



*Taiwan  
Academy Of  
Social Sciences*



**2019**

**TASS 2nd International Conference on  
Business Economics, HRM, Social Sciences  
Popular Culture, Gender Studies**

**Date: November 06-07, 2019**

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

***CONFERENCE BOOK  
OF ABSTRACT  
PROCEEDINGS***

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# **Book of Abstracts Proceedings**

**TASS 2nd International Conference on Business Economics, HRM, Social Sciences, Popular Culture, Gender Studies(BHSBG)**

Taipei, Taiwan  
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Proceedings of the TASS 2nd International Conference on Business Economics, HRM, Social Sciences, Popular Culture, Gender Studies

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*TASS 2nd 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.



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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:** November 06-07, 2019

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

**DAY:** Wednesday-Thursday

**Event Title:** TASS 2nd International Conference on Business Economics, HRM  
Social Sciences, Popular Culture, Gender Studies (BHSBG)

## Start Time

08:00 am - 08:10 am: Registration & Kit Distribution  
08:10 am - 08:20 am: Introduction of Participants  
08:20 am - 08:30 am: Inauguration and Opening address  
08:30 am - 08:40 am: Grand Networking Session

**Tea/Coffee Break (08:40 am - 09:00 am)**

# CONFERENCE AGENDA

**DATE:** November 06-07, 2019

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

**DAY:** Wednesday-Thursday

**Event Title:** TASS 2nd International Conference on Business Economics, HRM  
Social Sciences, Popular Culture, Gender Studies (BHSBG)

Session: 01

09:00 am - 11:00 am: Presentation Session

Track A: Business, Economics, Social sciences & Humanities

Paper ID	Manuscript Title	Presenter Name
Dicky Salim	Designing The Framework For Transforming The Human Resources Practices In Employee Engagement And Retention At Pt. Biscuit Enak Indonesia	BHSBG-NOV19-104
Kwunkamol Donkwa	Attitude towards Using High Speed Train Services	BHSBG-NOV19-106
Thapanee Ruangsriroj	Attitude towards Using High Speed Train Services	BHSBG-NOV19-106C
Yvonne, Hsiao Ying Cheng	Operational Risk Management Control in Processes	BHSBG-NOV19-110
Siti Sarawati Johar	The Art of Leadership Qualities in Human Governance of Human Capital	BHSBG-NOV19-111
Usarat Thirathon	The Impact of Diversification Strategies and Operational Capabilities on Financial Performance in Thai Professional Service Firms	BHSBG-NOV19-112
Tricia Mangal	The Effect of Economic Freedom on Foreign Portfolio Investments: Evidence from CARICOM Single Market and Economy	BHSBG-NOV19-113
Che-Hui Lien	Examining the Effects of Perceived Quality, Value, and Satisfaction on Loyalty toward Mobile Service Provider	ETAPR-119-ANI101

**Lunch Break & Closing Ceremony (11:00 am - 12:00 pm)**



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## **Conference Day 02 (November 07 , 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***

## **Designing The Framework For Transforming The Human Resources Practices In Employee Engagement And Retention At Pt. Biscuit Enak Indonesia**

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**Keywords:** Employee Engagement, Retention, Human Resources Management, Performance, Sustainable Competitive Advantage

It is very important for a company to maintain its sustainability in the long-run. Entering the era of tight competition, PT. Biscuit Enak Indonesia, one of the largest private Fast Moving Consumer Goods companies in Indonesia, has to face the business issue, which is the stagnant growth of the financial performance. Financial performance becomes very crucial in order to achieve the sustainable competitive advantage in the long-run. Unable to sustain in the long-run will bring the company to lose during the competition, as one of the major issues from internal of the company is high percentage of turnover ratio, especially for the top performers or called as talents who leave the company each year. As written in the theory, the capability of a company to retain its top talents will bring strong growth to financial performance, hence to improve both the company and employees performances, based on previous research; employee engagement is the crucial key. Engaged employees will exert the best effort towards their performance, hence deliver impact towards achieving companys goal. Referring to the business issue, the author aims to identify and map the employee engagement drivers which correlate with the behaviors. A framework of employee engagement, consists of combination from Gallup Q-12, Deloitte, Aon-Hewitt and Fajars Research, is designed to transform the Human Resources practice in the company. The designed model mentions 7 engagement drivers, which are brand, leadership, performance, the basic, the work, the practice and external factors, related with the behavior of SAY, STAY and STRIVE. All the test instruments are carried-out to ensure the normality, reliability and validity, in which Performance has become the key driver towards employee engagement for all three behaviors, as it has high influence, but low score according to Matrix of Variable Score and Influence. As the result, the company should improve and enhance the performance of both company and employees, thus engagement will increase which affects the achievement of companys goals. The action plan and key strategies become





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the recommendation for the company to enhance the internal employee engagement.

## Attitude towards Using High Speed Train Services

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**Keywords:** Attitudes, High Speed Train, Services, Thailand

The problem of road transportation in Thailand allows the government to study and find solutions to the problem with the High Speed Train Project. Nakhon Ratchasima Province has been selected to support the route of the High Speed Rail Project as the first route in the country because Nakhon Ratchasima province has rapid economic growth compared to other provinces in the same region, and it is also the first gateway of travel to other provinces in the northeast of Thailand. This article has the objectives 1) to study the attitude of the people towards the use of high speed train services, 2) to study the decision of the public towards the high speed train services, and 3) to study the demographic factors affecting the attitude of high-speed rail service decisions of people in Nakhon Ratchasima by using 100 questionnaires and semi-structured interviews with a focus group as a tool for collecting data from target groups. Data were analyzed using descriptive statistics such as frequency, percentage, mean and standard deviation. In addition, inferential statistics was used to analyze t-test and One-way analysis of variance. The results of the study revealed that 1) the people's attitudes towards the selection of high speed train services are the highest in terms of knowledge and understanding, 2) the people's decision to choose the high speed train service, was at 96%, and 3) the demographic factors of sex, age and different average monthly income result in no different attitudes towards the use of high speed rail service, except for the different careers, where there is little difference in attitude towards using high speed train services. Therefore, government agencies should support the high speed rail project to proceed with the project as planned.



