Taiwan Academy Of Social Sciences

2019

TASS International Conference on Humanities, Social Science and Management Research Practices

Date: May 16-17, 2019

Venue: The Howard Plaza Hotel Taipei, Taiwan

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

Taiwan
Academy Of
Social Sciences

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Taiwan
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TASS International Conference on Humanities, Social Science and Management Research Practices

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: May 16-17, 2019
LOCATION: The Howard Plaza Hotel Taipei, Taiwan
DAY: Thursday-Friday
Event Title: TASS International Conference on Humanities, Social Science and Management Research Practices (HSMR)

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: May 16-17, 2019
LOCATION: The Howard Plaza Hotel Taipei, Taiwan
DAY: Thursday-Friday
Event Title: TASS International Conference on Humanities, Social Science and Management Research Practices (HSMR)

Session: 01
09:30 am - 12:00 pm: Presentation Session
Track A: Business, Social Sciences and Humanities

Paper ID	Manuscript Title	Presenter Name
Assist. Prof. Dr. Ruth Wong	Face-to-Face Learning or Blended Learning: Views from Teachers and Learners	TEDLR19-05-101
Dr. Jooyoung Park	Development of a Design Education Program to improve Emotional Intelligence for the Science Gifted Students	TEDLR19-05-104
Chung-Hsiang Wang	Design thinking Learners Imagination in Design Computational Thinking Course Learning Outcomes	TEDLR19-05-105
Alexandru Daniel Magdalen	Poetry as a Sanctuary Amidst Barbed Wire	HSMR-MAY19-104
I-Chun Chen	The Experiential Marketing in Taiwanese Cycling Tourism: The Effects of Experiential Value, Satisfaction and Revisit Intentions of Riders	HSMR-MAY19-105

Lunch Break & Closing Ceremony (12:00 pm - 01:00 pm)

Conference Day 02 (May 17, 2019)

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

TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES

Poetry as a Sanctuary Amidst Barbed Wire

*Alexandru Daniel Magdalen

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After the fall of the communist regime in Romania, many poems conceived in detention by prisoners of conscience have appeared in the public eye. Even so, they remain a marginal concern both to society, in general, and literary critics, in particular. However, these works often provide an abundance of meanings worth exploring, beyond the aesthetic realm, in understanding human life in its relation to literary creativity amidst traumatic settings. Of course, there are studies tackling aspects of prison poetry, like exposing repression, enriching collective memory and demonstrating resistance against totalitarianism. Still, the many specific roles which detention poetry played in preserving the identity of these authors remain undiscovered. The present analysis comes as a contribution to literary, memory and trauma studies. From this perspective, I take a hermeneutical approach to the poetry Bishop Ioan Ploscaru created during his politically-motivated detention. More specifically, I analyse how his rhymed reflections, amidst the interaction between the poetic act and the authors state of mind, become a memory sanctuary. This concept, which I derive from that of symbolic memory sites, relates to aspects of protection, recollection and contemplation, which are important for such authors. I consider Ploscarus unwritten poetry as a site of re-presentation, wherein the poet invests prison experiences with new meanings. In the traumatising circumstances of life-threatening abuses, these texts illustrate one of the possible ways in which (re)composing personal poems attempts to ensure spiritual survival..

The Experiential Marketing in Taiwanese Cycling Tourism: The Effects of Experiential Value, Satisfaction and Revisit Intentions of Riders

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Keywords: Low-Carbon Tourism, Cycling Tourism, And Revisit Intentions

Owing to the global environmental protection consciousness, more and more people adopt low-carbon tourism. Making use of cycling tour to get close to pro-environmental behavior and try to reduce carbon footprints as much as possible and reduce the emissions of greenhouse gas at the same time. Scholars have drawn attention of low-carbon tourism issues in recent years as well. This study focuses on the correlation research of cycling experience, satisfaction, experiential value, and revisit intentions of the riders cycling travel. Applying the convenience sampling questionnaire method, we got 337 copies of samples on this study. We found the results of the research as follows: (1) The cycling experience has the positive significant effects on the experiential value, satisfaction and revisit intentions of the riders; (2) the cycling satisfaction has the positive effect on the experiential value; (3) the cycling experiential value and the cycling satisfaction have the positive significant effects on revisit intentions. We look forward to offering some suggestions to the government or the practical management in the future.

Face-to-Face Learning or Blended Learning: Views from Teachers and Learners

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Keywords: Traditional Education, E-Learning, Blended Learning

Blended learning has been encouraged for the past decade in tertiary setting. Traditional face-to-face teaching time has been reduced and students spent more time on e-learning. In turn, they spend less time on commuting but are offered to learn at their own pace and time. How do teachers view the two different types of learning modes? What about the students? Do they share the teachers view? How effective blended learning is to the students? This study aims to answer the above questions. .

Development of a Design Education Program to improve Emotional Intelligence for the Science Gifted Students

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Many researches related to gifted education have focused on the learners high cognitive abilities, intelligence, and acceleration. However recent studies show that human ability to succeed is not necessarily explained by intellectual ability. Emotional intelligence is not intellectual ability itself, it was regarded as an element that served as a bridge between the cognitive domain (intelligence) and the affective domain (emotion) as variables that could influence intelligent performance. (Grigrenko & Sternberg, 1995) Emotional intelligence forms the juncture at which cognition and emotion, it facilitates our resilience, motivation, empathy, stress management, communication, and ability to figure out and navigate a social conflicts. The purpose of this study is to focus on the creative design process to develop the emotional intelligence of the science gifted learners. Design education is an integrated and convergent activity that solves various problems encountered in real life. Design thinking is a process suitable for the adolescents who need to enhance listening to the opinions of others, sympathize with them, and find ways to communicate with others. 'Design Thinking' discovers problems in their own environment and solves problems with new ideas through the thought process of convergence. In the emotional intelligence development program for adolescents, the design process is proposed focusing on empathy, emotion regulation and emotional utilization ability. The research process is applied to the first year students of Korea Science Academy of KAIST. The instructional design program is consisted of 300 minutes of two programs for three classes. This study is considered how design education can contribute to the development of thinking skills, with particular attention to the needs of the science gifted learners and focused on developing their problem solving skill and social interaction ability. Additionally, it is also expected that this research will help students to enhance creative and convergent thinking through a design project that learns human-centered values.

Design thinking Learners Imagination in Design Computational Thinking Course Learning Outcomes

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Design thinking and computational thinking are the two aspects of thinking in the human brain. They are not in the same area, and the processing methods are different. According to the practice observation, the interfaces and images made by the design thinking learners have the Aesthetic sense, but sometimes the actual view from the perspective of computational thinking reveals that the logic and process are unreasonable and cannot be actually produced; while the computational thinking learners are well written in the computer program, but the interfaces and images often have engineering style drawn are not aesthetically pleasing. Style or fairly naive image. In this paper, the researcher presented a new 18-week course for students of design background in a university in Taiwan, entitled Design Computational Thinking Course, which covers basic course introduction, systematization, algorithm concept, big data, knowledge classification, information architecture, game theory, situational simulation and information visualization, etc., used 21 students used the imagination scale and open-ended questions after class, and conducted research and analysis in a qualitative way. The purpose of this study is to explore the relationship between the learning outcomes of different knowledge areas after the design students train through the Design Computational Thinking Course and the imagination, which can provide valuable significance for teaching strategies and learning research.

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.