



*Taiwan  
Academy Of  
Social Sciences*



2020

**TASS 2nd International Conference on  
Research Approaches in Social Science, Business  
E-Commerce and Entrepreneurship**

**Date: June 11-12, 2020**

**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 Research Approaches in Social Science,  
Business E-Commerce and Entrepreneurship (SBEE)**

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Proceedings of the TASS 2nd International Conference on Research Approaches in Social Science, Business E-Commerce and Entrepreneurship

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Approaches in Social Science, Business E-Commerce and  
Entrepreneurship***

**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:** June 11-12, 2020

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

**DAY:** Thursday-Friday

**Event Title:** TASS 2nd International Conference on Research Approaches in Social Science, Business  
E-Commerce and Entrepreneurship (SBEE)

## 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)**

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Session: 01

09:30 am - 10:30 am: Presentation Session

Track A: Business, Economics, Social sciences & Humanities

Paper ID	Manuscript Title	Presenter Name
SBEE-JUN20-101	Can deunionization lead to international outsourcing? Revisited	Kuang-Chung Hsu
SBEE-JUN20-102	Representativeness and Style Investing: Evidence from Value Trading Strategy	Yen-Sheng Lee
SBEE-JUN20-105	Analysis of the Opinion of Teachers on Students Participation in Entrepreneurship Activities in Higher Education	May Portuguese Castro
TAI-JUNE2520-005B	Innovation and Evolution of Business Models in Chemical Industry	Yuan-Shen Shih

**Lunch Break & Closing Ceremony (10:30 am - 11:30 am)**

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### **Conference Day 02 (June 12, 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***



## Can deunionization lead to international outsourcing? Revisited

<sup>1</sup>\*Kuang-Chung Hsu,<sup>2</sup>Yungho Weng

<sup>1</sup>University of Central Oklahoma, United States,<sup>2</sup>National Chengchi University, Taiwan

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**Keywords:** Labor Union; International Outsourcing

This paper extends the analyses in Lommerud et al. (2009) who argue that an increase in international outsourcing raises workers bargained wages. When employers want to outsource their domestic workers jobs to foreign countries, labor unions can make the offshoring less profitable by increasing the wages of the workers whose jobs are not outsourced. Our focus is the total effect brought by triggers of international outsourcing on the bargained wage. In addition to subcontracts production cost, this paper mainly address on the change in production productivity. We divide our study into two parts. In the first part we relax the assumption of a fixed cost structure and introduce technological difficulties in production. By doing so, we can study the link between a change in the determinants of firms decisions on their outsourcing and bargained wages. Also, the setting of technological difficulties allows us to discuss cases in which it is possible to fully outsource production overseas. In the second part of our study, we consider a non-linear function in both domestic and foreign labor unit-product requirement. Our results indicate that an increase in foreign per-unit cost on bargained wage is always positive. However, under certain conditions, an improvement in foreign workers productivity and a decrease in the productivity domestic production, which leads to an increase in international outsourcing, decreases bargained wages. It is important to know what raises the intensity of international outsourcing and how much impact of international outsourcing on labors productivity when we assess the impact of an increase in outsourcing on bargained wages.





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## **Representativeness and Style Investing: Evidence from Value Trading Strategy**

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USA

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**Keywords:** Representativeness; Style Investing; Value Trading Strategy

This paper tests the representative bias conditional on style investing in the options market. While previous literature on representativeness focuses on single index, my study uses two indices to examine the extent to which two investment styles affect representative bias due to a pattern of similar information shocks. The empirical result indicates that growth investors respond more strongly to recent information shocks than value investors and suggests that representativeness heuristic is a function of investment style. To examine whether the representative bias yields abnormal returns, a value trading strategy is designed to exploit riskless profits via buying value and selling glamour stocks. Despite the representativeness anomaly, the empirical evidence based on the Fama and French three-factor model generally supports the efficient market hypothesis because the value trading strategy cannot generate positive abnormal returns.



## **Analysis of the Opinion of Teachers on Students Participation in Entrepreneurship Activities in Higher Education**

<sup>1\*</sup>May Portuguez Castro, <sup>2</sup>Marcela Georgina Gmez Zermeo

<sup>1,2</sup>School of Humanities and Education, Tecnologico de Monterrey, Mexico

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**Keywords:** Educational Innovation, Higher Education, Entrepreneurial Education, Entrepreneurial Skills, Entrepreneurship

Entrepreneurial education is increasingly relevant, and the number of study centers that are incorporating these programs is on the rise. The role of universities is central to the development of citizens who collaborate with companies to design innovative products or services. However, the formation of the entrepreneurial mindset in students is difficult to achieve, so it is necessary to create programs that are strengthened by transversal instruction in different careers. This article aims to analyze the opinions of professors in a Mexican university about the participation of undergraduate students in entrepreneurial activities within their programs. This research used a quantitative methodology to determine whether students were encouraged to develop entrepreneurial skills and if they could identify those skills. In total, 60 teachers from different campuses and majors of six schools in the University answered a questionnaire. The results showed that most teachers believed that the students in their programs could interact with entrepreneurs, participate in activities related to entrepreneurship as required, and learn entrepreneurial skills in their majors. However, most of the teachers indicated that the students also needed to learn more about entrepreneurship and recognized little or nothing about their entrepreneurial skills, and that no instrument existed to identify and measure those skills. When analyzing the teachers' responses from three schools of the University, we observed that the teachers felt that the subject of entrepreneurship was less addressed in the School of Medicine and Health Sciences than in the Schools of Engineering and Sciences or Architecture and Design. Therefore, we recommend strengthening career programs with activities that identify and develop entrepreneurial skills. The results from this research can guide the teachers and authorities of the institution in determining opportunity areas and activities that promote the entrepreneurial mindset that the institution has set as a goal in its 2030 educative model.



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## **Innovation and Evolution of Business Models in Chemical Industry**

\*Yuan-Shen Shih  
Asia University, Taiwan

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**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/>

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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.

