



*Taiwan
Academy Of
Social Sciences*



2020

**TASS 2nd International Conference on
Business, Economics, Management,
Humanities & Social Sciences**

Date: March 12-13, 2020

Venue: The Howard Plaza Hotel Taipei, Taiwan

***CONFERENCE BOOK
OF ABSTRACT
PROCEEDINGS***

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Book of Abstracts Proceedings

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***TASS 2nd International Conference on Business,
Economics, Management, Humanities & 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: March 12-13, 2020

LOCATION: The Howard Plaza Hotel Taipei, Taiwan

DAY: Thursday-Friday

Event Title: TASS 2nd International Conference on Business, Economics, Management, Humanities & Social Sciences (BEMHS)

Start Time

08:30 am - 08:35 am: Registration & Kit Distribution
08:35 am - 08:40 am: Introduction of Participants
08:40 am - 08:45 am: Inauguration and Opening address
08:45 am - 08:50 am: Grand Networking Session

Tea/Coffee Break (08:50 am - 09:00 am)

CONFERENCE AGENDA

DATE: March 12-13, 2020

LOCATION: The Howard Plaza Hotel Taipei, Taiwan

DAY: Thursday-Friday

Event Title: TASS 2nd International Conference on Business, Economics, Management, Humanities & Social Sciences (BEMHS)

Session: 01

09:00 am - 11:30 am: Presentation Session

Track A: Business, Economics, Social sciences & Humanities

Paper ID	Manuscript Title	Presenter Name
TAI-MAR2320-001B	Sustainable Development Strategies of the Execution of Small and Medium-sized Enterprises	Lien-Fu Chang
BEMHS-MAR20-101	Work Commitment Modes of Temporary Agency Workers in Restaurants	Niko Cajander
BEMHS-MAR20-111	Understanding the Key Successful Factors in University Spin-offs Strategy: A Case Study of Taipei Medical University Taiwan	Yu-chin Lin
BEMHS-MAR20-105	An Investigation into the Effectiveness of Financial Transparency Communication Mediums Utilized by Local Government Councils in Malawi	Benson Munyenembe
BEMHS-MAR20-106	The Adaptation and Intertextual Interpretation of Walking Through Lo-chin	Huang Jia-Wen
BEMHS-MAR20-107	The Role of Pre-Entry Factors in Newcomers' Organizational Socialization Processes	Tomokazu Takeuchi
BEMHS-MAR20-107C	The Role of Pre-Entry Factors in Newcomers' Organizational Socialization Processes	Norihiko Takeuchi
BEMHS-MAR20-108	Directing the business analytical capability of information process and knowledge sharing process by influencing the supply chain organization developing operational contingent strategy	Yvonne, Hsiao Ying Cheng
BEMHS-MAR20-109	The Way to Improve Cash Conversion Cycle on Inventory Management in B2B ODM/OEM Business Model	Wen-Lu Wang
BEMHS-MAR20-112	The Adaptation and Intertextual Interpretation of Passage to Lo-Jin	Liu Wan-Yi
BEMHS-MAR20-112C	The Adaptation and Intertextual Interpretation of Passage to Lo-Jin	Huang Jia-Wen

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

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Conference Day 02 (March 13, 2020)

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



*TASS 2nd International Conference on Business, Economics,
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TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES



Work Commitment Modes of Temporary Agency Workers in Restaurants

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Finland

Keywords: Employee Well-Being, Temporary Agency Work, Commitment, Employee Behaviour.

In this study the focus is on single form of temporary work in order to create added value in comparison to previous well-being research in the temporary work context. Very little research has been conducted on temporary agency work in restaurants. An extensive survey is planned to be conducted in Finland. This study shows the pilot tests results of the survey. Examining the differences and similarities of work commitment between different worker groups in restaurants give insight for planning and targeting measures needed to increase well-being at work and productivity. Data is collected through a questionnaire, which is based, on the Organizational Commitment and QPS Nordic questionnaires, both of which focus on psychological and social factors at work. The data collection for pilot study was conducted as an online survey during a two weeks period. Link to questionnaire was published on a Facebook page for local restaurant workers in the Northern Ostrobothnia area with 130 members. In total 53 workers responded. It was possible to divide the workers into groups by their form of working. Four distinct groups were found, each with their own combination of commitment modes and features. A clear baseline was established by the normal full-time workers against which other groups (temporary agency workers) were compared. There were also controversial findings that should not be legally present in temporary agency work. Being just a pilot study, it is expected that this study has several limitations; sample size was limited, parts of the data were fragmented, many questions were left unanswered, translation problems and locally homogenous participants. However, this pilot test provided important information for a larger questionnaire that will be aimed to a larger audience nationwide in Finland later 2019-2020.



An Investigation into the Effectiveness of Financial Transparency Communication Mediums Utilized by Local Government Councils in Malawi.

