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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS

BESSH-2020

International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2020), Sydney, Australia



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Book of Abstracts Proceeding

International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2020)
Sydney, Australia

Office Address:

M2-17-01 Tower 2, Level 17 8trium

Bandar Sri Damansara

52200 Kuala Lumpur, Malaysia

Contact: (+6) 03 6735 6566

Email: Contact@academicfora.Com

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**International Conference on
“Business Economics, Social Science & Humanities”
Sydney, Australia
Venue: Holiday Inn Potts Points**

ORGANIZING COMMITTEE

1. Ms. Ani Wahyu

Conference Coordinator

Email: aniwahyu@academicfora.com

2. Mr. Metha Shahi

Conference Coordinator

Email: metha@academicfora.com

3. Ms. Grace Ooi

Conference Coordinator

Email: grace@academicfora.com

4. Mr. Metin Gurani

Conference Coordinator

Email: metin@academicfora.com

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

Email: chair@academicfora.com

BESSH-2020

Conference Schedule

DAY 01 Saturday (Dec 05, 2020)

Venue: Holiday Inn Potts Points

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 Saturday (Dec 5, 2020)
Session 1 (10:00 am – 11:00 am)

Track A: Business Management & Social Sciences

SYD-11220-101B	Impact Of Trade Liberalization And Technology Advancements On Productivity: Evidence From Thai Manufacturing Sector	Parinya Mingsakul
SYD-11220-102B	From Online To Offline : A Concept Store For E-Commerce In Samyan, Bangkok	Kamolchanok Vanidpisit
SYD-11220-103B	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
SYD-11220-104B	Verifying The Relationship Between Team Coaching Leadership And Team Effectiveness Through A Moderated-Mediation Model	Chan Yu Kuo

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

DAY 02 Sunday (Dec 6, 2020)

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**

Impact of Trade Liberalization and Technology Advancements on Productivity: Evidence from Thai Manufacturing Sector

Parinya Mingsakul*

Abstract This study investigates the impact of trade liberalization and technology advancements on firm's productivity by employing various alternative trade (tariff, import penetration, and openness) and technology variables (ICT and industrial robot). Three latest Thai industrial censuses are used with panel random effect model. Firm's productivity is computed by means of alternative measurement, i.e. value added per worker, Olley-Pakes (1996) and Levinsohn & Petrin (2003). The key finding is that trade liberalization and technology advancements can spur Thai firms' productivity, however, technology advancements show more robust positive impact. For trade liberalization aspect, higher trade liberalization on input side, i.e. lowering input tariff, higher import penetration on input goods show higher positive impact on firm's productivity than output side. However, Thai firms are likely to consider input and output tariffs simultaneously so that effective rates of protection (ERP), with and without water in tariffs are introduced. The results confirm a crucial role of trade liberalization, through a simultaneous decline in both input and output tariffs, in promoting firms' productivity. Regarding proxies of technology, ICT use tends to encourage greater firms' productivity improvement than industrial robot uses due to its longer engagement in all manufacturing industries.

Keywords: Productivity, Trade liberalization, Technology advancement

Thammasat University, Thailand

*E-mail: parinya.m@st.econ.tu.ac.th

From Online To Offline : A Concept Store For E-Commerce In Samyan, Bangkok

Kamolchanok Vanidpisit

Abstract Online commerce has become a prominent part of today market, as well as of our everyday life. The increasing popularity of online stores seems to make offline stores obsolete. This is however not the case. This research shows a statistic that regardless of online convenience, a physical store is still relevant for an e-commerce business. Online to Offline strategy, also known as O2O, is increasingly adopted by big retailers in Asia and the United States of America. Such as Pomelo, the Korean apparel label or Amazon, the American e-commerce giant. They both started off with an online store and now expand incrementally to the offline market. By bridging the benefits of an online and offline platform, It will fill in the gap of an unfulfilled consumer need and open up the new doors for an alternative way of doing retail. I have explored the idea of O2O in this research through designing a secondhand concept store, that integrated the concept of ecology. Since Consumerism society influences us to buy more and throw away more, I therefore focus on an aspect of purchase that creates positive impacts on both marketing and environmental fields. The program of the store consists of a charitable secondhand store and a second handed furniture store that will operate on both online and offline platform. The physical site of this project is located in the city centre of Bangkok, 'Samyan'. These shophouses will be demolished in 2 years. Using old shophouses in the heart of the city is very reasonable due to the accessibility advantage and lower properties cost. This place can be a prototype of O2O business model that encompasses social value and integrity into the modern way of shopping.

Keywords: Online To Offline, Shophouse Design, Renovation, Secondhand Store

^{1,2} Business College, Beijing Union University, China
Email: jin.zhao@buu.edu.cn

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-FAIR 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

^{1,2,3} University/Organization: Chiang Mai University, Thailand

* Email: chonnipa.juneam@gmail.com"

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

College of Management, Yuan Ze University, Taiwan

*E-mail: kenk940@gmail.com

FUTURE EVENTS

You can find the Details regarding our future events by following below:

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