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2nd JIBUMS 2018

JAPAN
AUGUST 30-31, 2018

BOOK OF
CONFERENCE PROCEEDING

JAPAN

International Conference on
Business, Management Studies
and Social Science

Abstract Proceeding Book
of
2nd Japan International
Conference on Business,
Management Studies and
Social Science
(2nd JIBUMS)

August 30 - 31, 2018

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of
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FOREWORD

Research Synergy Foundation is the 1st Indonesian social enterprise platform that focus on developing collaborative networks among both researchers, lecturers, scholars, and practitioners globally for the realization of an equal quality of knowledge acceleration between developed and developing countries. We focus on opening the gates of research collaboration between countries. We introduce and encourage scientific publications from developing countries. We create scientific forums in order to boost the creation and diffusion of new knowledge.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world.

Our Vision:

Our vision is to be world class organization that encourage acceleration quality of knowledge in developing country.

Our mission:

First, promoting scientific journals from developing countries as an equitable distribution tools of knowledge. Second, opens research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Third, create a global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the 2nd Japan International Conference on Business, Management Studies and Social Science (2nd JIBUMS) by Research Synergy Foundation and Scholarvein as official partner held on August 30 – 31, 2018 at Hotel Listel Shinjuku, Tokyo, Japan.

The aim of Conference is to enable a presentation of scientific work results as well as to arrange an interdisciplinary discussion among the representatives of the academic field, professionals of practice and students of doctoral studies about a relation of business, management and social science. 2nd JIBUMS 2018 International Conference shows up as a cutting-edge Social Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their through and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Tokyo, Japan and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Hendrati Dwi Mulyaningsih
Conference Chair of 2nd JIBUMS 2018

CONFERENCE PROGRAM

Day 01- Thursday | August 30, 2018
Venue: Akebono Room
Hotel Listel Shinjuku - Tokyo, Japan

08.30 - 09.00	Welcome Reception and Registration
09.00 - 09.10	Opening Address Conference Coordinator: Ms. Sri Maryati – Research Synergy Foundation
09.10 - 09.30	Group Photo Session, Morning Tea and Grand Networking

Day 01

Room I

Thursday, 30 August 2018

Session 1 (09.30 – 10.10)

Session Chair : Santi Rahmawati

Track Business Administration

Paper ID	Author	Media	Paper Title
JIU18117	Soni Harsono Awan	Oral Presentation	Service Recovery and Its Effect On Students' Satisfaction, Trust and Word of Mouth (WOM) At Private Universities in East Java, Indonesia
JIU18122	Huei-ting Tsai	Oral Presentation	Explore the Key factors affecting the take-off speed of the Long-tailed Products

Day 01

Room I

Thursday, 30 August 2018

Session 2 (10.10 – 10.30)

Session Chair : Santi Rahmawati

Track Management

Paper ID	Author	Media	Paper Title
JIU18121	Piotr Zbigniew Maśloch	Skype Presentation	Information security management in the global world of 21st century

Day 01

Room I

Thursday, 30 August 2018

Session 3 (10.30 – 10.50)

Session Chair : Santi Rahmawati

Track Finance

Paper ID	Author	Media	Paper Title
JIU18126	Li-Jiun Chen	Poster Presentation	The Study of Investor Attention and Taiwan ETF Return

Day 01

Room I

Thursday, 30 August 2018

Session 4 (10.50 – 12.10)

Session Chair : Santi Rahmawati

Track Sociology

Paper ID	Author	Media	Paper Title
JIU18112	Piyanard Ungkawanichakul	Oral Presentation	Ethnically Diverse Society as Depicted in the Mural Paintings at Phumin Temple in Nan Province
JIU18113	Wanichcha Narongchai	Oral Presentation	The Opportunity and Limitation of Livelihood Capitals of an Urban Agricultural Households
JIU18114	Wattanachai Kwalamthan	Oral Presentation	Skipped-Generation Families: Economic Happiness in Rural North-Eastern of Thailand
JIU18115	Rukchanok Chumnannmak	Oral Presentation	Elements of Happiness of the Elders in Rural Area of the Northeast, Thailand: Social Dynamic in the Globalization

Day 01

Room I

Thursday, 30 August 2018

Session 5 (12.10 – 13.10)

Session Chair : Santi Rahmawati

Track Social Science

Paper ID	Author	Media	Paper Title
JIU18110	Jaggapan Cadchumsang	Oral Presentation	The Construction of Laotian-Thai Identity in a Community near Thailand-Myanmar Boundary
JIU18111	Tzuli Lin	Oral Presentation	EU Cultural Diplomacy: Case of Horizon 2020
JIU18119	Wen Cheng	Poster Presentation	The Investigation of Text Mining and Personality in Social Network

Lunch Break 13.10 - 14.10**Closing Ceremony**

List of Conference Attendees

ID	Attendee	Field of Study	Affiliation
JIU18123	Jun Moon	Risk Management	Ulsan National Institute of Science and Technology

