



*Taiwan  
Academy Of  
Social Sciences*



2019

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

**Date: March 15-16, 2019**

**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, Management, Humanities & Social Sciences (BEMHS)**

Taipei, Taiwan  
March 15-16, 2019  
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Proceedings of the TASS International Conference on Business, Economics, Management, Humanities & Social Sciences

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

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

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



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Conference Coordinator

**Hsiao-han**  
Conference Coordinator

## 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:** March 15-16, 2019

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

**DAY:** Friday-Saturday

**Event Title:** TASS International Conference on Business, Economics, Management,  
Humanities & Social Sciences (BEMHS)

## Start Time

09:00 am - 09:05 am: Registration & Kit Distribution  
09:05 am - 09:10 am: Introduction of Participants  
09:10 am - 09:15 am: Inauguration and Opening address  
09:15 am - 09:20 am: Grand Networking Session

**Tea/Coffee Break (09:20 am - 09:30 am)**

# CONFERENCE AGENDA

**DATE:** March 15-16, 2019

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

**DAY:** Friday-Saturday

**Event Title:** TASS International Conference on Business, Economics, Management, Humanities  
Sciences & Social Sciences (BEMHS)

Session: 01  
09:30 am - 10:30 am: Presentation Session  
Track A: Business, Social Sciences and Humanities

<b>Paper ID</b>	<b>Manuscript Title</b>	<b>Presenter Name</b>
BEMHS-MAR19-104	An Investigation of Appraisal Resources in English Online Comments Section on Thai Lottery Rituals	Parinyaporn Sinnoo
BEMHS-MAR19-107	A Study on the Relationship between Job Stress and Job Burnout-Health Behavior Self-Efficacy as a Moderator	Yuan-Liang Liao
BEMHS-MAR19-111	Productivity Improvement of Highway Engineering Industry by Implementation of Lean Six Sigma, TPM, ECRS, and 5S: A Case Study of AAA Co., Ltd.	Piyachat Burawat
BEMHS-MAR19-113	The Role of Kazakhstan in the Eurasian Economic Union	Ruslan Zhakupov

**Lunch Break & Closing Ceremony (10:30 am - 11:30 am)**

### **LIST OF CONFERENCE ATTENDEES**

The following Scholars/ practitioners/educationist who dont have any paper presentation, however they will attending the conference as delegates & observers.

<b>Sr. No</b>	<b>Official ID</b>	<b>Name</b>	<b>Affiliation Details</b>
1	TAI-339-101A	David T Wong	University of Toronto, Canada



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## **Conference Day 02 (March 16, 2019)**

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***





## **An Investigation of Appraisal Resources in English Online Comments Section on Thai Lottery Rituals**

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Thammasat University, Thailand

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**Keywords:** Customer Value Perception, Luxury Goods Sector, Luxury Fashion, Snob Effect, Bandwagon Effect, Prestige Seeking Behaviour, New Luxury Markets

With the increasingly growing technological advances and their impact on online societies, the public has the right to be engaged in the online social network. On the one hand, the western bloggers are interested in acquiring information and criticize on different cultures. The westerners are willing to share their feelings about lottery rituals with their friends in English speaking community and achieve wider affiliation. Thai News reports have prompted popularizing of Thai lottery rituals that have impact on both Thai and English-speaking people. The current study aimed to explore the frequency of evaluative resources of Appraisal employed in online English comments section on Thai lottery rituals. A total of 6 English comments sections (99 posts) for expats in Thailand ([www.Thaivisa.com](http://www.Thaivisa.com)) were analyzed in terms of three main categories and subcategories of Appraisal Theory. The results of the analysis revealed that the bloggers used more Attitude resources in the texts, followed by Graduation and Engagement resources. With regard to the subcategories of three main categories concerned, most of the blogs included more cases of judgment, focus, and heterogloss resources. The findings indicated that the western bloggers tended to express their feelings about lottery rituals through employing Appraisal resources. The results suggest that understanding the western bloggers through the use of different linguistics and appraisal resources in the text leads to better understanding on their viewpoints in which culture and different attitudes are manifested and justified. An integration of EFL reading and writing materials from the western world should be highlighted and applied in the context where different levels of evaluative stances and linguistic resources are projected.

