the investment funds of the relevant facilities and enjoying the benefits of improved carbon emission reduction, it will bring cost saving and profit increasing to the entire supply chain system. Moreover, in real life, most decision-making situations are correlated instead of independent. In this situation, Game theory is a study of mathematical models of conflict and cooperation between intelligent rational decision-makers and investigates the equilibrium problem between them. Therefore, this paper explores potential non-cooperative issue of the sustainable product inventory where two common carbon emission reduction policies: (1) Carbon Cap-and-Trade and (2) Carbon offset are taken into account and collaborative investment in carbon emission reduction technology. We first establish the total profit and the carbon emission functions for the vendor and buyer, respectively. Then the optimal equilibrium solution between the buyer and the vendor under different carbon emission reductions by mathematical analyses. Furthermore, realistic data examples will be used to demonstrate the solution, and sensitivity analysis on the main variables will be performed. Finally, meaningful management implications obtained from numerical example analysis are provided reference material for corporate decision-making.

**Keywords:** Supply Chain, Sustainable Production-Inventory Model, Carbon Emission Reduction Technology, Stackelberg Game

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# **A Study of the Influence of Industry Internship on Occupation Cognition and Employment Intention for Students Taking Employment Oriented Curriculum Programs in Industrial Category at Technical High Schools**

Hsiu-Te Sunga<sup>1\*</sup>, Shi, Ya Yun<sup>2</sup>

**Abstract** The purpose of this study was to investigate the influence of industry internship on occupation cognition and employment intention for students who take employment-oriented curriculum programs in industrial category at technical high schools, and further to analyze if employment cognition holds predictability for employment intention. This study was conducted with survey method, and questionnaire revised by the researcher served as the research tool. Contents of the questionnaire include two sections: occupation cognition and employment intention. For occupation cognition, there are 26 questions in three dimensions including occupation information, career understanding, and work attitude; for employment intention, there are nine questions aiming to realize students' intention to get into work market and their occupation decisions. Research objects were 1278 senior students taking employment-oriented curriculum programs in industrial category at technical senior high schools, and 607 valid samples were gathered by way of cluster sampling. Statistical methods include independent sample t test, analysis of variance (ANOVA), and multiple regression analysis. Research results revealed that there existed slight positive inclination in occupation cognition and employment intention, and industry internship had positive influence on students' occupation cognition and employment intention. Besides, occupation cognition had predictability in employment intention for students who took part in industry internship. With the experience of industry internship, students' occupation cognition increased, and thus affected their employment intention.

**Keywords:** Industry Internship, Employment Oriented Curriculum Programs, Occupation Cognition, Employment Intention

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# Ren (Forbearance) in Conflict Resolution and Its Relation to Marital Satisfaction

Mei-Tzu Chen<sup>1</sup>, Li-Tuan Chou<sup>2\*</sup>

**Abstract** This study utilizes “2016 Taiwan Social Change Survey (Round7, Year2): Family” (Academia Sinica, 2011), which provides baseline information derived from random sampling and surveying the general population. The aim is to analyze the relationship between ren (forbearance) in conflict resolution and marital satisfaction of married couples. In studying how ren in conflict resolution effects marital satisfaction. This study also took into account the mediating effect of the couples' marital attitude within the relationship between ren in conflict resolution and marital satisfaction.

The study is based on 1035 sampled individuals. Research results show that more males adopt ren in conflict resolution than females. The number of males with college degrees or above outweighs those of middle or elementary school degrees, while females with elementary school degrees outweigh those of others; females with the length of marriage above 45 years are more than those between 8-15 years. As for generational demographic cohort, females belonging to Generation L are more than Generations X and Y, and for males, Generation M is more than Generation Y. Males show higher marital satisfaction than females. On the other hand, females with a high school diploma or above show higher marital satisfaction than those with only elementary school diploma. For females, the relationship between ren in conflict resolution and marital satisfaction show inverse correlation: the more females adopt a ren, the less their marital satisfaction. When including the mediating variable "marital attitude," females' adoption of ren in conflict resolution show less impact on marital satisfaction, which means that marital attitude has a mediating effect on females. As for the nuances within ren in conflict resolution, the more males adopt the "suppressive type" within ren in conflict resolution, the lower their marital satisfaction, while the more they adopt the "inclusive" type, the higher their marital satisfaction. For females, the more they adopt the "suppressive type," the lower their marital satisfaction.

**Keywords:** Ren (Forbearance) In Conflict Resolution, Marital Attitude, Marital Satisfaction

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