Day 02

Friday (August 31, 2018)
City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose

**Track: Business Administration
Research**

Service Recovery and Its Effect On Students' Satisfaction, Trust and Word of Mouth (WOM) At Private Universities in East Java, Indonesia

Soni Harsono Awan¹

¹STIE Perbanas Surabaya

Abstract

This study aims to examine the effect of service recovery, using distributive justice, procedural justice, and interactional justice approaches, on students' satisfaction, trust, and WOM at excellent, flagship and non-flagship private universities in East Java, Indonesia. A total of 240 students participated in this study. Sampling was conducted using convenience sampling technique. Data analysis was done using regression assisted by SPSS and WarpPLS program. The results of this study provide university managers understanding that the low bargaining position perceived by the students has an impact on various aspects of teaching and learning process which eventually leads to the levels of students' satisfaction, trust, and WOM. This study also suggests what should be done in the service recovery policy made by each university to increase the students' satisfaction, trust, and positive WOM.

Keywords: service recovery, satisfaction, trust and word of mouth (WOM)

Explore the Key Factors Affecting the Take-off Speed of the Long-tailed Products

Huei-ting Tsai¹

¹ National Cheng-Kung University

Abstract

In the flourishing era of the Internet, suppliers provide multiple products and information flow quickly, which hence allows consumers to access more products nowadays. Such trend causes most of the products to be categorized as “long-tailed products” rather than “best-selling products”. Therefore, how to quickly get these long-tailed products to takeoff becomes a vital issue. This study integrates the theory of product takeoff and the theory of long tail, exploring the key factors affecting the growth rate of takeoff of long-tailed products. This study chooses a specialized retailer I as the research sample, collecting the trade order data and related public information around 22 million records from 2012 to 2015. This study takes customer loyalty, innovation ability, advertising effect, promotion and media effect as independent variables to exam the key drivers affecting growth rate of takeoff of the long tail products. This empirical analysis reveals that: (1) customer loyalty significantly positively impacts the growth rate of takeoff (2) promotion significantly positively impacts the growth rate of takeoff. This finding suggests that the enterprises should focus on improving customer loyalty and increasing promotional activities with a view to be able to enhance growth rate of takeoff of the long-tailed products.

Keywords: long tail, takeoff, sales growth, customer loyalty, promotion

Track: Management Research

Information Security Management in The Global World of 21st Century

Piotr Zbigniew Maśloch¹, Piotr Gorny²

^{1,2} War Studies University

Abstract

This article attempts to define what contemporary globalization is and present opportunities and threats this process generates (in terms of global threats to enterprise information systems). The 21st century brought a completely new look at the processes of globalization and management of a modern enterprise. It turns out that information is the basic tool of competitive struggle on the global market. For this reason, an important aspect of the functioning of enterprises in the 21st century is the management of information security and counteracting cyber-attacks. In this sense, this article will be an analysis of threats resulting from the dynamic development of information technologies, based on the results of research conducted on a sample of Polish enterprises. The importance of the topic may be determined by the fact that 80% of global enterprises consider new technologies to be the most important factor of innovation and development, while realizing that cyber-attacks are the biggest threat for these companies (an indicator of about 85%).

Keywords: management, global economy, information security, cyber-attacks, globalization

Track: Finance Research

The Study of Investor Attention and Taiwan ETF Return

Li-Jiun Chen¹, Tsung-Ju Lee²

¹Feng Chia University, ² National Penghu University of Science & Technology

Abstract

This study investigates the impact of investor attention on the Taiwan Exchange Traded Funds (ETF) weekly return. We find that the relationship between investor attention and ETF weekly return is significant. The change of investor attention will short-term impact weekly returns, while the investor attention will long-term change by the shock of weekly returns. Besides, the results show that an increase in investor attention will diminish return predictability, which means that the more investor attention makes the market more efficient.

Keywords: investor attention, Search Volume Index, ETF return, market efficiency

Track : Sociology Research

Ethnically Diverse Society as Depicted in the Mural Paintings at Phumin Temple in Nan Province

Piyanard Ungkawanichakul¹

¹Srinakharinwirot University

Abstract

Nan Province is located in the Northern part of Thailand which has borders Laos, or the Lan Chang Kingdom in the past. As a result, the Tai Lue people from Laos could easily migrate to settle down in Nan Province. Moreover, other ethnic groups, such as Tai Yuan (influenced by Chiang Mai), Tai Yai, Lua and Mlabri(Phi Tong Luang), also migrated there. This has brought about a multicultural society in Nan province, particularly Tai Lue culture. The diversity of ethnic groups and their cultural assimilation over a period of many centuries in Nan society is depicted in the murals at Phumin Temple. The Tai Lue figures were illustrated as major theme while those of other cultural groups along with their ways of living were painted as minor theme. Nhan Bua Phan was the main artist. He applied some modern or Western painting styles to the paintings. The combination of painting styles illustrates the identity and attractions of the mural paintings of Phumin Temple. One of the famous murals, the Pu Man – Ya Man, is the signature mural of this temple. It presents a unique cultural blending between Tai Lue and Tai Yai ethnic groups.

