



*Taiwan
Academy Of
Social Sciences*



2020

TASS 2nd International Conference on Humanities, Social Science and Management Research Practices

Date: May 13-14, 2020

Venue: The Howard Plaza Hotel Taipei, Taiwan

***CONFERENCE BOOK
OF ABSTRACT
PROCEEDINGS***

TABLE OF CONTENTS

ADVISORY BOARD	vii
ADVISORY BOARD	viii
ORGANIZING COMMITTEE	ix
CONFERENCE TRACKS	x
CONFERENCE CHAIR MESSAGE	xi
Conference Day 02 (May 14, 2020)	xiv
<i>TRACK A</i>	xv
<i>BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES</i>	xv
The Critical Factor of Inefficient Research and Development Investment The Case of Taiwan	xvi
The Awareness of Indonesian Companies to Provide Social Disclosure on Website	xviii
The Implementation Barriers of Forward Freight Agreement in Taiwan	xix
Applying Data Envelopment Analysis to Evaluate of Operational Efficiency of the Container Terminals	xx
Factors Affecting Employee Turnover Intention in R&D Company: The Case of a Software Company in Taiwan	xxi
Innovation and Evolution of Business Models in Chemical Industry	xxii
<i>UP COMING EVENTS</i>	xxiii

Book of Abstracts Proceedings

TASS 2nd International Conference on Humanities, Social Science and Management Research Practices (HSMR)

Taipei, Taiwan
May 13-14, 2020
ISBN: 978-613-6502-67-6

Email: info@academy-ss.com

URL: 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 Humanities, Social Science and Management Research Practices

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 Humanities,
Social Science and Management Research Practices***

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 Hiraakata 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: May 13-14, 2020

LOCATION: The Howard Plaza Hotel Taipei, Taiwan

DAY: Wednesday-Thursday

Event Title: TASS 2nd International Conference on Humanities, Social Science and Management
Research Practices (HSMR)

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: May 13-14, 2020

LOCATION: The Howard Plaza Hotel Taipei, Taiwan

DAY: Wednesday-Thursday

Event Title: TASS 2nd International Conference on Humanities, Social Science and Management
Research Practices (HSMR)

Session: 01

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

Track A: Business, Economics, Social sciences & Humanities

Paper ID	Manuscript Title	Presenter Name
TAI-MAY2520-002B	The Implementation Barriers of Forward Freight Agreement in Taiwan	Chien Yi-Jen
TAI-MAY2520-003B	Applying Data Envelopment Analysis to Evaluate of Operational Efficiency of the Container Terminals	Hsin-Yi, Wei
TAI-MAY2520-004B	Factors Affecting Employee Turnover Intention in R&D Company: The Case of a Software Company in Taiwan	Tseng, Wei-Ting
TAI-MAY2520-005B	Innovation and Evolution of Business Models in Chemical Industry	Yuan-Shen Shih
HSMR-MAY20-103	The Critical Factor of Inefficient Research and Development Investment The Case of Taiwan	Chih-Chung Wei
HSMR-MAY20-105	The Awareness of Indonesian Companies to Provide Social Disclosure on Website	Fitra Roman Cahaya

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



*TASS 2nd International Conference on Humanities,
Social Science and Management Research Practices (HSMR)*
Taipei, Taiwan
ISBN: 978-623-6562-67-9

Conference Day 02 (May 14, 2020)

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



*TASS 2nd International Conference on Humanities,
Social Science and Management Research Practices (HSMR)*
Taipei, Taiwan
ISBN: 978-623-6562-67-9

TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES



The Critical Factor of Inefficient Research and Development Investment The Case of Taiwan

^{1*}Chih-Chung Wei,² Wen-Hsiang Lai, Ph.D., ³Wen-Hsiang Lai, Ph.D.

