



*Taiwan  
Academy Of  
Social Sciences*



2020

**TASS 2nd International Conference on  
Business Ethics, Marketing, Banking and  
Finance, Economics & Social Sciences**

**Date: April 13-14, 2020**

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

***CONFERENCE BOOK  
OF ABSTRACT  
PROCEEDINGS***

## TABLE OF CONTENTS

<b>ADVISORY BOARD</b>	<b>vii</b>
<b>ADVISORY BOARD</b>	<b>viii</b>
<b>ORGANIZING COMMITTEE</b>	<b>ix</b>
<b>CONFERENCE TRACKS</b>	<b>x</b>
<b>CONFERENCE CHAIR MESSAGE</b>	<b>xi</b>
<b>Participants Registered As Listener/ Observer</b>	<b>xiv</b>
<b>Conference Day 02 (April 14, 2020)</b>	<b>xv</b>
<b><i>TRACK A</i></b>	<b>xvi</b>
<b><i>BUSINESS, ECONOMICS, SOCIAL SCIENCES &amp; HUMANITIES</i></b>	<b>xvi</b>
<b>Building a successful medical university Bio-Med accelerator: An exploratory Study</b>	<b>xvii</b>
<b>The Effect of Frontline Employee Service Competence on Customer Affective Commitment: The Moderating Role of Interactional Justice</b>	<b>xviii</b>
<b>The Effects of Customer Orientation on Customer Perceived Value: Customer Service Experience as a Mediator</b>	<b>xix</b>
<b>Multiple Product Firms and Export Policy</b>	<b>xx</b>
<b>Advanced Collaborative Program on Tuberculosis Prevention and Control of Taiwan CDC in Vietnam: the Quang Ninh tuberculosis epidemiologic profile</b>	<b>xxi</b>
<b><i>UP COMING EVENTS</i></b>	<b>xxiii</b>

# **Book of Abstracts Proceedings**

**TASS 2nd International Conference on Business Ethics, Marketing, Banking and Finance, Economics & Social Sciences (BMBFS)**

Taipei, Taiwan  
April 13-14, 2020  
ISBN: 978-613-6502-88-6

Email: [info@academy-ss.com](mailto:info@academy-ss.com)

URL: [www.academy-ss.com](http://www.academy-ss.com)



All rights reserved. Without the consent of the publisher in written, no individual or entity is allowed to reproduce, store or transmit any part of this publication through any means or in any possible form. For obtaining written permission of the copyright holder for reproducing any part of the publication, applications need to be submitted to the publisher.

Proceedings of the TASS 2nd International Conference on Business Ethics, Marketing, Banking and Finance, Economics & Social Sciences

### **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 2nd International Conference on Business Ethics,  
Marketing, Banking and Finance, Economics & Social  
Sciences***

**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 Hiraokata 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](mailto:Tadashi_Kimura@academy-ss.com)



# CONFERENCE AGENDA

**DATE:** April 13-14, 2020

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

**DAY:** Wednesday-Thursday

**Event Title:** TASS 2nd International Conference on Business Ethics, Marketing, Banking and Finance,  
Economics & Social Sciences (BMBFS)

## Start Time

09:00 - 09:35 am: Registration & Kit Distribution  
09:35 - 09:40 am: Introduction of Participants  
09:40 - 09:45 am: Inauguration and Opening address  
09:45 - 09:50 am: Grand Networking Session

**Tea/Coffee Break (09:50 - 10:00 am)**

# CONFERENCE AGENDA

**DATE:** April 13-14, 2020

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

**DAY:** Wednesday-Thursday

**Event Title:** TASS 2nd International Conference on Business Ethics, Marketing, Banking and Finance,  
Economics & Social Sciences (BMBFS)

Session: 01  
10:00 am 11:00 am: Presentation Session  
Track A: Business, Economics, Social sciences & Humanities

<b>Paper ID</b>	<b>Manuscript Title</b>	<b>Presenter Name</b>
TAI-2420-101B	The Effect of Frontline Employee Service Competence on Customer Affective Commitment: The Moderating Role of Interactional Justice	Yu-Han Hsiao
TAI-2420-102B	The Effects of Customer Orientation on Customer Perceived Value: Customer Service Experience as a Mediator	Yu Wen Huang
TAI-2420-103B	Multiple Product Firms and Export Policy	Rou-Ting Guo
BMBFS-APR20-12	Building a Successful Medical University Bio-Med Accelerator: An Exploratory Study	Yu-Chin Lin
<b>Track B: Medical, Medicine &amp; Health Sciences</b>		
TAI-2420-104M	Advanced Collaborative Program on Tuberculosis Prevention and Control of Taiwan CDC in Vietnam: The Quang Ninh Tuberculosis Epidemiologic Profile	Bui Kim Chung