## **Operational Risk Management Control in Processes**

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**Keywords:** Operational Risk Management Control, Innovation Practice, Organizational Process Control

The principle of enterprise process management is the combination of the theory and practice of quality systems and customer orientation is the primary goal. Therefore, the customer-oriented process is an important factor to consider when establishing the process architecture. For the enterprises and organizations, the process-oriented management refers to control risk, reduce costs, improved the speed and agility to the market. Ultimately improve customer satisfaction and the competitiveness of companies also gain profit and business performance. Therefore, in response to the customer-oriented process design practical tool for the current market risk and its own competitiveness is very useful. How to use relevant tools to design and practice business processes Corresponding to risk society has become an important issue between enterprises and organizations. Process design and application process performance measurement indicators must be based on a thorough understanding of the purpose and purpose of the corporate and organizational culture, and then set goals and ways of achieving the short-, medium- and long-term, and then use relevant tools and monitoring methods to improve the efficiency and effectiveness processes. The purpose of this study is to study the design of the process and the use of tools for the organization's ability to respond to the unknown risks. This research method adopts the experimental design to explore the effect of the efficiency of the organization before and after the process design. Also continue to improve the ability of enterprises and organizations to face the known operational risks.

## **The Art of Leadership Qualities in Human Governance of Human Capital**

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**Keywords:** Leadership, Qualities, Human, Governance, Capital.

Talking about leadership is in line with followers' confidence in the credibility and integrity of a leader in an organization. The qualities of a leader are not only based on the language of his words, but also the language of his body which must conform to what is implied in his mind and soul, which is reflected in his behaviour. Leaders are a guide to the design and direction of their followers in accomplishing their common goals and objectives. In line with this, the conceptual paper here is to discuss some of the leadership qualities needed in the formation of strong human governance of human capital. These leadership qualities include a positive dimension of values that should be interpreted explicitly and implicitly. It can give the impression that leadership responsibilities are not only subject to the dominating entities that directly control followers, but also need to emphasize the value of a leader who works from a positively personal aspect. The dark side of a leader will only change the landscape of the organization because there will be a pattern of reckless compliance with followers who dispel their ethics and manners. Therefore, a leader needs to put the goodness side of themselves as a highlight based on leadership to ensure that everything is in line with universal values and society demands.



## **The Impact of Diversification Strategies and Operational Capabilities on Financial Performance in Thai Professional Service Firms**

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**Keywords:** Firm Performance, Professional Service Firms, Diversification Strategy, Operational Capability

Professional service sector has an increasingly important role in the world economy, especially in emerging countries. This study explores the impact of diversification strategies and operational capabilities on financial performance in Thai professional firms. Financial data of 96 companies in service sector listed on the Stock Exchange of Thailand was collected. Partial least squares (PLS) regression was selected as an analysis method. The results find that service diversification strategy, but not international diversification strategy, has a significant impact on firm performance. The empirical findings support an important of diversification strategies. The result also shows that operational capabilities have a significant negative impact on firm performance.

## **The Effect of Economic Freedom on Foreign Portfolio Investments: Evidence from CARICOM Single Market and Economy**

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**Keywords:** Economic Freedom, Caricom Single Market And Economy, Foreign Equity Portfolio Investment, Foreign Debts Portfolio Investments.

The current phenomena of globalization and markets liberalization has attracted considerable attention of the foreign investors. This study intends to investigate the effect of economic freedom on foreign portfolio investments in the case of Caricom Single Market and Economy. For this purpose, this study has used data from 2012 to 2016. The results of the stationarity test showed that data of all variables considered in the study are stationary at level. Furthermore, fixed effect model better modeled the data as suggested by the results of Hausman test. The results of the fixed effect models show that economic freedom has a significant and positive effect on the total foreign portfolio investments. Thus, an increase in the economic freedom among the Caricom Single Market and Economy member countries will create more attraction for the investors to invest in their country stocks and debt instruments. Furthermore, for robustness of the results the study has also estimated a separate regression model for foreign equity portfolio investments and foreign debts portfolio investments which also support the baseline regression results and showed a significant and positive effect of economic freedom on both foreign equity and foreign debts portfolio investments. This study recommends that member countries of the Caricom Single Market and Economy to improve their economic freedom which will attract the foreign investors to invest in their country.

## **Examining the Effects of Perceived Quality, Value, and Satisfaction on Loyalty toward Mobile Service Provider**

<sup>1\*</sup>Che-Hui Lien, Ph.D., <sup>2</sup>Alqahtani, Abdulrahman

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**Keywords:** Service Quality, Value, Satisfaction, Loyalty

Telecommunications industry has undergone a radical transformation over the past few decades. The world now has real-time access to information and entertainment across multiple platforms. Students nowadays rely on their communication system to create meaningful content and connect with their friends, families, and communities. This study aims to examine university students perceived quality, value, satisfaction and loyalty toward their mobile service provider. A theoretical model was proposed to examine the relationships among these variables. A survey was conducted at Thompson Rivers University for data collection. SPSS AMOS was used to analyze data and test the measurement and structural model. The findings confirm the significant, positive influence of perceived service quality and perceived value on satisfaction. The results also indicate that students satisfaction directly enhances their loyalty. Three limitations of this study and recommendations for the marketing of telecommunications industry are discussed.

## ***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.