^{1,2,3}Ph.D. Program of Business-Feng Chia University Taichung, Taiwan

Keywords: R&D Investment, R&D Performance, Economic Growth

Will positive investment in research and development achieve the equal value return? This study from Taiwan's research and development-related statistics data observation found that research and development and innovation investment is not equal to the value of the return and competitiveness, many countries also show similar situation of inefficient R&D investment, in many industry-level research has also observed the same situation as well, Throughout the literature review on research and development investment and performance, whether at the national or industrial level, most of the research is focus on explore the correlation between individual variables of research and development investment and economic growth, industrial added value, or corporate performance, and the conclusions of many studies are limited to the correlation verification of research and development innovation and economic growth. There seems to be a lack of further research to explore why the key factors in research and development investment and inefficient return, there is a research opportunity for a comprehensive measure of the discourse and perspective to assess this topic. This study is conducting the exploratory research to explore the key factors that lead to inefficient research and development investment, can also provide follow-up researchers with a more comprehensive research basis, or can be the results of related research by way of series integration. The root cause of inefficient research and development investment involves a lot of variables and possibilities, the choice of control variables is also very complex, this study is based on the PRIDE policy database, OECD statistical database, The USPTO patent database, IMD's Annual Report on World Competitiveness, as well as research and development and economic data from the Ministry of Science and Technology, the Ministry of Economy, the Institute of Industry and Research, etc., and further review the possible variables and correlations between research and development investment and output performance in relevant literatures, This study is try to define the key factors affecting the inefficient research and development investment, and through the interviews of senior experts from different territory to confirmed the hypothesis of this study. The conclusion of this study found that: the strategy of government research and development policy, patent development strategy in the industrial sector, cross-border



*TASS 2nd International Conference on Humanities,
Social Science and Management Research Practices (HSMR)*
Taipei, Taiwan
ISBN: 978-623-6562-67-9

industrial and academic cooperation in the higher education sector, and the results of new business incubation in the research institution sector are the four key factors affecting the inefficient of research and development investment; Drive the country's research and development growth, further enhance the country's economic growth, industry changes the model of research and development innovation, enhance the commercial value of patents by full IP bundle, thereby enhancing the unique competitiveness of the industry. The opportunity for the higher education sector to expand the result of basic research investment and industrial cooperation will further enhance the insufficient part of the industry in basic research, and research institutions play the role of the fundamental and enabler of research and development innovation and develop core technology for the potential startup companies through the mechanism of ventures incubation. Through the improvement of these four key influencing factors, it will be able to improve the research and development investment effectiveness and provide valuable advice and reference to related studies.



*TASS 2nd International Conference on Humanities,
Social Science and Management Research Practices (HSMR)*
Taipei, Taiwan
ISBN: 978-623-6562-67-9

The Awareness of Indonesian Companies to Provide Social Disclosure on Website

^{1*}Fitra Roman Cahaya, ²Irsyad Adin

^{1,2}Universitas Islam Indonesia

Keywords: Corporate social disclosure (CSD), GRI, managerial stakeholder theory, website reporting, Indonesia

This paper aims to investigate the extent of corporate social disclosure (CSD) by Indonesian companies on their website and the determinants of that extent. Managerial stakeholder theory is adopted as the underlying theoretical framework. Website reporting of 100 Indonesia Stock Exchange (IDX) listed companies are analyzed during April 2018. General Reporting Initiative (GRI) guidelines are employed as the disclosure checklist. The statistical results reveal that, on average, there is a low level of CSD on Indonesian companies website (10.15%). The regression results show that company size and international operations significantly influence the extent of CSD on website in a positive direction, highlighting that managerial stakeholder theory partially explains website social reporting phenomenon in Indonesia. The results imply that bigger Indonesia companies interact with a greater number of influential stakeholders who actively access and read corporate social responsibility information on website. The findings also imply that Indonesian companies attempt to attract foreign stakeholders through CSD on website so that their operational activities, including sales, can always be supported by those stakeholders.



*TASS 2nd International Conference on Humanities,
Social Science and Management Research Practices (HSMR)*
Taipei, Taiwan
ISBN: 978-623-6562-67-9

The Implementation Barriers of Forward Freight Agreement in Taiwan

*Chien Yi-Jen

National Taiwan Ocean University, Taiwan

Keywords: Bulk shipping industry, FFA, AHP, Semi-structure interview, Freight hedging tools

Bulk shipping industry is traditionally perceived as a high-risk business in terms of its fierce freight fluctuation. How to hedge the risks occurred from the freight market fluctuation thus become a critical issue for both ocean carriers and bulk commodity traders. In order to reduce the risks of the freight market, bulk carriers and bulk commodity traders use the Forward Freight agreement (FFA) to deal with this problem. FFA is a derivative commodity to avoid the risk of fluctuation of freight rates. Although the popularity of FFA as a risk management tool to hedge the fluctuation of freight rate and trading volume in Europe has been increasing, FFA is not yet widely accepted by the Taiwanese dry bulk ocean carriers listed in the Taiwan Stock Exchange as a risk-hedge tool. Thus, this study focuses on evaluating the degree of importance of the potential obstacles that hinder the popular of FFA in Taiwan. This paper intends to investigate potential barriers that discourage Taiwans dry bulk carrier operators and commodity traders to use FFA transaction as their risk-hedging tools, by interviewing dry bulk shipping executives, and building up FFA questionnaire in AHP structure. Finally, four major barriers to hinder the popularity of FFA in Taiwan are found which include the lacking of FFA market familiarity, the degree of control on cargo sources, market risk, and the degree of government regulation. These results could be used by the bulk shipping companies or the government agencies to consider and formulate constructive strategies to increase potential possibility of using FFA in Taiwan.



