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BOOK OF ABSTRACTS BESSH-2019

International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2019), Bangkok, Thailand



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Book of Abstracts Proceeding

International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2019)

Bangkok, Thailand

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**International Conference on
“Business Economics, Social Science & Humanities”
Bangkok, Thailand
Venue: Novotel Bangkok Ploenchit Sukhumvit,
Thailand**

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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

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Conference Schedule

DAY 01 Thursday (Nov 21, 2019)

Venue: Novotel Bangkok Ploenchit Sukhumvit, Thailand

| | |
|---------------------|--|
| 09:00 am – 09:20 am | Welcome Reception & Registration |
| 09:20 am – 09:30 am | Introduction of Participants |
| 09:30 am – 09:40 am | Welcome Remarks – Conference Coordinator |
| 09:40 am – 09:50 am | Grand Networking Session |
| 09:50 am – 10:00 am | Tea Break |



DAY 01 Thursday (Nov 21, 2019)
Session 1 (10:00 am – 11:00 am)

Track A: Business Management & Social Sciences

| | | |
|--------------------------|---|-----------------------|
| BAN-3119-103B | A Theoretical Model for Information Visualization in the Context of Communication Theories | Dr. Giedrė Strakšienė |
| EEBSR-NOV2019-103 | Research on the Economic growth and Industrial structure Effect of Pension Service Industry in Beijing | Jin Zhao |
| EEBSR-NOV2019-104 | The Study and Management Information on Twitter for Investor's Sentiment Proxy in The Stock Market Index Short-Period Case Study : US-China Trade war | Chonnipa Juneam |
| BAN-3119-104B | Verifying The Relationship Between Team Coaching Leadership And Team Effectiveness Through A Moderated-Mediation Model | Chan Yu Kuo |
| BAN-3119-105B | The Relationship Between Self-Esteem, Self-Discrepancy And The Choice Of Youtuber Channel | Yu ju Lin |

Lunch Break (11:00am – 12:00 pm)
Closing Ceremony



LIST OF CONFERENCE ATTENDEES

The following scholars/practitioners/educationists don't have any paper presentations; however, they will be attending the conference as delegates and observers.

| ID | Name | Affiliation |
|--------------------|------------|-------------------------------------|
| EEBSR-NOV2019-101A | Aarti Daya | Wollongong Hospital, NSW, Australia |

DAY 02 Friday (Nov 22, 2019)

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

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

A Theoretical Model for Information Visualization in the Context of Communication Theories

Dr. Giedrė Strakšienė*

Abstract In recent years, working with a master students I have been facing to their questions how effectively communicate with audiences through information visualization, and what makes a good information visualization? In fact, information visualization skills nowadays are in high demand, partly thanks to the rise in data flow. Obviously, visualization manner of data presentation plays a key role in information interpretation and a data visualization comes in many forms. In particular, visualization extend a space of communication enabling to share or disseminate information. Secondly, visualization helps to "compress" information or data. An image or diagram does more than simply representing data or numbers, an image encodes a thousand words. Actually, using IT technologies and creative storytelling information visualization turns a big data into meaningful expression, which help us make sense out of data or to explain data in easy to digest manner. In general, a data visualization means the presentation of data or information through an images or diagrams can be used to clearly communicate. As a matter of fact, the information visualization from communicative perspective are based on two approaches. On the another hand, when we visualize data to communicate, we want to achieve a reaction from our audience or to convince them of certain facts, encourage them to act. As a result, we looking for an attractive form to involve them into the dialogue. The communication theory are used to provide an overarching framework for these two approaches. This paper considers the theoretical framework of information visualization based on the assumptions mentioned above, and the theoretical model has been developed. The research design focused on Mixed-Methods research approach (Teddlie&Tashakkori, 2009). The Content Analysis of the scientific literature has been carried out to reveal the theoretical relationship between communication and information visualization. The distribution of the characteristics of the Theoretical Model of information visualization by factor loading has been validated by Factor Analysis using Extraction Method (Principal Component Analysis, Rotation Method).

Keywords: Information Visualization, Communication Theory, Theoretical Model for Information Visualization

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Research on the Economic growth and Industrial structure Effect of Pension Service Industry in Beijing

Jin Zhao^{*1}, Guisheng Sun²

Abstract The accelerated aging of the population and the sharp decline in the absolute number of the labor force are the important features of the new normal of China's economy, which has become an inevitable and major strategic issue in China's reform and development in the 21st century. With the increasing demand for the elderly care service and the development of information technology in China, pension service industry has become an important industry with huge potential for development; it can not only solve the "aging problem" from the social aspect, but also stimulate economic growth and optimize industrial structure, thereby generating relatively large economic benefits. This paper analyzes the economic growth and industrial structure effect of the pension service industry in Beijing. Firstly, the relevant concepts and theory to be studied in this paper are clarified. Secondly, the current situation, opportunities and development problems of the pension service industry in Beijing are analyzed. Then, this paper uses the quadratic index smooth forecast method and panel models to explain the endowment effect of the pension service industry on economic growth and industrial structure of service industry. Finally, according to the results of quantitative analysis, this paper gives the countermeasures and suggestions for the future development of the pension service industry in Beijing

