



*Taiwan  
Academy Of  
Social Sciences*



2018

**TASS International Conference on  
Business Management, Economics  
Social Sciences & Interdisciplinary Studies**

**Date: October 08-09, 2018**

**Venue: The Howard Plaza Hotel Taipei, Taiwan**

***CONFERENCE BOOK  
OF ABSTRACT  
PROCEEDINGS***

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# **Book of Abstracts Proceedings**

**TASS International Conference on Business Management, Economics, Social Sciences & Interdisciplinary Studies (BESI)**

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Proceedings of the TASS International Conference on Business Management, Economics, Social Sciences & Interdisciplinary Studies

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***TASS International Conference on Business  
Management, Economics, Social Sciences &  
Interdisciplinary Studies***

**Venue: The Howard Plaza Hotel Taipei, Taiwan**

**Conference Theme:** An effective platform to meet other renowned experts in the field of engineering and technology.



## **ADVISORY BOARD**

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Meiji University, Japan

**Mark Swanson**

Kwansei Gakuin University, Japan





## ORGANIZING COMMITTEE

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## CONFERENCE TRACKS

- Social Sciences and Humanities
- Business and Economics
- Management and Interdisciplinary
- Banking and finance Business
- Marketing
- International Enterprise
- Human resources
- Hotel and Institutional Management
- Interdisciplinary

## CONFERENCE CHAIR MESSAGE

### **Tadashi Kimura**

“International Conference of Taiwan Academy of Social Sciences (TASS) ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Tadashi Kimura

Conference Chair

Email: [Tadashi\\_Kimura@academy-ss.com](mailto:Tadashi_Kimura@academy-ss.com)



# CONFERENCE AGENDA

**DATE:** October 08-09, 2018

**LOCATION:** The Howard Plaza Hotel Taipei, Taiwan

**DAY:** Monday-Tuesday

**Event Title:** TASS International Conference on Business Management, Economics, Social Sciences & Interdisciplinary Studies (BESI)

## Start Time

08:30 am - 08:40 am: Registration & Kit Distribution  
08:40 am - 08:50 am: Introduction of Participants  
08:50 am - 09:00 am: Inauguration and Opening address  
09:00 am - 09:10 am: Grand Networking Session

**Tea/Coffee Break (09:10 am - 09:30 am)**

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Session: 01

09:30 am - 10:30 am: Presentation Session

Track A: Business, Economics, Social sciences & Humanities

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Ming-Hong Tsai	Opinion Difference, Collaboration, and Perceptions of a Task Partner	BESI-OCT18-102
Afrina Sari	Local Television Media Management in Improving the Value of Business Local Cultural Local Program (Case Study Production Division Jogja TV)	BESI-OCT18-104

### **Track B: Medical, Medicines and Health Sciences**

Zakiah Samori	Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human	TAI-2108-109
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**Lunch Break & Closing Ceremony (10:30 am - 11:30 am)**

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### Participants Registered As Listener/ Observer

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

**Official ID:** TAI-2108-103A

Catherine Ryan

Saint Ignatius College, Riverview, Lane Cove, Sydney. 2066  
Australia.

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### Conference Day 02 (October 09, 2018)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



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***TRACK A***

***BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES***





## **Opinion Difference, Collaboration, and Perceptions of a Task Partner**

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**Keywords:** Competence And Spontaneous, Individuals Collaboration ,Perceptions

Organizations increasingly rely on more than one individual to make important decisions in order to meet the constantly changing needs of customers. However, opinion difference between individuals is prevalent and this difference may prevent the individuals from working with each other. The purpose of this research was to investigate the relationship between opinion difference and collaboration with an individuals perceptions of a task partners competence and spontaneous decision-making as a mediator and a moderator, respectively. Study 1 was a three-wave task process survey whereas Study 2 was an experiment. The results demonstrated that opinion difference was negatively associated with the individuals collaboration with a task partner because opinion difference led to a decrease in the individuals perception of the partners competence. In Study 2, the results demonstrated that when a task partner expressed a spontaneous decision-making style, the negative association between opinion difference and a perception of the partners competence became weaker. A perception of a partners spontaneous decision-making style also decreased the indirect, negative association between opinion difference and collaboration via the perception of the partners competence. The present research advances theory regarding the social perceptions of task conflict and decision-making style and offers practical implications for the promotion of collaboration in organizations.

