TASS International Conference on Research Approaches in Social Science Business E-Commerce and Entrepreneurship

Date: June 13-14, 2019
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>Participants Registered As Listener/ Observer</td>
<td>xiv</td>
</tr>
<tr>
<td>Conference Day 02 (June 14, 2019)</td>
<td>xv</td>
</tr>
<tr>
<td><strong>TRACK A</strong></td>
<td></td>
</tr>
<tr>
<td><strong>BUSINESS, ECONOMICS, SOCIAL SCIENCES &amp; HUMANITIES</strong></td>
<td></td>
</tr>
<tr>
<td>Assessing the Perception towards Work Integrated Learning (WIL) activities: An evidence from Thailand</td>
<td>2</td>
</tr>
<tr>
<td>Perception On Introductory Accounting Course Of Public University In Sabah, Malaysia: An Investigation On Program Structure, Assessment And External Factor</td>
<td>3</td>
</tr>
<tr>
<td>Analyzing the Preference of Using Sources of Information and Social Influence Within A Social Network in English Teaching Service</td>
<td>4</td>
</tr>
<tr>
<td>Ethnic Tolerance among Thai Muslim Youths</td>
<td>5</td>
</tr>
<tr>
<td><strong>UP COMING EVENTS</strong></td>
<td>6</td>
</tr>
</tbody>
</table>
Book of Abstracts Proceedings

TASS International Conference on Research Approaches in Social Science, Business E-Commerce and Entrepreneurship (SBEE)

Taipei, Taiwan
June 13-14, 2019

Email: info@academy-ss.com
URL: www.academy-ss.com
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 Research Approaches in Social Science, Business E-Commerce and Entrepreneurship

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

Prof. Chun-hsien
Conference Coordinator

Tsung-han (Ph.D.)
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
CONFERENCE AGENDA

DATE: June 13-14, 2019
LOCATION: The Howard Plaza Hotel Taipei, Taiwan
DAY: Thursday-Friday

Event Title: TASS International Conference on Research Approaches in Social Science
Business E-Commerce and Entrepreneurship (SBEE)

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:** June 13-14, 2019  
**LOCATION:** The Howard Plaza Hotel Taipei, Taiwan  
**DAY:** Thursday-Friday

**Event Title:** TASS International Conference on Research Approaches in Social Science Business E-Commerce and Entrepreneurship (SBEE)

---

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

<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Manuscript Title</th>
<th>Presenter Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>SBEE-JUN19-101</td>
<td>Assessing the Perception towards Work Integrated Learning (WIL) activities: An evidence from Thailand</td>
<td>Uraiporn Kattiyanpornpong</td>
</tr>
<tr>
<td>SBEE-JUN19-104</td>
<td>Perception On Introductory Accounting Course Of Public University In Sabah, Malaysia: An Investigation On Program Structure, Assesment And External Factor</td>
<td>Mohd Allif Anwar Abu Bakar</td>
</tr>
<tr>
<td>SBEE-JUN19-105</td>
<td>Analyzing the Preference of Using Sources of Information and Social Influence Within A Social Network in English Teaching Service</td>
<td>Thi Chi Nhu Dao</td>
</tr>
<tr>
<td>SBEE-JUN19-106</td>
<td>Ethnic Tolerance among Thai Muslim Youths</td>
<td>Kasemsarn Chotchakornpant, Ph.D.</td>
</tr>
</tbody>
</table>

**Lunch Break & Closing Ceremony (10:30 am - 11:30 am)**
The following Scholars/practitioners who don’t have any paper presentation, however they will attending the conference as delegates & observers.

CSEBD-JUNE19-TW101A
Chan Chun Sang
The Hong Kong Polytechnic University, Hong Kong

CSEBD-JUNE19-TW102A
Wong Tin Yau
The Hong Kong Polytechnic University, Hong Kong
Conference Day 02 (June 14, 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
Assessing the Perception towards Work Integrated Learning (WIL) activities: An evidence from Thailand

1*Uraiporn Kattiyanpornpong , 2Chatchasorn Chuntamara
1UNIVERSITY OF WOLLONGONG, AUSTRALIA, 2Rangsit University, Hotel and Restaurant Management Program, College of Tourism and Hospitality, Pathumthani, Thailand
Corresponding Email: pingk@uow.edu.au

Keywords: Work-Integrated Learning, WIL activities, perceptions, teachers, students, hotel and hospitality courses, Thailand