^{1*}Benson Munyenyebe, ²Ying-Yu Chen, ³Asiyati L. Chiweza

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Keywords: Financial transparency, financial communication mediums, local counties, Malawi

In Malawi, transparency and accountability of local counties remain key pillars of the Constitution as the authority to exercise state power is conditional upon the sustained trust of the people of Malawi and that trust can only be maintained through open, accountable and transparent government and informed democratic choices. Local counties are employing a set of communication mediums through which financial information is being disseminated to the local masses. Despite employing such a variety of communication mediums, financial transparency remains low in local counties as the general perception among community members and local leaders reveal that they have no information about their local counties' allocation of resources as well as how funds are managed. Out of this background, this study sought to establish if prevailing low levels of financial transparency in local counties were a reflection of the effectiveness of the communication channels being currently employed. Using a case study approach employing both qualitative and quantitative techniques, the results indicated both low awareness levels as well as low utilization levels by the local masses for the financial communication mediums being currently utilized by local counties in Malawi. The study results also brought to light a number of critical challenges associated with the local masses' access to the financial communication mediums being utilized by local counties. The ineffectiveness of the financial communication channels thus explains the state of low financial transparency in Malawi local counties.



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The Adaptation and Intertextual Interpretation of Walking Through Lo-chin

*Huang Jia-Wen

National Taiwan University of Art College of Performing Arts Ph. D. Program in
Performing Arts Student

Keywords: Literary theater, Doctrina Christiana, Ih-Chen Left Umbrella, Gang-a Tsui Theater, Gender identity, Patriarchy

This study tracks the adaptation and transformation of *Walking Through Lo-chin*, analyzes the narrative strategy employed by the playwright, explores how contemporary literary theater interprets and performs the original work, and examines the experimental format and effectiveness of intertextuality between literature and opera. This paper focuses on four aspects when discussing the play. First, it deconstructs the Big History framework and immigrant experience to transform the narrative mimicry in the original text to the theater context, by way of abridging the cultural and historical background of Lo-chin while focusing on the narrative and lyric sides of the characters. Second, the adaptations arrogation of the meaning in the original, along with its intertextual dialog with *Ih-Chen Left Umbrella*, serve as a metaphor of the come and go of immigrants and reversion of life. Third, it explores gender confusion and gender identity, as well as the obedience and confinement of Chinese geishas to patriarchy, which led to their fallen lives. The erotic feelings of the original work have been transformed to tantalizing acts in the theater. Fourth, the blending of Nankuan opera, experimental drama, and literary theater presents a new cross-field interpretation and performance in contemporary theaters. The juxtaposition of actual and virtual scenes between Nankuan opera and literary theater is not only an intertextual dialog but also the creative combination of the traditional and the contemporary on stage. The analysis of the presentation of *Walking Through Lo-chin* on Nankuan experimental theater and the connotation of the play can help us identify the performing strategy of contemporary literary theater and its gain and loss, expanding creative approaches for literary theater.



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Directing the business analytical capability of information process and knowledge sharing process by influencing the supply chain organization developing operational contingent strategy

*Yvonne, Hsiao Ying Cheng

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Keywords: Analytical capability, operational contingency strategy, Informational processing capability, knowledge-sharing process

Supply chain management nowadays facing more complicated situations after the local market goes globalized. The market globalization syndrome leads supply chain management more and more difficult to face the suppliers support and customers demand accuracy. Under the requirements of agile, accuracy, and customer satisfactions, customers request are more difficult for suppliers to fulfill. Especially for the industries those who are not familiar with to use tools and have the difficulty to collect the proper data for analysis to support their supply chain management tactics. This paper aim is to find a proper path for organization in industrial supply chain to develop analytical capability to direct the business analytical capability of information process and knowledge-sharing process by influencing the supply chain organization developing operational contingent strategy to face the operational uncertainties.



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The Way to Improve Cash Conversion Cycle on Inventory Management in B2B ODM/OEM Business Model

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Department of Business Administration, PHD-National Cheng-Chi University Taipei,
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Keywords: Cash Conversion Cycle, Supply Chain Management, B2B, ODM/OEM Inventory Management, SCM KPIs, VMI, JIT

The CCC (Cash Conversion Cycle), also called the net operating cycle, is the key measured indicator to express by how long, the time (days) that company to convert its investments into cash flow from keeping all kinds of inventory, selling inventory and collecting on invoices to customers. It helps evaluate the efficiency of a company's operation, other than this, CCC is also the SCM (Supply Chain Management) and financial KPIs that support enterprise to generate cash needs. CCC evaluated by three elements and formula is: Days of Sales Outstanding Plus Days of Inventory Outstanding then Minus Days of Payable Outstanding. Under ODM/OEM B2B business models, the major investment is to place order to vendor for buying raw material, then manufacture into finished goods as inventory holding cost, then sell to ODM/OEM customer and get the payment. Since payment days to vendors (AP) and payment days from customer (AR) is a business terms and not easy to change at any time, the key impact factor is inventory days. This is a case study by a Taiwan base Electronic ODM/OEM B2B company whose production base is in mainland China. In order to meet the branded customers dynamic order requirement but invisible demand forecast, how to define inventory service level will be the most important supply chain strategy. Since the inventory holding pipeline from raw material, semi-finished goods, WIP (Work In Process) to finished goods is long, the inventory holding cost on financial cash burden is huge. This company, by developing several ways on inventory management, such as: VMI and JIT, can both reduce inventory days so as to enhance CCC and fulfill customer orders with on time deliver.



