

Volume 06, Issue 47

BESSH-2020



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

April 13-14, 2020

Taipei, Taiwan



Academic Fora

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2020

International Conference on
“Business, Economics, Social Sciences & Humanities”
(BESSH-2020), Taipei, Taiwan

Book of Abstracts Proceeding

International Conference on
“Business, Economics, Social Sciences & Humanities”
(BESSH-2020)

Taipei, Taiwan

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Proceedings of the International Conference on
“Business, Economics, Social Sciences & Humanities”
(BESSH-2020)

ISBN: 978-969-683-929-3

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**International Conference on
“Business, Economics, Social Sciences & Humanities”
Taipei, Taiwan**

Venue: 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: chair@academicfora.com

BESSH-2020

Conference Schedule

DAY 01 Monday (April 13, 2020)

Venue: Room 1

<i>09:30 am – 09:35 am</i>	Welcome Reception & Registration
<i>09:35 am – 09:40 am</i>	Opening Ceremony
<i>09:40 am – 09:45 am</i>	Welcome Remarks – Conference Coordinator Academic Fora
<i>09:45 am – 09:50 am</i>	Introduction of Participants
<i>09:50 am – 09:55 am</i>	Group Photo Session
<i>09:55am – 10:00 am</i>	Grand Networking Session and Tea Break

DAY 01 Monday (April 13, 2020)

Session I (10:00 am – 11:00 am)

Venue: Howard Plaza Hotel Taipei

Track A: Business, Social Sciences and Humanities

TAI-2420-101B	The Effect of Frontline Employee Service Competencies on Customer Affective Commitment: The Mediating Role of Interactional Justice	Yu-Han Hsiao
TAI-2420-102B	The Effects of Customer Orientation on Customer Perceived Value: Customer Service Experience as a Mediator	Yu Wen Huang
TAI-2420-103B	Multiple Product Firms and Export Policy	Rou-Ting Guo
BMBFS-APR20-12	Building a Successful Medical University Bio-Med Accelerator: An Exploratory Study	Yu-Chin Lin

Track B: Medical, Medicine & Health Sciences

TAI-2420-101B	The Effect of Frontline Employee Service Competence on Customer Affective Commitment: The Moderating Role of Interactional Justice	Yu-Han Hsiao
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Closing Ceremony

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.	TAI-2420-105MA	Li-Hsuan, Chin	Ming Chuan University, Taiwan

	DAY 02 Tuesday (April 14, 2020)	
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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

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

The Effect of Frontline Employee Service Competencies on Customer Affective Commitment: The Mediating Role of Interactional Justice

Yu-Han Hsiao^{1*}, Yu-Chi Wu²

Abstract In an increasingly competitive environment, service firms are immersing themselves in developing their capabilities for change and innovation. At present, how the coach's service competencies influence customer affective commitment is still unexplained by existing literature. The purpose of this study is to investigate the mediating role of interactional justice between the coach's service competencies and customer affective commitment. 300 participants will be recruited from the gyms having a large market share in Southern Taiwan. This study utilized structural equation modeling to verify the research framework and hypotheses. Structural equation modeling includes the analysis of the measurement model and the structural model. In theory, this study attempts to provide a reasonable explanation for how a coach's service competencies affect customer affective commitment by investigating the mediating role of interactional justice. In practice, the study may provide some suggestions to help the gyms improve customer affective commitment, thus helping the gyms attract customers and gain a good reputation.

Keywords: Employee Service Competencies, Interactional Justice, Customer Affective Commitment

^{1,2} National University of Kaohsiung, Taiwan

The Effects of Customer Orientation on Customer Perceived Value: Customer Service Experience as a Mediator

Yu Wen Huang¹, Yu-Chi Wu²

Abstract Service firms provide customers with good service experience as a result of the greater competitiveness and complexity of today's business environment. They must provide customer orientation services to strengthen customer perceived value and gain a competitive advantage. However, very few empirical studies have investigated that customer service experience has a mediating effect on the relationship between customer orientation and customer perceived value. The purpose of this study is to explore what customers expect of insurance agent-customer interactions by customer service experience; further, a framework to demonstrate how to improve customer service experience derived from interactions with insurance agents is proposed. Data for this study were collected using surveys from the clients of life insurers in Taiwan. Structural equation modeling includes the analysis of the measurement model and the structural model. Practically, this study may provide some suggestions to help corporations succeed in improving the level of customer perceived value more effectively through customer orientation in service.

Keywords: Customer Orientation, Customer Service Experience, Customer Perceived Value

^{1,2} National University of Kaohsiung, Taiwan

Multiple Product Firms and Export Policy

Ya-Po Yang^{1*}, Rou-Ting Guo²

Abstract We develop a three-country two-firm model where one domestic firm and foreign firm produce multiple products and export them to a third country, to examine the welfare effects of export subsidy and fixed-cost subsidy of the domestic country. We find, (i) the export subsidy rate does not affect the outputs of two firms, (ii) the export subsidy affects the number of product produced by the two exporting firms, (iii) a higher of the fixed cost of domestic (foreign) firm will lead to a lower (higher) optimal export subsidy.

