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# CONFERENCE PROCEEDINGS

  

## BOOK OF ABSTRACTS BESSH-2020

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



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# **Book of Abstracts Proceeding**

International Conference on  
“Business Economic, Social Science & Humanities”  
(BESSH-2020)  
**Bangkok, Thailand**

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## Proceedings of the International Conference on

“Business Economic, Social Science & Humanities  
(BESSH-2020)”

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**International Conference on  
“Business Economics, Social Science & Humanities”  
Bangkok, Thailand  
Venue: Ideo Phaholyothin Chatuchak, 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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BESSH-2020

## Conference Schedule

**DAY 01 Saturday (Nov 21, 2020)**

**Venue: Ideo Phaholyothin Chatuchak, 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 Saturday (Nov 21, 2020)**  
**Session 1 (10:00 am – 11:00 am)**

**Track A: Business Management & Social Sciences**

<b>BAN-31120-101B</b>	Space In Transition: A Design Exploration Of A Transition Space In Ban Plainern	Tengzhou Feng
<b>BAN-31120-102B</b>	From Online To Offline : A Concept Store For E-Commerce In Samyan, Bangkok	Kamolchanok Vanidpisit
<b>BAN-31120-103B</b>	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
<b>BAN-31120-104B</b>	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 (Nov 22, 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**

# Space In Transition: A Design Exploration Of A Transition Space In Ban Plainern

Tengzhou Feng\*

**Abstract** I am a Chinese architect and an architectural student came to Bangkok in order to read Thai houses. The intention is to begin to think about how to inherit and develop traditional architecture for the future generations. Transition spaces of Thai houses are chosen as the places to observe how materials, proportions, spatial compositions, light and shadows affect architecture itself. They represent a relationship between man-made and nature with respect to environment, culture and time. This research focuses on three case studies of Thai houses, namely CU Thai House of Chulalongkorn University, M.R.Kukrit Pramoj's heritage home and H.R.H. Prince Narisaranuvattiwongse's home in Bangkok. These three houses embody memories of the pasts and at the same time provoke the ideas of the traditional and the contemporary. The architectural drawings, documented in this thesis, are measured, drawn and redrawn by the author from the blueprints preserved by Chulalongkorn University and from the surveys. Photography is important to this research. Looking is the most effective way to read space. The series of photographs, shown in this research, record changes of materials, light and shadow in transition spaces of Thai houses in relation to time. They also record proportions and spatial compositions. The site to propose the design is a piece of land in Ban Plainern a former residence of H.R.H. Prince Narisaranuvattiwongse, which can also be regarded as a transition space in Ban Plainern. There are three existing buildings in the site and in need for renovation, a green house (used to be Thai classical dance school), a red house (tableware storage) and a green structure (semi-outdoor Thai classical dance area). The renovation wants to show respects to the historic site by utilizing proportions, space compositions and materials uncovered within the site itself. Light and shadow are considered to be important architectural elements.

**Keywords:** Thai Houses, Transition Spaces, Spatial Compositions

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# 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

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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<sup>1\*</sup>, Roengchai Tansuchat<sup>2</sup>, Jirakom Sirisrisakulchai<sup>3</sup>

**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

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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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