



*Taiwan
Academy Of
Social Sciences*



2018

**TASS International Conference
on Business Economics, HRM, Social
Sciences, Popular Culture, Gender Studies**

Date: November 06-07, 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 Economics, HRM, Social Sciences,
Popular Culture, Gender Studies (BHSBG)**

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Proceedings of the TASS International Conference on Business Economics, HRM, Social Sciences, Popular Culture, Gender Studies

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***TASS International Conference on Business Economics,
HRM, Social Sciences, Popular Culture, Gender Studies***

Venue: The Howard Plaza Hotel Taipei, Taiwan

Conference Theme: Emerging Social Changes that Result from New
Social Dynamics.



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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: November 06-07, 2018

LOCATION: The Howard Plaza Hotel Taipei, Taiwan

DAY: Tuesday-Wednesday

Event Title: TASS International Conference on Business Economics, HRM, Social Sciences
Popular Culture, Gender Studies (BHSBG)

Start Time

08:00 am - 08:05 am: Registration & Kit Distribution
08:05 am - 08:10 am: Introduction of Participants
08:10 am - 08:15 am: Inauguration and Opening address
08:15 am - 08:20 am: Grand Networking Session

Tea/Coffee Break (08:20 am - 08:30 am)

CONFERENCE AGENDA

DATE: November 06-07, 2018

LOCATION: The Howard Plaza Hotel Taipei, Taiwan

DAY: Tuesday-Wednesday

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Popular Culture, Gender Studies (BHSBG)

Session: 01
08:30 am - 11:00 am: Presentation Session
Track A: Business, Economics, Social sciences & Humanities

Presenter Name	Manuscript Title	Paper ID
Trevor Gates	Gender and student customer service expectations: Views from human services	BHSBG-NOV18-101
Pradthana Minsan	Forecasting Model for the Number of Long Stay Japanese Tourist Arrivals in Chiang Mai	BHSBG-NOV18-102
Jie (Selina) GAO	Saving the Nation: The Origins of the Modern Chinese Folklore Movement (1918-1926)	BHSBG-NOV18-103
Yu-Shia Ho	A Study of the Relationship between transformational leadership and Employee Lifelong Learning-Using learning orientation as Mediators	BHSBG-NOV18-107
Wen-chi Chen	I Ching-based Quantitative Analysis and Prediction of Potential Winner among the Candidates for the Mayor of Kaohsiung in 2018	BHSBG-NOV18-108
James P. Hess, PhD	The Last of the Millennials (1995-2000): An Examination of Within-Group Work Et	BHSBG-NOV18-109
Jui-Chuan Huang	The Study of Investment Motivation and Managerial Problems of Taiwanese Companies in Cambodia	BHSBG-NOV18-110
Dang-Hsun Liao	A Study on the Relationships among Professional Competency, Customer Trust, and Customer Referral Intention	BHSBG-NOV18-111
Hung-Xin Lia, Hua-Dong Luan , Yen-Li Yeh	Whats the Influence of Green Organization Identity and Green Shared Vision on Green Product Development Performance?	TAI-1118-101B

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

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Conference Day 02 (November 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



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Gender and Student Customer Service Expectations: Views from Human Services

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Queensland, Australia

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Keywords: Professors Behaviours, Grade Inflation, workplace well-being

This research explores how perceived student entitlement influences the work experiences of a sample of teaching staff in human services, counsellor education and social work. A convenience sample of 118 teaching staff demonstrated that negative well-being is correlated with their perceptions of student customer service expectations. Significant differences were also found by gender and gender identity/expression. The project also revealed that teaching staff with a lower academic rank perceived their students to be more entitled, suggesting that pressures of working towards tenure may influence these professors behaviours making them more accommodating to students customer service expectations. In this paper, we suggest that if early career professionals without continuing appointments are pressured to cater to student customer service expectations, they could be setting their students up for failure by awarding them grades that they should not receive, thus adding to grade inflation. We also discuss implication for gender equity issues, including workload management and workplace well-being, due to the differences according to gender and gender identity/expression.

Forecasting Model for the Number of Long Stay Japanese Tourist Arrivals in Chiang Mai

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Keywords: Long Stay Tourism, Classical Decomposition, Seasonal Simple Exponential Smoothing, Box-Jenkins, Combining Forecasts, Root Mean Square Error (RMSE).