Keywords: Multi-Product Firm, Export Subsidy, Cournot Competition, Horizontally, Differentiated Product

^{1,2} National University of Kaohsiung, Taiwan

Building a Successful Medical University Bio-Med Accelerator: An Exploratory Study

Hsiang-Tsai Chiang^{1*}, Yu-chin Lin²

Abstract The commercialization of university technology has become a prominent issue in the policy arena in Taiwan. Universities may seek to transfer technology to the private sector, and capture the benefits of commercialization, through a number of different mechanisms. Spin-off may be the best option for commercializing. Technology entrepreneurship rarely succeeds in isolation; increasingly, it occurs in interconnected networks of business partners and other organizations. For spin-offs lacking access to an established business ecosystem, accelerators provide a possible support mechanism for access to partners and resources. The purpose of this study is to attempt to explore medical university Biomed accelerators the preconditions and factors for their success. Using Taipei Medical University, is now establishing an university bio-medical accelerator, as an example, to examine the factors. These may provide holistic understanding of the preconditions and successful factors for the university biomed accelerator. Generally, it is difficult to name successful accelerators since acceleration is a relatively new phenomenon. This study suggests that the performance of an accelerator should be measured through the success of spin-offs that is validated in the exit value or IPO, mentorship, office space, access to the latest technology and network of investors. Medical university establish a bio-medical accelerator can jointly with existing accelerator to gain the experience and avoid the mistakes, the affiliate hospitals can provide the domain knowledge with marketing strength, and the preconditions for success are the access to business competence and the ability to transfer it to spinoff.

Keywords: University Bio-Medical Accelerator, Spin-Off, Exit Value or Ipo, Mentorship, Preconditions, Equity

^{1,2}Feng Chia University, Taiwan

**TRACK B: MEDICAL, MEDICINE & HEALTH
SCIENCES**

Advanced Collaborative Program on Tuberculosis Prevention and Control of Taiwan CDC in Vietnam: the Quang Ninh Tuberculosis Epidemiologic Profile

Bui Kim Chung^{1*}, Bui Thien An²

Abstract Vietnam was one of the high TB burden countries within the Asia-Pacific region. The dramatic rise of MDR/RR TB has become a great concern. With the support of the Taiwan CDC in the Advanced Collaborative Program on Tuberculosis (TB) Prevention and Control under the Taiwan New Southbound Policy, we described the epidemiologic profile of Quang Ninh province during 2010-2019. (1) to describe the epidemiology of tuberculosis in Quang Ninh; (2) To demonstrate the challenges as the increasing cases of MDR-TB and treatment outcomes. Retrospective notified TB cases have been collected in the period of 10 years from 2010 to 2019, estimated the incidence by weighting with the national cover of TB treatment from global TB report in 2015 and 2018. We also figured out the treatment outcomes of all notified cases through the retrospective reviewing and counting of the MDR TB by the Xpert examination database not depending on the treatment status. During 2010-2019, the highest number of notified cases has been recorded in 2011 which was 1692 cases. At the end of the last decade, there are around 1300 TB cases have been notified each year. The estimated incidence of TB in 2018-2019 was 175 cases per 100,000 population. More than 50% of all TB cases notified in has been the PTB bacteriologically confirmed. The number of new TB patients had Genexpert test were 345 in 2018 and slightly decreased to 312 in 2019. The total of the Genexpert test was 1392 in 2018 and 1788 in 2019. A total of 216 patients with bacteriological confirmed Pulmonary MDR-TB were detected from 2013 to 2019, of whom 46 cases are still receiving treatment. Among the 170 having treatment outcome cases, 71 (41.7%) were cured, 33 (19.4%) were completed, 21 (12.3%) died, 9 (5.2%) had treatment failure, 30 (17.6%) were lost to follow up, and 4 (2.3%) were transferred out. We described the epidemiologic characteristic of TB in Quang Ninh including the incidence estimation, Genexpert result, MDR trending and treatment outcomes. Despite the limitations, the effort drawing up the provincial TB profile needs to create effective strategies, plan at the local level, and this profile should be improved and updated routinely. Immediately, we have to face the increasing of MDR TB in both treatment and prevention as well as diagnosis improvement. In this situation, with the precious support from the collaboration program with Taiwan CDC, we can keep confident and aim the end TB in 2035.

Keywords: Habit Monitoring, Sensor Network, Sensor Grid, IoT, Scholastic Data, Captive Environment

^{1,2} Taipei Medical University

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

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

Medical, Medicine & Health Science

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



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VISION

Our vision is to promote research excellence through networking Platform.

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