



*Taiwan  
Academy Of  
Social Sciences*



**2019**

**TASS International Conference on  
Business Ethics, Marketing, Banking and Finance  
Economics & Social Sciences**

**Date: April 19-20, 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 Ethics, Marketing, Banking and Finance, Economics & Social Sciences (BMBFS)**

Taipei, Taiwan  
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Proceedings of the TASS International Conference on Business Ethics, Marketing, Banking and Finance, Economics & Social Sciences

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***TASS International Conference on Business Ethics,  
Marketing, Banking and Finance, Economics & Social  
Sciences***

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

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



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## ORGANIZING COMMITTEE

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Conference Coordinator

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Conference Coordinator

**Shu-chuan**  
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:** April 19-20, 2019

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

**DAY:** Friday-Saturday

**Event Title:** TASS International Conference on TASS International Conference on Business Ethics  
Marketing, Banking and Finance, Economics & Social Sciences (BMBFS)

## 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:** April 19-20, 2019

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

**DAY:** Friday-Saturday

**Event Title:** TASS International Conference on TASS International Conference on Business Ethics  
Marketing, Banking and Finance, Economics & Social Sciences (BMBFS)

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>
Dr Kamalesh Kumar	Investigating Differences in the CSR Practices of Large Organizations and Small and Medium Enterprises (SMEs)	BMBFS-APRIL19-103
Dr Donald Chang	Task Relationship, Organization Effectiveness, and Business Performance	BMBFS-APRIL19-107
Paveenut siwakan	Exploring The Co-Creation Of Millennials Customer Experience In Retailing: The Perspective Of The Co-Creation Between Online And Offline Customer Experience In Grocerants	BMBFS-APRIL19-113
Dennis Fung	Training the Next Generation ICT Experts via Collaborative Mind Mapping	DRICT-APR19-TW103

**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-349-101A	Nir Hoftman, M.D.	University of California, US



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## **Conference Day 02 (April 20, 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***





## **Investigating Differences in the CSR Practices of Large Organizations and Small and Medium Enterprises (SMEs)**

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**Keywords:**(SMEs), Explicit, CSR

This study draws upon Matten and Moons (2008) framework of explicit and implicit CSR to investigate how CSR practices and programs differ between large organizations and small and medium sized enterprises (SMEs). Explicit CSR involves articulating company-specific CSR policies and programs of social interest, making explicit their attachment to various stakeholder groups, and making corporate claims about corporate social responsibility. Implicit CSR, on the other hand is based upon the expectations of companys role within the wider formal and informal institutions for societys interests and concerns. They result in policies and practices which are customary and mandatory obligations for companies, as they address various stakeholder issues. Analysis of data collected from 179 large and 211 SMEs show that while the CSR activities of the large companies are characterized by strong explicit CSR, the CSR activities of SMEs exhibit strong implicit CSR. By analyzing the responses obtained from these two types of businesses, we were able to develop a far more subtle, and not the least a more complex understanding, of the differences in the prevalence of CSR policies, programs and practices enacted by the large and small business enterprises. Managerial implications of the findings are also discussed.



## **Task Relationship, Organization Effectiveness, and Business Performance**

\*Dr Donald Chang

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**Keywords:** Task Relationship, Market Orientation, and Business Performance

Top management plays an important role in forming a market-oriented culture and delivering high quality services to customers. To date, limited empirical work has been done to examine the effect of management behavior and management-subordinate relationship in the marketing context. Marketing concept has been the foundation of modern marketing theories and practices. The significance of customer and market orientation, i.e., the implementation of the marketing concept, has been closely examined in the marketing and management literature. The present study investigates the impact of management behavior and management-subordinate relationship on organizational effectiveness, as measured by market orientation, service quality, and job contentment. Specifically, the following issues are examined: 1. How does management-subordinate relationship affect organizational effectiveness? 2. What is the relationship between management behavior and management-subordinate collaboration? 3. Is there a relationship between organizational effectiveness and business performance? 4. Is there a direct effect of management-subordinate relationship and business performance? Data were collected via a survey with 330 middle-level and lower-level managers from a variety of industry sectors in a major metropolitan area in the U.S. Constructs were measured by multiple items with 7-point Likert scale. Exploratory factor analysis was employed to examine their validity. The relationships among management-subordinate task relationship, organizational effectiveness, and business performance are supported. Specifically, among management-subordinate task relationship components, both the goal-oriented management behavior and common-goal relationship have consistent, significant effects on all performance measures. This illustrates the importance of goal setting and communication. Surprisingly, both market orientation and service quality also promote conflict between the management and the subordinates, while enhance job satisfaction and reduce job switch intention. The research findings offer important managerial and research implications. Future research may further examine the direct and indirect linkages among management behavior, collaboration, market orientation, job contentment, and various business performance factors in various companies, indus-



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tries, and cultures. Additional future research effort may also be directed toward how various corporate factors, such as the choice of marketing strategy, influence a firm's orientation toward the market and its customers to gain more thorough understanding of the overall corporate management-performance model.

## **Exploring the co-creation of millennials customer experience in retailing: The perspective of the co-creation between online and offline customer experience in grocerants**

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**Keywords:** Value co-creation, Customer experience, Millennials, Retailing, Marketing 4.0

As technology has rapidly developed and was influenced to customer purchase behavior become more complex, involving offline and online touchpoints supported by their mobile devices. Moreover, the target of this research is millennials who are the first generation of digital natives, their expectations are higher and purchasers are empowered like never before. It is more important than ever for retailers to focus on how to co-creation between online and offline customer experience to make the best customer experience to beat another competitor. This research aimed to understand the co-creation of millennials customer experience in retailing by using the perspective of grocerants that has three main objectives. First, it aims to understand millennials customer experience. Second, it aims to understand the co-creation of online&offline millennials customer experience. Third, it intends to develop millennials customer experience in grocerants as a new business model. For methodology, will adapt to linear snowball sampling that uses one finding refers to the next finding until getting the answer. Using data collected for analyzing by literature review, one case study by using observation, shadowing, in-depth interview and end up with an online questionnaire. The research findings are as following, begin with, deeply understand millennials customer experience. Furthermore, it conducts the framework and shows the values co-created by using online and offline customer experience in the retailing. Researcher aimed that this research will be useful to help to develop millennials customer experience in retailing for a better opportunity in business and can adjust to apply for others industry.

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## **Training the Next Generation ICT Experts via Collaborative Mind Mapping**

\*Dennis Fung

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**Keywords:** Collaborative Mind Mapping, Hong Kong; ICT Experts, Next Generation

Mind maps, a type of graphic organiser, consist of a central concept around which one adds related information, in the form of words or images, to enrich the topic and build up various branches of ideas radiating from the central concept. This pictorial technique, which has become recognised as mind mapping (Barufaldi, Worthy, & Jackson, 2005; Buzan, 1974), constitutes a structural form of imagery that associates images with language, serving not only to illustrate the relationships between various concepts (Sousa, 2009), but also to generate a diagram (i.e. mind map) that represents an individual's knowledge of a subject visually (Lawless, Hederman, & Wade, 2008). An exploratory study was conducted in Hong Kong to investigate how students learned to express their science concepts through mind mapping in a collaborative approach. The students were requested to use ICT to represent their products of mind maps, in which they were also cultivated with IT skills as well as the attitude in using technology in learning science. The results offered insights regarding the limitations and possible solutions to the difficulties in training for the next generation ICT experts via current education systems worldwide.

## ***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.