The aging phenomenon of the elderly occurs worldwide, especially Japan that is the most of the highest average age. Therefore, long stay tourism is alternative tourism for the elderly Japanese tourists. The aim of this research was to construct the appropriate forecasting model for the number of long stay Japanese tourist arrivals in Chiang Mai, Thailand. The data in this study gathered from the Chiang Mai Immigration Office that recorded in monthly during from January 2014 to July 2017 a total of 43 months. Then the data were classified into two sets. The first data set from January 2014 to December 2016 for 36 months were used to build the forecasting model by the methods of Classical decomposition, Seasonal simple exponential smoothing, Box-Jenkins and Combining. The second data set from January 2017 to July 2017 a total of 7 months were used to compare the earlier three methods of the forecasting accuracy model via the criteria of Root Mean Square Error: RMSE. Research results indicated that combining forecasts was the most suitable for forecasting the number of long stay Japanese tourist arrivals in Chiang Mai.



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Saving the Nation: The Origins of the Modern Chinese Folklore Movement (1918-1926)

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Keywords: Chinese Folklore Movement, Folklore Studies, Folk Literature, Twentieth Century China, Beijing University, Modernization

Late nineteenth and early twentieth century China faced a grave national crisis resulting from intense foreign pressure and a rigid political system that was incapable of adapting to the challenges of the modern world. China's decline did, however, lead to a wave of nationalism that swept across Chinese society. Set against this backdrop, a new generation of patriotically-minded intellectuals, one with relatively broad exposure to western thinking and academic methods, turned its focus to enlightening the oppressed masses as a means of bringing about national salvation. These intellectuals pursued this forward-looking aim by looking to the past. More specifically, they looked to folk culture as a means of connecting with the common people and weaving together a new discourse that promoted national unity. Under these circumstances, a group of professors at National Beijing University, including Zhou Zuoren, Liu Fu, and Gu Jiegang, began to search for vernacular works in folk culture. This process unfolded in a similar fashion as it had with more-established foreign folklore societies. Phase one of modern Chinese folklore research centered on the collection and survey of folk literature. This paper examines the origins of the Chinese Folklore Movement at Beijing University and how the scope of folklore studies expanded from folksongs to folk customs and other forms of folk literature. It focuses on early folklorists' activities, folklore organizations, and primary publications at Beijing University. From early 1918 to 1926, Beijing University made an exceptional contribution to folklore studies and laid a foundation for the Modern Folklore Movement in China. Under the university's influence, folklore studies appeared in various newspapers and other research institutions in Beijing and Shanghai in rapid succession.



A Study of the Relationship between transformational leadership and Employee Lifelong Learning-Using learning orientation as Mediators

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Keywords: Transformational Leadership, Learning Orientation, Employee Lifelong Learning

The objective of this study was to confirm the mediating effects of learning orientation on the relationship between transformational leadership and employee lifelong learning. To achieve this, we distributed questionnaires to 800 employees, of which 512 valid questionnaires were received. We then employed hierarchical regression analysis to test our hypotheses. Results confirmed that transformational leadership has a positive influence on employee lifelong learning, and that this relationship is mediated by learning orientation. Based on these results, we conclude by making recommendations for both organizational management practices and future research.



I Ching-based Quantitative Analysis and Prediction of Potential Winner among the Candidates for the Mayor of Kaohsiung in 2018

^{1*}Wen-Chi Chen , ²Jin-De Chang , ³Hui-Ru Chi , ⁴Wen-Hong Chiu , ⁵Pei-Fan Tsai
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Keywords: I Ching, Yin And Yang, Five Basic Elements, Quantification, Election Prediction

The nine-in-one election for local civil servants in Taiwan in 2018 will be held on November 24, 2018. As it is related to the control of political power, the cross-strait stability, economic prosperity, political stability and public support, the ruling party Democratic Progressive Party (DPP), the opposition party Kuomintang (KMT), and other small parties and those without party affiliation all spare little effort to win the election. Of the nine elections for civil servants, the ones for the mayors of the cities under the jurisdiction of the Executive Yuan is the most competitive, especially the one for Kaohsiung mayor. Since the DPP has been in power for 20 years and has control some parts of Kaohsiung for 30 years, all the political candidates have been trying to win the elections. In particular, the DPP is so skillful in the topics, tricks and strategies of the election that it really astonishes the public. This paper explores the date of birth and the eight characters of horoscope of the candidates of the DPP and the KMT, the social trend, and the natural change to time and space. Following the principles as stated in I Ching such as Yin and Yang, Five Basic Elements and the advantages in time, trend, land and status, this paper adopts innovative methods based on happiness, taboo, idleness and hatred for quantification and comparison. Instead of using the obscure textual narration that has been applied for tens of hundreds of years, it offers a concise and clear discussion on and prediction of the winning of the election. The author hopes that it will have scientific effects of empirical analysis.



