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
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVISORY BOARD</td>
<td>vii</td>
</tr>
<tr>
<td>ADVISORY BOARD</td>
<td>viii</td>
</tr>
<tr>
<td>ORGANIZING COMMITTEE</td>
<td>ix</td>
</tr>
<tr>
<td>CONFERENCE TRACKS</td>
<td>x</td>
</tr>
<tr>
<td>CONFERENCE CHAIR MESSAGE</td>
<td>xi</td>
</tr>
<tr>
<td>Conference Day 02 (November 07, 2018)</td>
<td>xiv</td>
</tr>
<tr>
<td><strong>TRACK A</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>BUSINESS, ECONOMICS, SOCIAL SCIENCES &amp; HUMANITIES</strong></td>
<td>1</td>
</tr>
<tr>
<td>Gender and Student Customer Service Expectations: Views from Human Services</td>
<td>2</td>
</tr>
<tr>
<td>Forecasting Model for the Number of Long Stay Japanese Tourist Arrivals in Chiang Mai</td>
<td>3</td>
</tr>
<tr>
<td>Saving the Nation: The Origins of the Modern Chinese Folklore Movement (1918-1926)</td>
<td>4</td>
</tr>
<tr>
<td>A Study of the Relationship between transformational leadership and Employee Lifelong Learning-Using learning orientation as Mediators</td>
<td>5</td>
</tr>
<tr>
<td>I Ching-based Quantitative Analysis and Prediction of Potential Winner among the Candidates for the Mayor of Kaohsiung in 2018</td>
<td>6</td>
</tr>
<tr>
<td>The Last of the Millennials (1995-2000): An Examination of Within-Group Work E</td>
<td>7</td>
</tr>
<tr>
<td>The Study of Investment Motivation and Managerial Problems of Taiwanese Companies in Cambodia</td>
<td>8</td>
</tr>
<tr>
<td>A Study on the Relationships among Professional Competency, Customer Trust, and Customer Referral Intention</td>
<td>9</td>
</tr>
<tr>
<td>Whats the Influence of Green Organization Identity and Green Shared Vision on Green Product Development Performance?</td>
<td>10</td>
</tr>
<tr>
<td><strong>UP COMING EVENTS</strong></td>
<td>11</td>
</tr>
</tbody>
</table>
Book of Abstracts Proceedings
TASS International Conference on Business Economics, HRM, Social Sciences, Popular Culture, Gender Studies (BHSBG)

Taipei, Taiwan
November 06-07, 2018

Email: info@academy-ss.com
URL: www.academy-ss.com
All rights reserved. Without the consent of the publisher in written, no individual or entity is allowed to reproduce, store or transmit any part of this publication through any means or in any possible form. For obtaining written permission of the copyright holder for reproducing any part of the publication, applications need to be submitted to the publisher.
Proceedings of the TASS International Conference on Business Economics, HRM, Social Sciences, Popular Culture, Gender Studies

Disclaimer
Authors have ensured sincerely that all the information given in this book is accurate, true, comprehensive, and correct right from the time it has been brought in writing. However, the publishers, the editors, and the authors are not to be held responsible for any kind of omission or error that might appear later on, or for any injury, damage, loss, or financial concerns that might arise as consequences of using the book. The views of the contributors stated might serve a different perspective than that of the Academy-SS
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.
ADVISORY BOARD

Miss Chonnikarn Luangpituksa
University of Marketing and Distribution Science, Kobe Japan

Mark Swanson
Kwansei Gakuin University, Japan

Dai Yamawaki
School of Economics, Kyoto University, Japan

Associate Professor Ichiro Ebina
Faculty of Commerce of Takushoku University, Japan

Sungjae Pak
Faculty of Business, Marketing and Distribution Nakamura Gakuen University, Japan

Mikako Nobuhara
Tokyo Metropolitan College of Industrial Technology, Japan

Mr. Chiranthanin Kitika
Faculty of Architecture, Chiang Mai university Thailand

Hiroki Yoshida
Tokoha University, Japan
ADVISORY BOARD

Tadahiko Murata
Department of Informatics, Kansai University, Japan

Scott Lind
University Hirakata Osaka, Japan

Hartini Binti MOHD NASIR
Meiji University, Japan

Mark Swanson
Kwansei Gakuin University, Japan
ORGANIZING COMMITTEE

Tadashi Kimura
Conference Chair
Email: Tadashi_Kimura@academy-ss.com

Prof. Chun-hsien
Conference Coordinator
Email: Chun-hsien@academy-ss.com

Tsung-han (Ph.D.)
Conference Coordinator
Email: Tsung-han@academy-ss.com

Shu-chuan
Conference Coordinator
Email: Shu-chuan@academy-ss.com

Hsiao-han
Conference Coordinator
Email: Hsiao-han@academy-ss.com
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)**
**Event Title:** TASS International Conference on Business Economics, HRM, Social Sciences Popular Culture, Gender Studies (BHSBG)