## **Local Television Media Management in Improving the Value of Business Local Cultural Local Program (Case Study Production Division Jogja Tv)**

<sup>1\*</sup>Afrina Sari , <sup>2</sup>Agata Tri Ardhanasswari

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**Keywords:** Media Management, Marketing Communications, Production Telvisi, Local Culture.

Business development in television is experiencing many obstacles from various fields such as field of product availability event, and television business competitor. So many similar events are appearing on some televisions. This affects the level of Rating and Share of the event that aired. Attention focused on local television that existed in the show program and received a good response from the community. The research was conducted on local television in Yogyakarta namely Jokya TV. This research uses descriptive qualitative research approach, Theory used is Media Management Theory. with case study research design. Case studies are used to provide a comprehensive description of the dynamics. Data were collected through interviews, observations, and document studies. The informant of this research is the head of Program Manager, Executive Producer and Producer Implementer. The results show that management performed by a local television station is not easy because of the lack of funds from the company, and the production process is quite dependent on the incoming sponsors. Local wisdom programs can be content that can be sold in order for a program to have a business nick. In addition, the planning stage, coordination with various divisions, production process until evaluation is done well enough to a program has business value. Keywords: Media management, Marketing Communications, Production Telvisi, Local Culture.



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## **Regulating C2C Cross-border E-commerce by SC**

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Law, Zhengzhou, China

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**Keywords:** Border E-Commerce, C2C Cross-Border E-Commerce By SC, Custom Law, Customer Protection Act, Contract Law

Cross-border e-commerce develops rapidly because of e-commerce development. There are three typical modes of cross-border e-commerce, they are B2B, B2C and C2C. With the development of social network, a new mode C2C cross-border e-commerce by SC is occur. This new kind of e-commerce has several advantages, like highly-trust and personalized consumption. But there are some problems of C2C cross-border e-commerce by SC, which are tax evasion and no rule to regulate. To solve these problems, several measures can be take:refining the standard of luggage and post package taxation, strengthen supervision and using Contract Law to regulate C2C cross-border e-commerce by SC.

## **A Study Investigating the Stage-by-stage Pre-order Platform Strategies Taking Online Pre-order Catering Platforms for Example**

<sup>1\*</sup>Wen Cheng Lu, <sup>2</sup>Shieh Liang Chen, <sup>3</sup>Wen Hong Chiu, <sup>4</sup>Kuo Pin Li  
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**Keywords:** Delta Model Strategy Model, Technological Innovation Theory, Online pre-order

Through online shopping, it is convenient and fast for consumers to find the products they need. What's important is that online shopping is not limited by time and space and can effectively stimulate consumers' online transactions and generate considerable revenue. For O2O pre-order catering, online catering reservation platforms have been set up since 1998, such as the Open Table, GH, Panera Bread, and Dunkin' Donuts in the U.S. and EZTable and Weiby iStore in Taiwan, which all have created brand new and surprising experiences. However, these platforms need to implement the right platform strategies at the right time to stand out. This study enrolled successful online catering reservation platforms in the U.S., Germany, and Taiwan as the subjects to perform analyses. This study performed cross-analyses and inductions on multiple successful subjects, used the innovation diffusion model to analyze the operating strategies of these pre-order platforms based on the strategy model of Delta Model, summarized the critical factors affecting the sustainable operation of online platforms, and developed propositions that can be put into practice.



## **Product Innovations Determinants of Chinese Family Business in CHIANGMAI and Consumer Socio Economics**

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**Keywords:** Product Innovation, Chinese Family Business, Chinese Moon Cake, Factors, Chiangmai

Family businesses are an important economic driver of the countries, especially Chinese family businesses in Thailand. These family businesses are the major form of business, particularly souvenir sector realizing 22.4 billion Baht of Thai market value with 35,000 entrepreneurs. Thus, for surviving, product innovation in Chinese family businesses have received a lot of attention in the literatures since the past decades but there are still some gaps. Then, this paper tries to answer the research question; what product innovation factors are influenced by customers. 400 of small family Chinese businesses customers were collected data using questionnaires in Chiangmai province. The results show that most customers were females with more than 40 years and 31-35 years of age. T-test confirmed that product innovation factors are influenced by socioeconomic factors of customers. Moreover, Socioeconomic factors of customers; age and occupation showed significantly related to product innovation in three categories; line extensions, Me-too products and competitors products and new-to-the-world products.

## ***UP COMING EVENTS***

You can find the details regarding our upcoming events by following below:

<http://academy-ss.com/upcoming-conferences/>

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## VISION

The vision of Taiwan Academy of Social Sciences (TASS) is to be a world leading forum for research presentation and networking in academic community.

