



*Taiwan
Academy Of
Social Sciences*



2020

**TASS 2nd International Conference on
Recent Innovations in Business, Management
& Social Sciences**

Date: February 12-13, 2020

Venue: The Howard Plaza Hotel Taipei, Taiwan

***CONFERENCE BOOK
OF ABSTRACT
PROCEEDINGS***

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Proceedings of the TASS 2nd International Conference on Recent Innovations in Business, Management & Social Sciences

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***TASS 2nd International Conference on Recent
Innovations in Business, Management & 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

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: February 12-13, 2020

LOCATION: The Howard Plaza Hotel Taipei, Taiwan

DAY: Wednesday-Thursday

Event Title: TASS 2nd International Conference on Recent Innovations in Business, Management &
Social Sciences (RBMS)

Start Time

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

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

CONFERENCE AGENDA

DATE: February 12-13, 2020

LOCATION: The Howard Plaza Hotel Taipei, Taiwan

DAY: Wednesday-Thursday

Event Title: TASS 2nd International Conference on Recent Innovations in Business, Management & Social Sciences (RBMS)

Session: 01

09:30 am - 11:30 am: Presentation Session

Track A: Business, Economics, Social sciences & Humanities

Paper ID	Manuscript Title	Presenter Name
Kuo-Pin Li	External support, market discipline and risk taking in the banking sector	RBMS-FEB20-103
Weisheng Chiu	Exercise partners: The role of technology readiness in exercisers' intention to use health and fitness applications	MTLBL-DEC19-104
Dr Jiwat Ram	What are the information management challenges when using Social media in Project Management?	MTLBL-DEC19-109
Gde Indra Bhaskara	Mount Agung Eruption in Bali: Integrating Disaster Management Into Tourism	MTLBL-DEC19-110
Yvonne,Hsiao Ying Cheng	Operational Risk Management Control in Processes	MTLBL-DEC19-111

Lunch Break & Closing Ceremony (11:30 am - 12:30 pm)



*TASS 2nd International Conference on Recent Innovations in
Business, Management & Social Sciences (RBMS)*
Taipei, Taiwan
ISBN: 978-623-6562-67-9

Conference Day 02 (February 13, 2020)

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



*TASS 2nd International Conference on Recent Innovations in
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External support, market discipline and risk taking in the banking sector

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Keywords: Market Discipline, External Support, Bank Risk, Credit Rating .

This paper analyzes the effect of external support on market discipline in an international sample of banks. We also evaluate how bank size shape the effect of external support. We have constructed a large cross-country panel data set consisting of observations on 802 commercial banks from 78 different countries over the years 2004 to 2016. The results suggest that the 2008 financial turmoil enhanced market discipline by depositors on banks by means of insolvency risk, liquidity risk, and credit risk. Secondly, the fact that banks receive external support mitigated market discipline by depositors, especially after the financial crisis; external support obviously weakened market discipline effected through insolvency and liquidity risks of banks. Finally, the size effect of banks played a role in the relationship between banks external support and market discipline. Due to the too big to fail nature, large banks might be more likely to get external support after the financial crisis, thus weakening the power of market discipline by depositors. These results have important implications for market discipline and external support, particularly during a crisis period.



Exercise partners: The role of technology readiness in exercisers' intention to use health and fitness applications

^{1*}Weisheng Chiu, ²Heetae Cho, ³Thomas C. M.Fan

^{1,3} Open University of Hong Kong ² Nanyang Technological University

Keywords: Technology Readiness, Technology Acceptance Model, Perceived Enjoyment, Technology Readiness and Acceptance Model, Health and Fitness App

The purpose of this study was to examine individuals decision to use health and fitness apps by applying the extended technology readiness and acceptance model (TRAM), which combine technology readiness (TR), technology acceptance model (TAM), and perceived enjoyment (PEN). Moreover, this study explored the difference between users and non-users regarding their intention to use health and fitness apps. Data collection (n = 206) was conducted using convenience sampling from four large universities in South Korea. Data were analysed by partial least squares structural equation modelling using SmartPLS 3.0. The results found that positive TR has a positive impact on perceived ease of use (PEOU), perceived usefulness (PU), and PEN, while negative TR has a negative impact only on PEN. Also, the significant relationships between PEOU, PU, and PEN were identified. In addition, the multi-group analyses found that the relationships between positive TR and PEN, between PEN and PEOU, between PEOU and PU, and between PU and behavioural intention are positively stronger for app users. This study initially applied the TRAM to understand individuals behavioural intention to use health and fitness apps. Moreover, this study identified the distinct roles of positive TR and negative TR affecting individuals cognition of using health and fitness apps. In addition, different psychological processes between app users and non-users offer insights implications for practitioners.



What are the information management challenges when using Social media in Project Management?

^{1*}Dr Jiwat Ram, ²Roman Titarenko

¹La Rochelle Business School-Excelia Group, France

²Stockholm School of Economics in Russia, Russia

Keywords: Project Management, Social Media, Challenges, Project Manager Skills, Information Management

The use of social media for business is growing in diversity and applications. The wide-scale utility of project management for all types of businesses provides a perfect avenue for the use of social media for the delivery of projects. However, given the infancy of social media developments, the knowledge on the challenges of using social media in project management remains limited. To address the gap, this study collected data from a large-scale survey involving 167 industry experts. The answers to open-ended questions were content analyzed using coding and query analysis in Nvivo 21.0 software. The results show that use of social media in project management is faced with a number of challenges. Specifically, our study shows that inability to maintain record of social media communications on an ongoing basis, information leakages, inability to validate source of information, and difficulties in enforcing access control are some of the key challenges to manage social media driven information, which could adversely affect the successful delivery of projects. Academically, the study builds new knowledge on use of emerging technologies and challenges to such use. The study offers a framework of key challenges related to information management in project delivery, thus developing new insights in an area with little research to-date. Managerially, the findings will help organizations understand the challenges and strive to devise strategies to deal with the challenges. Managers will be able to use the knowledge to develop skills, resources and processes to handle challenges of using social media and enhance chances of successful delivery of future projects.



Mount Agung Eruption in Bali: Integrating Disaster Management Into Tourism

^{1*}Gde Indra Bhaskara, ²Viachslau Filimonau, ³Ni Made Sofia Wijaya, ⁴Ida Ayu
Suryasih

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²Bournemouth University, The UK

Keywords: Disaster Management, Destination Management, Tourism Destination, Bali,

This research examines the extent to which the current framework of disaster management in Bali embraces the prospects of tourism development. It evaluates the scale of integration of the national strategies, approaches and actions of disaster management into the destination management practices in Bali. The research conducts a comprehensive literature review on the inter-play of destination management and disaster management as reported in the case studies from around the world. It adopts a qualitative research paradigm, semi-structured interviews with destination management and disaster management stakeholders in Bali, in order to understand the current practices in effective co-management of tourist destinations and natural disasters. The interviews facilitate the compilation of a database on the emergency plan by the tourism stakeholders in Bali. The results of research contribute to better understanding of the challenges of embracing destination management in the context of disaster management in Bali.



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.

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.

