



Taiwan  
Academy Of  
Social Sciences



2021

**TASS 3rd International Conference on  
Research Approaches in Social Science, Business  
E-Commerce and Entrepreneurship**

**Date: June 07-08, 2021**

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

***CONFERENCE BOOK  
OF ABSTRACT  
PROCEEDINGS***

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# **Book of Abstracts Proceedings**

**TASS 3rd International Conference on Research Approaches in Social Science,  
Business E-Commerce and Entrepreneurship (SBEE)**

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Proceedings of the TASS 3rd International Conference on Research Approaches in Social Science, Business E-Commerce and Entrepreneurship

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***TASS 3rd International Conference on Research  
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 07-08, 2021

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

**DAY:**Monday-Tuesday

**Event Title:** TASS 3rd International Conference on Research Approaches in Social Science, Business  
E-Commerce and Entrepreneurship (SBEE)

## Start Time

09:00 am 09:10 am: Registration & Kit Distribution  
09:10 am 09:20 am: Introduction of Participants  
09:20 am 09:30 am: Inauguration and Opening address  
09:30 am 09:40 am: Grand Networking Session

**Tea/Coffee Break (09:40 am - 10:00 am)**

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Session: 01

10:00 am - 11:00 am: Virtual Presentation Session

Track A: Business, Economics, Social sciences & Humanities

<b>Paper ID</b>	<b>Manuscript Title</b>	<b>Presenter Name</b>
SBEE-JUN21-101	What the online and offline factors affect consumer engagement behavior: The role of relationship quality?	Fa-Rou Chu
SBEE-JUN21-102	The Impact Of Youtube On Online Community Identification: Parasocial Relationships As A Mediator	Kuan-Chih Wang
SBEE-JUN21-103	The Effects Of Antecedent Factors On The Relationship Between Well-Being And Employee Perceived Service Quality	Wan-Ying Tsai
SBEE-JUN21-104	Impact of Students Creative Self-Efficacy on their Innovative Behavior: The Moderating Role of Teacher Support	Solongo Myagmarjav

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

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### Conference Day 02 (June 08, 2021)

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***



## **What the online and offline factors affect consumer engagement behavior: The role of relationship quality?**

<sup>1\*</sup>Yu-Chi Wu,<sup>2</sup>Fa-Rou Chu

<sup>1,2</sup>Institute of Business and Management, -National University of Kaohsiung, Taiwan

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**Keywords:** Consumer Engagement Behavior, Relationship Quality, Relationship Quality

Nowadays, there are more and more retail model transform cases, whether it is adding physical stores to e-commerce platforms or e-commerce retailers entering physical stores. For this kind of transformation, retailers should pay more attention to what consumers care about. The purpose of this research is to investigate whether or not customer relationship quality plays a mediating role between the online and offline purchase contexts and customer engagement. We recruited 250 participants from consumers of retailers with online platforms and physical stores through interviews and questionnaire surveys. This study uses structural equation models to verify the research framework and hypotheses. Structural equation modeling includes analysis of measurement models and structural models. Theoretically, the research attempts to investigate how the online and offline purchase contexts affects consumer engagement behavior by investigating the mediating role of relationship quality. In fact, the research may provide recommendations to help retailers improve online and offline purchase contexts to improve relationship quality, which may help companies build long-term customer engagement behavior.





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## **The Impact Of Youtube On Online Community Identification: Parasocial Relationships As A Mediator**

<sup>1\*</sup>Dr. Yu-Chi Wu, <sup>2</sup>Kuan-Chih Wang

<sup>1,2</sup>Institute of Business and Management, -National University of Kaohsiung, Taiwan

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**Keywords:** The impact of YouTube Parasocial relationships Community identification

With the increasing popularity of social media, YouTube is a popular video-sharing platform where viewers can watch videos made by these media performers called YouTubers. These videos' content can easily affect or change viewers' thoughts and behaviors. Therefore, the value of Youtuber video content plays a vital role in establishing good parasocial relationships and community identification. Two hundred fifty participants will be from social networking sites (Facebook, Instagram). This study uses structural equation models to verify the research framework and hypotheses. Structural equation modeling includes analysis of measurement models and structural models. Theoretically, the study attempts to provide a reasonable explanation for how YouTuber's video content affects the community identification between viewers and audience through the mediating role of parasocial relationships. The study may provide suggestions to help those who want to enter this industry in the future or have a better understanding of the operations of this industry.



## **The Effects Of Antecedent Factors On The Relationship Between Well-Being And Employee Perceived Service Quality**

<sup>1\*</sup>Yu-Chi Wu,<sup>2</sup>Wan-Ying Tsai

<sup>1,2</sup>Institute of Business and Management, -National University of Kaohsiung, Taiwan

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**Keywords:** Well-Being, Employee Perceived Service Quality, Physical Work Environment, Perceived Supervisor Support.

In recent years, increasing attention has been paid to what makes organizations the best work environment and how to achieve high employee well-being levels. This interest has been spurred by recent beliefs and empirical findings that organizations with happier employees enjoy a large variety of economic and non-economic noneconomic benefits, including lower absence rates, lower turnover of employees, higher productivity, and better financial performance. Because employee well-being will profoundly affect the long-term service quality and performance, we want to know which antecedent variables will affect employee well-being. This study will use a convenient sampling, and about 250 participants (insurance agents) will be selected from life insurance companies in 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. Theoretically, this study tried to provide a rational explanation for how employee well-being may affect employee perceived service quality by investigating the antecedent factors that affect employee well-being. Practically, this study may provide suggestions to help insurance corporations to encourage to raise employee well-being which may help corporations to create long-run service quality.



## **Impact of Students Creative Self-Efficacy on their Innovative Behavior: The Moderating Role of Teacher Support**

\*Solongo Myagmarjav

Graduate Institute of International Human Resource Development-National Taiwan  
Normal University Taipei, Taiwan

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**Keywords:** Creative Self-Efficacy, Innovative Behavior, Teacher Support.

One of the main goals of educational institutions is to help students to gain demanded skills in this constant evolving society. Through education students acquire knowledge and practice, and with that comes sense of self-efficacy. Students who possess high level of self-efficacy tend to show higher level of academic performance. Educators contribute to develop students innovative thinking, psychological and physical support from them needed to improve students creative behaviors. The purpose of this study was to examine if students high level of creative self-efficacy predicts students greater level of innovative behavior, and whether teacher support moderates this positive relationship. The sample in this study were collected 114 local and international university students in Taiwan via online and social media. Data were analyzed by hierarchical regression to test the hypotheses results. The findings of this study presented that when students have high level of creative self-efficacy they tend to perform innovatively. However, teacher support did not moderate the relationship between students creative self-efficacy and their innovative behavior. It means that students with higher level of creative self-efficacy did not perceive teachers support needed to behave innovatively. Theoretical contribution is to draw attention to development of students creativity and educators impact on it. It is important educators to instill good amount of knowledge in students, so that their self-efficacy could increase. Subsequent research should examine creative teaching methods to develop students creativity and test different kind of teacher support that potentially could increase creativity level. As for practical contribution, emphasizing need in teachers support and attention for students with lower level of creative self-efficacy, focusing on improvement of their base knowledge and applying innovative methods.

## ***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.