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Understanding the Key Successful Factors in University Spin-offs Strategy: A Case Study of Taipei Medical University Taiwan

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Feng Chia University, Taiwan

Keywords: University Spin-Off, Technology Transfer, Valley Of Death

Due to the dramatic decline of birth rate, universities are terminated with the shortage of tuition caused by fewer students. The sustainability of universities, in Taiwan, are facing the difficulty. The commercialization of university research and technology, form spin-offs to increase the revenue, has become a prominent issue in higher education policy agenda. Adoption of the Bayh-Dole Act, the government of Taiwan has issued the Fundamental Science and Technology Act 1988. The Act is for the purpose of establishing guidelines and principles for promoting scientific technology development, and boost national competitiveness. The Act decentralized ownership of inventions funded with government grants, allowing universities that received government grant funding to maintain ownership of such invention. It is advantageous to university with spin-offs. The purpose of this study is to attempt to investigate spin-offs from the universities worldwide, analyze their key successful factors for university spin-offs to cross the valley of death. Using Taipei Medical University, is developing a policy to link medical device, new medicine and industries with the university spin-offs, as an example, to examine the factors. These may provide holistic understanding of the successful factors for the medical university. We suggest that university should have a professional and experienced technology transfer office (TTO) manager team, right timing to form a spin-off, innovate new medical technology to meet industry need, upgrade the reward system to provide incentives for university professor, raise the research funds, and the funds for the spin-offs also. Reinvest the money to the research and university, then form an academic and entrepreneurial ecosystem.



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The Adaptation and Intertextual Interpretation of Passage to Lo-Jin

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Keywords: Literary theater, Tale of Lychee Mirror, Gang-a Tsui Theater, Gender identity, Patriarchy

Wu Ming-Luns *Passage to Lo-Jin* was adapted from the fiction work of the same name written by Shih Shu-Ching. The adaptation, taking the Xiqu (Traditional opera) Troupes encounter during their performance of God-worshipping opera in *Lo-Jin* (today's Lugang) and the magistrate Chu Shi-Kuang's revision and editing of *Tale of Lychee Mirror* as the warp and weft, weaved together the vicissitude of this immigration region. It presented the story of the child actor, Hsu Ching, moving among the rich, the powerful, and Taiwanese geishas, searching for self-identity out of disruptive gender identity. This study tracks the adaptation and transformation of *Passage to Lo-Jin*, analyzes the narrative strategy employed by the playwright, explores how contemporary literary theater interprets and performs the original work, and examines the experimental format and effectiveness of intertextuality between literature and opera. This paper focuses on four aspects when discussing the play. First, it deconstructs the Big History framework and immigrant experience to transform the narrative mimicry in the original text to the theater context, by way of abridging the cultural and historical background of *Lo-Jin* while focusing on the narrative and lyric sides of the characters. Second, the adaptations' arrogation of the meaning in the original, along with its intertextual dialog with *Withholding the Umbrella*, serve as a metaphor of the come and go of immigrants and reversion of life. Third, it explores gender confusion and gender identity, as well as the obedience and confinement of Chinese geishas to patriarchy, which led to their fallen lives. The erotic feelings of the original work have been transformed to tantalizing acts in the theater. Fourth, the blending of Nankuan opera, experimental drama, and literary theater presents a new cross-field interpretation and performance in contemporary theaters. The juxtaposition of actual and virtual scenes between Xiqu (Traditional opera) and literary theater is not only an intertextual dialog but also the creative combination of the traditional and the contemporary on stage. The analysis of the presentation of *Passage to Lo-Jin* on Nankuan experimental theater and the connotation of the play can help us identify the performing strategy of contemporary literary theater and its gain



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and loss, expanding creative approaches for literary theater.



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Sustainable Development Strategies of the Execution of Small and Medium-sized Enterprises

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Taiwan

Keywords: Small And Medium-Sized Enterprises, Execution, Sustainable Development.

Enterprises must have good management performance for sustainable development, and management performance is from the effective execution of enterprise organizations. Enterprises must develop executable strategies and appoint the people who have execution to perform various functions in organizations, that is, the fitness valued in human resources. In this study, the individual depth interview was used to interview the owners of 9 small and medium-sized enterprises, and the interview outlines focused on the 3 core processes of execution of Bossidy & Ram Charan (2003). Through interviewing with 10 senior professional managers of 9 small and medium-sized enterprises, the study results show that there are 3 key factors influencing execution: (1) personnel processes, (2) strategic process and (3) operation process. Moreover, the 3 processes must be linked effectively to become an effective execution strategy, so that enterprises can develop the achievements of sustainable development. This study discussed the results and proposed theoretical implications and practices, for small and medium-sized enterprises to build organizational executive strategies and to make suggestions on future study directions.

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.

