



Taiwan
Academy Of
Social Sciences



2018

TASS International Conference
Social Science, Humanities, Management
Business & Economics

Date: September 06-07, 2018

Venue: The Howard Plaza Hotel Taipei, Taiwan

***CONFERENCE BOOK
OF ABSTRACT
PROCEEDINGS***

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Book of Abstracts Proceedings

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***TASS International Conference on Social Science,
Humanities, Management, Business & Economics***

Venue: The Howard Plaza Hotel Taipei, Taiwan

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



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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



CONFERENCE AGENDA

DATE: September 06-07, 2018

LOCATION: The Howard Plaza Hotel Taipei, Taiwan

DAY: Thursday-Friday

Event Title: TASS International Conference on Social Science
Humanities, Management, Business & Economics

Start Time

09:00 am 09:10 am: Registration & Kit Distribution
09:10 am 09:20 am: Introduction of Participants
09:20 am 09:30 am: Inauguration and Opening address
09:30 am 09:40 am: Grand Networking Session

Tea/Coffee Break (09:40-10:00 am)

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Session: 01
10:00 am - 11:30 am: Presentation Session
Track A: Business, Economics, Social sciences & Humanities

Presenter Name	Manuscript Title	Paper ID
Farah Margaretha Leon	Managing Credit Risk to Optimize Profitability: A Survey of State Owned Enterprise Banks in Indonesia	SHMBE-SEP18-101
Bob Barrett	Strategically Enhancing the Understanding of Business Research Writing in the Age of Plagiarism with Online Adult Learners	SHMBE-SEP18-106
Dr Susan Dodd	Principals, School Climate, and Social Justice: A Movement Towards Equity for all Students	SHMBE-SEP18-107
Dr. Song Hao	Regulating C2C Cross-border E-commerce by SC	SHMBE-SEP18-109
Wen Cheng Lu	A Study Investigating the Stage-by-stage Pre-order Platform Strategies Taking Online Pre-order Catering Platforms for Example	TAI-198-101B
Nutthanee Kitdumrongthum	Product Innovations Determinants of Chinese Family Business in CHIANGMAI and Consumer Socio Economics	SHMBE-SEP18-110

Lunch Break & Closing Ceremony (11:30 am - 12:30 pm)

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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: SDCIT-SEP18-TW101A

Felix Seifert

Industrial Engineering and Management at Karlsruhe Institute of Technology
(Kaiserstrae 12, 76131 Karlsruhe, Germany).

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Conference Day 02 (September 07, 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

Managing Credit Risk to Optimize Profitability: A Survey of State Owned Enterprise Banks in Indonesia

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Keywords: Risk management, Non Performing Loan, Profitability, Credit risk, State Owned Enterprise

The purpose of this study is to determine the effect of credit risk management on optimizing the profitability of State Owned Enterprise (SOE) Banks in Indonesia. The sample in this research is employee of SOE Banks. Sampling technique in this research uses purposive sampling. This method uses certain criteria for selecting respondents; the criteria are all staff from bank credit administration group, Credit Management Committee and from SOE Banks. The data were obtained through the distribution of questionnaires with Likert scale and from the annual financial statements. The results of this study indicate that credit risk management variables have a significant positive effect on the optimization of bank profitability, while the Non Performing Loan (NPL) level has no significant effect. This means that if credit risk management goes well then profitability will increase. Implications for Managerial and Investors should be paid attention to credit risk management in order to increase bank profitability.



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Strategically Enhancing the Understanding of Business Research Writing in the Age of Plagiarism with Online Adult Learners

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Keywords: Business Research, Plagiarism, Online Learning

While the onset of technological evolution has assisted many students from moving from the multiple shelves of books in archaic library holdings and rows of card catalogs, students have seemed to have lost the art of using the Dewey Decimal System to a more automated form of research by surfing the World Wide. Also, students have become too dependent on the cutting and pasting of literature, instead of learning the art of synthesizing and analyzing content. Objective: However, with the onslaught of thousands of websites and online offerings, the temptation of cutting and pasting seems to be more of a daily occurrence for some students. The key objective of this presentation is to focus on how to better train students in the areas of business research in the realm of the Internet offerings. Research Method: While some professors may not be as strong in business research writing and academic use of the Internet, it is a requirement for educators to facilitate the learning of research writing with today's adult learners and mentor them along the way in order to help them to develop stronger research writing skills, as well as stronger command of academic style rules. The project used for this research is a 4-part research paper on a company operated in three countries in order to learn more about business concepts and issues, as well as learn how to write up stronger business research reports. Results and Conclusion: This paper will explain the various approaches used in the research writing aspect, as well as how the final portfolio is a demonstrate of true student command of content knowledge. products.



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Principals, School Climate, and Social Justice: A Movement Towards Equity for all Students

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Keywords: Education, Equity, Leadership, Social Reform

This paper discusses the importance of evaluating school climate to ensure an equitable learning environment is in place for all students. The United States government has recently responded to the crises of school shootings and instances of racial injustice by requiring the states to develop safety plans for their schools. Additionally, most states demand all their schools submit a plan for teaching students about respect and also for disciplining students who make comments or gestures that are offensive to the persons race, religion, gender or gender identity. The problem with this is that the schools are not required to collect or maintain any data to determine the success of their programs. Furthermore, despite research on the importance of emotional connectedness within schools, school climate is often assessed in terms of observable behaviors, such as the number of discipline referrals. This paper will address one recent reform, the Dignity for All Students Act, which aims to eradicate behaviors of social injustice, but does not require schools to evaluate the attitudes leading to those behaviors. The paper will focus on the need for administrator preparation programs to explicitly train future principals on how to implement and assess school climate programs that foster connectedness for all students. In response to the lack of research regarding models of principal preparation in this domain, this paper concludes with specific examples of strategies and training activities to help foster educator awareness on topics such as personal bias and cultural sensitivity.



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Regulating C2C Cross-border E-commerce by SC

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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

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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/>

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.