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

## CONFERENCE AGENDA

**DATE:** April 13-14, 2020

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

**DAY:** Wednesday-Thursday

**Event Title:** TASS 2nd International Conference on Business Ethics, Marketing, Banking and Finance,  
Economics & Social Sciences (BMBFS)

### Participants Registered As Listener/ Observer

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

**Official ID:** TAI-2420-105MA  
Li-Hsuan, Chin  
Ming Chuan University, Taiwan ”



*TASS 2nd International Conference on Business Ethics, Marketing,  
Banking and Finance, Economics & Social Sciences (BMBFS)*  
Taipei, Taiwan  
ISBN: 978-623-6562-88-9

## **Conference Day 02 (April 14, 2020)**

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



*TASS 2nd International Conference on Business Ethics, Marketing,  
Banking and Finance, Economics & Social Sciences (BMBFS)*  
Taipei, Taiwan  
ISBN: 978-623-6562-88-9

***TRACK A***

***BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES***





*TASS 2nd International Conference on Business Ethics, Marketing,  
Banking and Finance, Economics & Social Sciences (BMBFS)*  
Taipei, Taiwan  
ISBN: 978-623-6562-88-9

## **Building a successful medical university Bio-Med accelerator: An exploratory Study**

<sup>1</sup>Hsiang-Tsai Chiang, <sup>2\*</sup>Yu-chin Lin

<sup>1</sup>Department of Accounting, Feng Chia University, Taiwan, <sup>2</sup>Ph.D. Program in Business, Feng Chia University, Taiwan

---

**Keywords:** University Bio-Medical Accelerator; Spin-Off; Exit Value Or IPO; Mentorship; Preconditions; Equity

The commercialization of university technology has become a prominent issue in the policy arena in Taiwan. Universities may seek to transfer technology to the private sector, and capture the benefits of commercialization, through a number of different mechanisms. Spin-off may be the best option for commercializing. Technology entrepreneurship rarely succeeds in isolation; increasingly, it occurs in interconnected networks of business partners and other organizations. For spin-offs lacking access to an established business ecosystem, accelerators provide a possible support mechanism for access to partners and resources. The purpose of this study is to attempt to explore medical university Biomed accelerators the preconditions and factors for their success. Using Taipei Medical University, is now establishing an university bio-medical accelerator, as an example, to examine the factors. These may provide holistic understanding of the preconditions and successful factors for the university biomed accelerator. Generally, it is difficult to name successful accelerators since acceleration is a relatively new phenomenon. This study suggests that the performance of an accelerator should be measured through the success of spin-offs that is validated in the exit value or IPO, mentorship, office space, access to the latest technology and network of investors. Medical university establish a bio-medical accelerator can jointly with existing accelerator to gain the experience and avoid the mistakes, the affiliate hospitals can provide the domain knowledge with marketing strength, and the preconditions for success are the access to business competence and the ability to transfer it to spinoff.



*TASS 2nd International Conference on Business Ethics, Marketing,  
Banking and Finance, Economics & Social Sciences (BMBFS)*  
Taipei, Taiwan  
ISBN: 978-623-6562-88-9

## **The Effect of Frontline Employee Service Competence on Customer Affective Commitment: The Moderating Role of Interactional Justice**

\*Yu-Han Hsiao

National University of Kaohsiung, Taiwan

---

**Keywords:** Employee Service Competencies, Interactional Justice, Customer Affective Commitment

In an increasingly competitive environment, service firms are immersing themselves in developing their capabilities for change and innovation. At present, how the coach's service competencies influence customer affective commitment is still unexplained by existing literature. The purpose of this study is to investigate the mediating role of interactional justice between the coach's service competencies and customer affective commitment. 300 participants will be recruited from the gyms having a large market share in Southern Taiwan. This study utilized structural equation modeling to verify the research framework and hypotheses. Structural equation modeling includes the analysis of the measurement model and the structural model. In theory, this study attempts to provide a reasonable explanation for how a coach's service competencies affect customer affective commitment by investigating the mediating role of interactional justice. In practice, the study may provide some suggestions to help the gyms improve customer affective commitment, thus helping the gyms attract customers and gain a good reputation.