Keywords: Pension Service Industry, Economic Growth, Industrial Structure

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The Study and Management Information on Twitter for Investor's Sentiment Proxy in The Stock Market Index Short-Period Case Study : US-China Trade war

Chonnipa Juneam^{1*}, Roengchai Tansuchat², Jirakom Sirisrisakulchai³

Abstract This study presents the creation of information obtained from Twitter to represent investors' sentiment proxy in Dow Jones industrial average index (DJI) during an uncertain event, such as US-China Trade war, in the current era when information can be quickly disseminated. In this study, samples of 297,706 tweets were collected by using 5 key hashtags during the short period of 17th –21st September 2018, during which twitter users discussed the US-China Trade war. 9 new variables from Twitter data at the same period were created, including hourly twitter volume and hourly twitter moods (Anger, Anticipation, Disgust, Fear, Sadness, Joy, Surprise, and Trust). 40 observations were tested for the correlation between Twitter data and DJI performance (Trading volume and Realized volatility). The results showed a statistically significant positive correlation between Twitter volume and DJI performance. In terms of Twitter moods, only some emotions have a statistically significant relationship with DJI performance. Moreover, the ARMA GARCH-X model was used to estimate the volatility of DJI returns. The result showed that the emotions have a statistically significant relationship with the volatility of DJI returns during the US-China Trade war event, such as Fear and Joy. It can be explained that when the feeling of fear or joy increased, the volatility of DJI returns also increased. The results also demonstrated that the MA(1) with GARCH-FEAR and MA(1) with GARCH-JOY models provided more accurate volatility in DJI returns than the MA(1) with GARCH(1,1), which was created without using Twitter data.

Keywords: Twitter, Sentiment Analysis, Stock Prediction, US-China Trade war

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Verifying The Relationship Between Team Coaching Leadership And Team Effectiveness Through A Moderated-Mediation Model

Chan Yu Kuo*

Abstract The existing research had pointed out that coaching leadership can effectively improve the effectiveness of members. Through a team-level perspective, this current study aims to explore how the team coaching leadership influence team effectiveness and proposes a moderated-mediation model. We argued that through the mediation effect of team performance process (effort, strategy, skills & knowledge), team coaching leadership can positively influence team effectiveness. Besides, the phase of team task also plays an important role as a moderator for such effects. That is to say, according to different task phases, team leaders adopt different team coaching functions (motivational, consultative, educational) which can positively influence the team performance process and then positively influence team effectiveness. It is expected that empirical data of 80 teams (in total 320 questionnaires) from different industries in Taiwan are collected, for example, technology, service, manufacturing, etc. The ideal team should include at least three team members plus one leader, and it is undergoing one specific task. Moreover, the team task also has to be done within a limited time. We will aggregate data from both team leaders and team members to conduct the team-level analysis. The multiple regression analysis will conduct to test our moderated-mediation model and hypothesis. With the high competition of new business environment, team effectiveness is the basis of sustaining the competitive advantages in organizations, and the team coaching functions are such key factors to help the team get prepared and be ready to perform team tasks. Therefore, we believe that the result of this study will inspire and contribute to the theory and practice of team management.

Keywords: Coaching, Team Coaching Leadership, Team Effectiveness

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The Relationship Between Self-Esteem, Self-Discrepancy And The Choice Of Youtuber Channel

Yu Ju Lin*

Abstract The development of Web2.0 and User Generated Content (UGC) on the internet has led to the radical rise of YouTubers (Dayal, 2004). More and more YouTubers gain fame and popularity by riding the wave. The success of YouTubers hugely depends on how they attract loyal viewers to continuously subscribe channels. For loyal audience, following YouTubers channel becomes a daily routine or important activity for all kinds of purposes. The motivation behind their viewing behavior, however, is yet to be investigated. The purpose of this study is to understand how individual attributes, such as self-esteem, and self-discrepancy affect viewers choice and motivation of YouTuber channel subscription. The major argument is that viewers with lower self-esteem spend more time with YouTubers videos, more likely to idolize the YouTuber followed, show larger self-discrepancy, and demonstrate more behavior of imitation and worship. Survey research method is adopted to collect data from 300 Taiwanese YouTuber channel viewers. Respondents traits, motivation of internet use, self-esteem, and self-discrepancy were be measured and analyzed to examine the relationship and effect. Individual background data was also collected and analyzed to see how different demographic groups affect channel choice. The study is expected to help depict viewers behavior from depth and gain better understanding on how and why individuals form preference about YouTubers.

Keywords: Self-Esteem, Self-Discrepancy, Youtuber Channel Subscription

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FUTURE EVENTS



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