## **A Study on the Relationship between Job Stress and Job Burnout Health Behavior Self-Efficacy as A Moderator**

\*Yuan-Liang Liao

<sup>1</sup>Asia University Department of Business Administration Ph.D. student

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**Keywords:** Job Stress, Job Burnout, Health Behavior Self-Efficacy

This study was to explore the influence on corporate lecturers Job Burnout by using Job Stress as the independent variable and proceeded with a further discussion on the moderate effect of Health Behavior Self-Efficacy. This study corporate lecturer as the research objectives and a questionnaire survey methodology was conducted. The participants in the study comprised 500 lecturers. 485 questionnaires were received with the reply, in which 472 questionnaires were valid, with an overall valid response rate of 94.40%. The statistical techniques were item analysis and confirmatory factor analysis, and then hierarchical multiple regression analysis was performed to analyze the moderate effect. Besides the following conclusions, some recommendations were provided in terms of practical applications and for future research. The results of this study are as follows There is a positive impact of lecturers Job Stress on Job burnout. There is a significant moderate effect of The Exercise Factor in Health Behavior Self-Efficacy on the relationship between Job stress and Job Burnout. There is a significant moderate effect of The Well-Being Factor in Health Behavior Self-Efficacy on the relationship between Job stress and Job Burnout. There is a significant moderate effect of The Nutrition Factor in Health Behavior Self-Efficacy on the relationship between Job stress and Job Burnout. There is a significant moderate effect of The Health Practices Factor in Health Behavior Self-Efficacy on the relationship between Job stress and Job Burnout.

## **Productivity Improvement of Highway Engineering Industry by Implementation of Lean Six Sigma, TPM, ECRS, and 5S: A Case Study of AAA Co., Ltd.**

\*Piyachat Burawat

Rajamangala University of Technology Thanyaburi, Thailand

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**Keywords:** Brainstorming, Cause and Effect Analysis, Lean Six Sigma, TPM, ECRS, Productivity, 5S, Overall Equipment Effectiveness

The objective of this study is to improve productivity by means of lean six sigma, TPM, ECRS, and 5S in highway engineering industry. The study was conducted from November 2017 to April 2018 from a case study of AAA Co., Ltd. The data were collected from the managers and supervisors and the problems were analyzed by brainstorming, cause and effect diagram, and pareto chart. Referring to the results, it was found that production problems occurred from the asphalt process. The majority problem was wet rock and rock sticking to the conveyor belt. Considering the shed, the shed of stone storage could be changed from construction from net or fabric sieve to construction from metal sheet. Regarding the conveyor belt, the conveyor belt could be changed from conveyor belt without roof to constructed conveyor roof from metal sheet. The messy construction area was improved by 5S. Essential materials and equipment were sorted in construction area, while the other remained materials and equipment were removed to other area. The overall equipment effectiveness changed from 82.12 percent to 90.23 percent, accounting for 9.88 percent of improvement



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## **The Role of Kazakhstan in the Eurasian Economic Union**

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**Keywords:** Eurasian Integration, Multi-Vector Foreign Policy, The Eurasian Economic Union

Based on a multi-vector foreign policy, Kazakhstan is positioning itself as an active participant in many regional and global international organizations, including the Eurasian Economic Union (EEU). The establishment of the Eurasian Economic Union (EEU) was a realization of the idea of the President of the Republic of Kazakhstan Nursultan Nazarbayev on the creation in the post-Soviet space of a qualitatively new integration association - the Eurasian Union, which was announced during his speech at the Lomonosov Moscow State University in 1994. It is known that initially 3 states (Russia, Belarus, Kazakhstan) signed an agreement on the creation of the EEU. But then, mainly with the active assistance of Kazakhstan and Russia two other countries - Kyrgyzstan and Armenia - also joined the EEU. This article discusses the priorities of Kazakhstan's foreign policy within the EEU, as well as the prospects for Uzbekistan and Tajikistan to join this organization.

## ***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.

A decorative graphic on the right side of the page consists of a large, abstract shape composed of many overlapping triangles in various shades of blue, teal, and dark blue. The triangles are arranged in a way that creates a sense of depth and movement, with some triangles appearing to be layered on top of others. The overall effect is a modern, geometric design.