Due to the highlighted significance of Work-Integrated Learning (WIL), activities related WIL become essential in improving the work-ready skills or employability for students. Despite, its productivity outcomes amongst universities, employers, and students, it is somewhat a challenge to completely implement. Therefore it is vital to understand the challenge impacting WIL implementation. The main objectives of this study are to better understand and to investigate two major actors (teachers and students) perceptions toward WIL activities. Although WIL is emphasized as an educational trend in leading education countries such as USA, UK, and Australia, some countries especially those in developing countries may not implement WIL the same way. Thus, this present study emphasizes on hotel and hospitality courses in Thailand as a case study. The total of ten teachers and twenty students in hotel and hospitality courses was interview using semi-structured questions for approximately 45 minutes. The results present the positive perceptions of WIL activities implemented in hotel and hospitality programs among respondents. In addition, positive perceptions towards WIL activities in enhancing work-ready skill development are presented. Apart from the positive perceptions from all teachers towards WIL activities, it is essential to implement WIL activities in the study programs. Furthermore, the teachers need to emphasize the importance of each WIL activity related to employability skill in order to get students attention and enhance their learning.
Perception On Introductory Accounting Course Of Public University In Sabah, Malaysia: An Investigation On Program Structure, Assessment And External Factor

Mohd Allif Anwar Abu Bakar, Sharifah Milda Amirul, Mathew Kevin Bosi, Nur Shahida Ab Fatah, Noraizan Ripain
1,2,3,4,5 Universiti Malaysia Sabah Malaysia
Corresponding Email: allif@ums.edu.my

Keywords: Non-Accounting Students, Program Structures Factor, Assessment Factor, External Factor

Introductory to Accounting is one of the compulsory courses to be enrolled by non-accounting students in most of higher learning institutions in Malaysia. In trying to increase their passing rate, students pre-conceive accounting to be difficult, unpleasant and unattainable has become a major challenge for accounting educators. This paper aims to examine non-accounting students perception towards introductory accounting course in Borneo Region, particularly in Universiti Malaysia Sabah (UMS). UMS is one of two public university in the Island of Borneo in Malaysia. The study focused mainly on aspects of program structure, assessment and external factor. In total, 409 non-accounting students involved in this study. Our preliminary finding suggests that, appropriateness of content in syllabus, load of assignment and the inclusion of both management and financial accounting into one course is perceived to be acceptable. Meanwhile, for the assessment factor, the clarity and level of difficulty to understand the final examination question, time allocated during final examination, assessment to be matched with the course outcome, final examination formats and marks allocated address no impacts against their perceived perceptions. External factors of financial, family, facilities and transportation problems revealed no importance in determining students perception of introductory accounting course. Students are generally still in favour with the assessment and program structure of introductory accounting course. At the same time, external factor has become insignificant in influencing their decision to perceived accounting course as acceptable or not in their learning environment.
Analyzing the Preference of Using Sources of Information and Social Influence Within A Social Network in English Teaching Service

Yi-Ching Liaw, Dao Thi Chi Nhu
1,2Department of Business and Management, Ming Chi University of Technology, No. 84, Gongzhuan Rd., Taishan District, New Taipei City 24301, Taiwan
Corresponding Email: daothichinhu@gmail.com

Keywords: Social network, Social influence, Source of information, Personal source of information, Impersonal source of information

Peoples habits of information searching are changing over time. Nowadays, there are more choices of information sources for seekers to choose in addition to the traditional methodologies. Besides, the involvement of people into different kinds of social networks leads the unavoidable effects from social influence on humans perspective. As a result, this research investigates how social influence impacts the choices among the information sources in the market of English teaching in Vietnam. This study identifies how social influence make an impact on each source of information. Furthermore, the technology is provided for social network analysis and measuring the impact of social influence on the decision of choices of sources of information.
Ethnic Tolerance among Thai Muslim Youths

*Kasemsarn Chotchakornpant, Ph.D.
Graduate School of Public Administration, The National Institute of Development Administration, Thailand
Corresponding Email: kasemsarn@hotmail.com

Keywords: Ethnic Tolerance, Thai Muslim, Thai Buddhist

The research aimed to measure the ethnic tolerance and its variation toward Thai Buddhists among male Thai Muslim junior high school students in the three southernmost Thai border provinces where the population is dominated by Thai Muslims. The sample consisted of 1,200 male Thai Muslim junior high school students, which were collected in August 2017. Results of the study were presented through descriptive statistics including mean values and standard deviations. According to the results, there was a moderate level of ethnic tolerance by male Thai Muslim junior high school students toward the Buddhists. Results also showed wide variation of ethnic tolerance toward the Buddhists. Although the Muslim junior high school students had the same ethnic background and lived in the same area, this did not necessarily mean that they all shared the same attitude and beliefs toward the Buddhists. The implication of this result is for the government to come up with policies and affirmative programs that promote an understanding and address different and contradictory attitudes within and among the local population in the three southernmost border provinces.
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.