The Last of the Millennials (1995-2000): An Examination of Within-Group Work Et

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Keywords: Work Ethic, Millennial Generation, Gender

Managers have altered their leadership approaches in adapting to the unique characteristics and work attitudes of the large Millennial generation, those members of the workforce born between 1981 and 2000. One construct in particular, work ethic, captures the interest of scholar-practitioners as they aim to identify key cognitive differences between and within generational cohorts to most effectively reshape organizational context. The last subset of the Millennial cohort, specifically those born between 1995 and 2000, may be of particular interest, given that these individuals represent the last of the Millennials to be entering the workforce and, thus, may ignite new workplace paradigms warranting further changes in leadership. Therefore, the purpose of this study was to examine those Millennials born between 1995 and 2000 to determine statistically significant differences between and among their gender, employment status, and living arrangement and their work ethic as measured along several dimensions. Results revealed a statistically significant main effect between gender and attitudes toward one dimension of work ethic, leisure, as well as statistically significant interaction effects between gender and employment status and the work-ethic dimensions of self-reliance, leisure, wasted time, and delay of gratification. These results may shape organizational leaders expectations for the last of the Millennial cohort on the work ethic construct, indicating potential change in recruitment and selection practices, employee motivation techniques, and leadership changes to align the young cohorts work attitudes with an enhanced employee-organization fit.



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The Study of Investment Motivation and Managerial Problems of Taiwanese Companies in Cambodia

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Keywords: Foreign Investment, Taiwanese Companies, Cambodia, Investment Motivation, Managerial Problems

Due to the increasing competition from China and Southeast Asia countries, many Taiwanese companies have to invest in foreign country in order to maintain competitive advantage. However, the risk in foreign investment is much higher than in domestic investment because most of the companies are not familiar with the situation and culture of the foreign country. Therefore, company has to be caution in making foreign investment decision. The objective of this study is to investigate the investment motivation and managerial problems of the Cambodias Taiwanese companies by using questionnaire method. Hopefully, the result of this study can be used as a reference for Taiwanese companies seeking investment in Cambodia.



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A Study on the Relationships among Professional Competency, Customer Trust, and Customer Referral Intention

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Keywords: Professional Competency, Customer Trust, Customer Referral Intention.

The purpose of the study was to construct and prove the relationship mode among professional competency, customer trust and customer referral intention. As to the methods of investigation and analysis, the study adopts on-site self-administered questionnaire and mail survey, which inquires the customers who used to purchase the products or to be served. 300 copies of questionnaire are sent out by convenience sampling, and 225 valid samples are recovered. Adopt the analysis of descriptive statistics and structure factors extraction. Examine the reliability of the structure factors through Cronbachs . Examine the validity of the questionnaire through Content Validity. Discuss the relationship among the structure factors through Pearson's correlation, analysis of regression, and structural equation modeling. The major findings of the study are as follows. Professional competency had sign cant positive effect on customer trust. Customer trust had significant positive effect on customer referral intention. Customer trust had partial mediation effect between professional competency and customer Referral intention. The study provides the theory and actual situation in terms of discussing the result of the study, which intends to provide reference for business administration and academia.

Whats the Influence of Green Organization Identity and Green Shared Vision on Green Product Development Performance?

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Keywords: Green Organizational Identity, Green Shared Vision, Organizational Citizenship Behavior for the Environment, Green Product Development Performance

This novel study extends the research literature by exploring the relationships between both green organizational identity and green shared vision and green product development performance, and also by examining the mediating effect of organizational citizenship behavior for the environment. The hypotheses were tested by means of Structural Equation Modeling (SEM) from a sample of 475 valid questionnaire respondents. The two main findings were 1) that green organizational identity and green shared vision positively affected both organizational citizenship behavior for the environment and green product development performance, and 2) that organizational citizenship behavior for the environment positively affected green product development performance. Our research results further indicate that the relationship between green organizational identity, green shared vision and green product development performance was mediated in part by organizational citizenship behavior for the environment. From these findings, it is clear that green organizational citizenship behavior is critical in the company's development of green product development performance. Companies should therefore develop a green organizational identity and a green shared vision so as to strengthen their behavior of organizational citizenship for the environment and intensify their performance for green product development.


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.

A decorative geometric pattern composed of various shades of blue and teal triangles, arranged in a complex, overlapping design that fills the bottom and right portions of the page.