*TASS 2nd International Conference on Business Ethics, Marketing,  
Banking and Finance, Economics & Social Sciences (BMBFS)*  
Taipei, Taiwan  
ISBN: 978-623-6562-88-9

## **The Effects of Customer Orientation on Customer Perceived Value: Customer Service Experience as a Mediator**

\*Yu Wen Huang

National University of Kaohsiung, Taiwan

---

**Keywords:** Customer orientation, Customer service experience, Customer perceived value

Service firms provide customers with good service experience as a result of the greater competitiveness and complexity of today's business environment. They must provide customer orientation services to strengthen customer perceived value and gain a competitive advantage. However, very few empirical studies have investigated that customer service experience has a mediating effect on the relationship between customer orientation and customer perceived value. The purpose of this study is to explore what customers expect of insurance agent-customer interactions by customer service experience; further, a framework to demonstrate how to improve customer service experience derived from interactions with insurance agents is proposed. Data for this study were collected using surveys from the clients of life insurers in Taiwan. Structural equation modeling includes the analysis of the measurement model and the structural model. Practically, this study may provide some suggestions to help corporations succeed in improving the level of customer perceived value more effectively through customer orientation in service.



*TASS 2nd International Conference on Business Ethics, Marketing,  
Banking and Finance, Economics & Social Sciences (BMBFS)*  
Taipei, Taiwan  
ISBN: 978-623-6562-88-9

## **Multiple Product Firms and Export Policy**

\*Rou-Ting Guo

National University of Kaohsiung, Taiwan

---

**Keywords:** Multi-product firm, Export subsidy, Cournot competition, Horizontally differentiated product

We develop a three-country two-firm model where one domestic firm and foreign firm produce multiple products and export them to a third country, to examine the welfare effects of export subsidy and fixed-cost subsidy of the domestic country. We find, (i) the export subsidy rate does not affect the outputs of two firms, (ii) the export subsidy affects the number of product produced by the two exporting firms, (iii) a higher of the fixed cost of domestic (foreign) firm will lead to a lower (higher) optimal export subsidy.



## **Advanced Collaborative Program on Tuberculosis Prevention and Control of Taiwan CDC in Vietnam: the Quang Ninh tuberculosis epidemiologic profile**

\*Bui Kim Chung

Taipei Medical University, Quang Ninh Lung hospital, Taiwan

---

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

Vietnam was one of the high TB burden countries within the Asia-Pacific region. The dramatic rise of MDR/RR TB has become a great concern. With the support of the Taiwan CDC in the Advanced Collaborative Program on Tuberculosis (TB) Prevention and Control under the Taiwan New Southbound Policy, we described the epidemiologic profile of Quang Ninh province during 2010-2019. Objectives: (1) to describe the epidemiology of tuberculosis in Quang Ninh; (2) To demonstrate the challenges as the increasing cases of MDR-TB and treatment outcomes. Methods: Retrospective notified TB cases have been collected in the period of 10 years from 2010 to 2019, estimated the incidence by weighting with the national cover of TB treatment from global TB report in 2015 and 2018. We also figured out the treatment outcomes of all notified cases through the retrospective reviewing and counting of the MDR TB by the Xpert examination database not depending on the treatment status. Results: During 2010-2019, the highest number of notified cases has been recorded in 2011 which was 1692 cases. At the end of the last decade, there are around 1300 TB cases have been notified each year. The estimated incidence of TB in 2018-2019 was 175 cases per 100,000 population. More than 50% of all TB cases notified in has been the PTB bacteriologically confirmed. The number of new TB patients had Genexpert test were 345 in 2018 and slightly decreased to 312 in 2019. The total of the Genexpert test was 1392 in 2018 and 1788 in 2019. A total of 216 patients with bacteriological confirmed Pulmonary MDR-TB were detected from 2013 to 2019, of whom 46 cases are still receiving treatment. Among the 170 having treatment outcome cases, 71 (41.7%) were cured, 33 (19.4%) were completed, 21 (12.3%) died, 9 (5.2%) had treatment failure, 30 (17.6%) were lost to follow up, and 4 (2.3%) were transferred out. Conclusion: we described the epidemiologic characteristic of TB in Quang Ninh including the incidence estimation, Genexpert result, MDR trending and treatment outcomes. Despite the limitations, the effort drawing up the provincial TB profile needs to create effective strategies, plan at the local level, and this profile should be improved and updated routinely. Immediately, we have to face the increasing



*TASS 2nd International Conference on Business Ethics, Marketing,  
Banking and Finance, Economics & Social Sciences (BMBFS)*  
Taipei, Taiwan  
ISBN: 978-623-6562-88-9

of MDR TB in both treatment and prevention as well as diagnosis improvement. In this situation, with the precious support from the collaboration program with Taiwan CDC, we can keep confident and aim the end TB in 2035

## ***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.