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

<table>
<thead>
<tr>
<th>Presenter Name</th>
<th>Manuscript Title</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trevor Gates</td>
<td>Gender and student customer service expectations: Views from human services</td>
<td>BHSBG-NOV18-101</td>
</tr>
<tr>
<td>Pradthana Minsan</td>
<td>Forecasting Model for the Number of Long Stay Japanese Tourist Arrivals in Chiang Mai</td>
<td>BHSBG-NOV18-102</td>
</tr>
<tr>
<td>Jie (Selina) GAO</td>
<td>Saving the Nation: The Origins of the Modern Chinese Folklore Movement (1918-1926)</td>
<td>BHSBG-NOV18-103</td>
</tr>
<tr>
<td>Yu-Shia Ho</td>
<td>A Study of the Relationship between transformational leadership and Employee Lifelong Learning-Using learning orientation as Mediators</td>
<td>BHSBG-NOV18-107</td>
</tr>
<tr>
<td>Wen-chi Chen</td>
<td>I Ching-based Quantitative Analysis and Prediction of Potential Winner among the Candidates for the Mayor of Kaohsiung in 2018</td>
<td>BHSBG-NOV18-108</td>
</tr>
<tr>
<td>Jui-Chuan Huang</td>
<td>The Study of Investment Motivation and Managerial Problems of Taiwanese Companies in Cambodia</td>
<td>BHSBG-NOV18-110</td>
</tr>
<tr>
<td>Dang-Hsun Liao</td>
<td>A Study on the Relationships among Professional Competency, Customer Trust, and Customer Referral Intention</td>
<td>BHSBG-NOV18-111</td>
</tr>
</tbody>
</table>

**Lunch Break & Closing Ceremony (11:00 am - 12:00 pm)**
Conference Day 02 (November 07, 2018)

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

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES
Gender and Student Customer Service Expectations: Views from Human Services

*Trevor Gates
School of Social Science, University of the Sunshine Coast, Sippy Downs, Queensland, Australia
Corresponding Email: tgates@usc.edu.au

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

1Pradthana Minsan , 2Kunanon Jomtour, 3Watha Minsan
1,2Faculty of Science and Technology, Chiang Mai Rajabhat University, Chiang Mai 50300, Thailand , 3Faculty of Science, Chiang Mai University, Chiang Mai 50200 Thailand
Corresponding Email: pradthana.m@gmail.com

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

Jie (Selina) GAO
Department of History-Murray State University, Murray
Corresponding Email: jgao4@murraystate.edu

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

1^Yu-Hsia Ho, 2^Shieh-Liang Chen, 3^Ting-Hao Hsieh
1,2Department of Business Administration, Asia University, Taichung, Taiwan ROC, 3^Hsiuping University of Science and Technology, Taichung, Taiwan ROC
Corresponding Email: nancy12604@gmail.com

**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, 6Cheng-Lung Lee
1,2,3,4,5,6 Asia university-Taipei, Taiwan
Corresponding Email: cwc3220277@gmail.com

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 Ethic

*James P. Hess, PhD
Purdue University at Fort Wayne
Fort Wayne, IN USA
Corresponding Email: James_Hess65@hotmail.com

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

Jui-Chuan Huang
Department of Business Administration, Asia University Taichung, Taiwan, R.O.C.
Corresponding Email: hjc595@ms74.hinet.net

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

*Dang-Hsun Liao
Department of Business Administration-Asia University Taichung City, Taiwan, R.O.C.
Corresponding Email: atlantic.esco@yahoo.com.tw

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 Cronbach’s. 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 significant 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.
What's the Influence of Green Organization Identity and Green Shared Vision on Green Product Development Performance?

Hung-Xin Lia, Hua-Dong Luan, Yen-Li Yeh, Tai-Wei Chang

Department of Business Administration, National Taipei University, Taiwan
Graduate School of Resources Management and Decision Science College, National Defense University, Taiwan
Corresponding Email: hungxinli@icloud.com

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.
UPCOMING 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.