*TASS 2nd International Conference on Humanities,
Social Science and Management Research Practices (HSMR)*
Taipei, Taiwan
ISBN: 978-623-6562-67-9

Applying Data Envelopment Analysis to Evaluate of Operational Efficiency of the Container Terminals

*Hsin-Yi, Wei

National Taiwan Ocean University, Taiwan

Keywords: Container terminal, Data envelopment analysis (DEA), Performance evaluation, Container terminal operation

Container transportation had become an important way for carrying cargos in the world because containers can be transported between ports and delivered to destinations conveniently by intermodal services. Container transportation is not only accomplished by only ships, but also various handling operations at terminals, and other vehicles such as trains and trucks. In the liner shipping industry, container terminals are playing important roles, which are responsible for handling, storage, and loading/ unloading containers at shipside. In response to handling the large number containers brought by modern huge ships, most container terminals have been devoting to improve operating efficiency and the capacity of facilities, and enhance the whole service quality, in order to keep their competitiveness in the shipping industry. Therefore, the efficiency of terminal operations is crucial because the results can directly reflect the status of the terminal operation, and indicate the direction for operators to take measures for improvement. This study intended to evaluate the efficiency of container terminals in a same port. The Data Envelopment Analysis (DEA) approach was used to measure the efficiency in terms of CCR and BCC models to examine the relative efficiency and the scale efficiency. We defined container terminals in a Taiwanese port as the decision making units (DMUs), and the items used in the models included six input items (number of berths, length of berth, design draft, number of gantry cranes, annual rental, and container terminal area) and five output items (container throughput, number of services, number of vessels in below 5500 TEU, number of vessels in 5500- 10000TEU and number of vessels in more than 10,000 TEU) to estimate the efficiency of terminals. The result indicates useful information which is helpful for terminal operators to adjust their input items for reducing waste, and increase the output in an appropriate direction.



*TASS 2nd International Conference on Humanities,
Social Science and Management Research Practices (HSMR)*
Taipei, Taiwan
ISBN: 978-623-6562-67-9

Factors Affecting Employee Turnover Intention in R&D Company: The Case of a Software Company in Taiwan

*Tseng, Wei-Ting

National Changhua University of Education, Taiwan

Keywords: Turnover Intention, Knowledge Worker, Forced Ranking

In recent years, the rapid development of technology industry has resulted in fierce competition for enterprises' talents. Business owners usually say: "Good talents are difficult to find.", "It is even more difficult to retain talents." The high mobility of knowledge workers is a common phenomenon in high-tech industries. In addition to the loss of recruitment and training costs, it is also difficult for employees to improve and impart their knowledge, skills and experience. How to keep the talents is a serious problem which occur in current enterprises. In order to solve the above problems, this project delves into the factors that influence knowledge workers' turnover intention. This project summarizes the factors that affect the turnover of knowledge workers, and conducts a questionnaire survey on the case companies using the forced ranking method. The questionnaire's effective recovery rate was 94.29 percent. Based on the analysis of the results, three future feasible suggestions are provided for the reference and application for the case companies. 1. Pay employees according to their abilities; 2. Establish a personal career development plan for employees; 3. Give employees immediate and positive feedback to reduce the loss of talent.



*TASS 2nd International Conference on Humanities,
Social Science and Management Research Practices (HSMR)*
Taipei, Taiwan
ISBN: 978-623-6562-67-9

Innovation and Evolution of Business Models in Chemical Industry

*Yuan-Shen Shih
Asia University, Taiwan

Keywords: Innovation, Business Model, Chemical Industry, Case Study.

With the advent of meager profit age in globalized economy, demographic dividends have disappeared along with rising energy costs. As such, traditional chemical enterprises are impacted by technological and digital innovation. Besides, increasing competitive pressure has led many enterprises to shift their production to focus onto low-cost areas. Therefore, it is critical if enterprises can continue to survive with sustainable developments by improving business profits. To this end, this study has explored the business model development of a chemical company. The business model comprises of customer value proposition, key resources, key processes and profit model. The study aims to appreciate the business model development, strategic choice, and future trend of the case from the initial stage, innovation stage, and to expansion stage. As found in the study, the case that triggers the development of its business models has placed emphasis on the key resources and key processes in the initial stage. In the innovation stage, the case that emphasizes profit orientation has created and upheld high profits as well as rapid growth and innovation. Finally, the case that stresses customer value proposition has strived towards the goal of factory integration and profit sharing in the expansion stage.

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.