Keywords: Ethnicity, mural painting, Phumin Temple, Nan Province

The Opportunity and Limitation of Livelihood Capitals of an Urban Agricultural Households

Wanichcha Narongchai¹, Rukchanok Chumnanmak²

^{1,2}Khon Kaen University

Abstract

This study aims at investigating the opportunities and limitations of livelihood capitals of an urban agricultural. With the Participatory Action Research method (PAR), 14 agricultural households residing and working in Kra-nuan Municipal District in Khon Kaen Province were interviewed in-depth and brainstormed. The data was collected from December 2017 to March 2018 and analyzed using Content Analysis approach. The result showed that urban agricultural households lived in a village located in flourish economic municipal district where accessible facilities and services were available, but they still mainly carried on a traditional agricultural occupation. Due to the expansion of the city and rising cost of living, it was necessary for them to improve their production process. They brainstormed to analyze their resources and realized that they had rich natural, physical, and financial capitals of which they could utilize and make their living out. However, human and social capitals were found to obstruct the development of their occupation. In this situation, they teamed up and changed the production process from relying on long-term corps to implementing the integrated farming in which some land was also allocated for short-term corps for additional income. This was regarded as a sustainable livelihood strategy with limited chances and capitals.

Keywords: livelihoods, capitals, agricultural household, urban farmer

Skipped-Generation Families: Economic Happiness in Rural North-Eastern of Thailand

Wattanachai Kwalamthan¹, Dusadee Ayuwat², Wanichcha Narongchai³

^{1,2,3}Khon Kaen University

Abstract

This paper investigates economic happiness of skipped-generation families in rural north-eastern Thailand. Qualitative methodological approach was implemented in the study. Data collection was conducted in May 2018 and in-depth interview was used as research instrument to collect data from two groups of key informant including 1) community leaders, community seniors, and community committees, totally eight persons, and 2) skipped-generation families living in rural north-eastern region of Thailand, totally twenty families. Data analysis was done by content analysis method. The study indicated that Skipped-generation families are the family with a grandparent and grandchildren living together. Mostly families are agricultural occupation, because they have a lot of land by inheritance and divided into two parts: housing and farming. Mostly agricultural income by sugar canes and farming can earn 80,000 baht per year. Moreover, remittances from international migrant only 15,000 baht per month is spent on family expenses and education of grandchildren. Some families have not enough money to invest farming in the next year, and there has a debt more than 100,000 baht by working abroad. However, skipped-generation families have a perception of happiness economics "An empty hand is no lure for a hawk, no man is happy who does not think himself so" So, skipped-generation families must be take this view to manage the economic situation of the family, even though the incomes are insufficient to cover their living and lack of labour due to migrant workers go to working abroad. This affects the economic happiness of skipped-generation families to sustain their livings in a rural society.

Keywords: Skipped-generation families, economic happiness, international migrant, rural society

Elements of Happiness of the Elders in Rural Area of the Northeast, Thailand: Social Dynamic in the Globalization

Rukchanok Chumnanmak¹, Dusadee Ayuwat², Wanichcha Narongchai³, Jongrak Hong-ngam⁴, Kesinee Saranrittichai⁵

^{1,2,3,4,5}Khon Kaen University

Abstract

Changes in population's ages in Thai society is now leading to aging society in the country in the 21st century. In the year of 2030, Thailand will have completely entered the aged society. In order to make effective the elderly development process, that is to let them live their lives with honor, dignity, and stability, and happiness among changes in social and family structures under practices of the aging society in this globalization, this study aims to study elements for the elder's happiness in rural area of the northeastern region, under the dynamic of social changes in the globalization. The study is a qualitative research having the sample in both the individual and community levels. Data is collected from the in-depth interview with 18 elders, covering all age ranges, living in rural areas. The studies area is named O-lo village in Phu Kiew district, Chaiyaphum province where contains high rates of the elders in the northeast. The data is collected during June to October 2017 using interview guide as a tool, and is analyzed with content analysis. The result reveals that the elders in O-lo community are happy with their family conditions. Their happiness consist of 4 elements including the followings. The first element is family meaning there are families or relatives to take care of. The elder always ask in order to follow up for their offspring's well-being and give moral support to them. The second element is regarding their health. The elders are in good health and able to take care of themselves. They can also help out their families with housework. This is also the result of their convenient accessibility to medical treatment. The third element is economic aspect. The elders have their occupations and incomes from various sources including their work, money from their children, and the welfare elder allowances. The last element is social aspect. The elders feel safety in their lives and properties. Moreover, they join social activities organized by the community in order to relieve themselves from stress, make merit in temples, and participate in any activities enhancing value of the elders.

Keywords: the elders, elements of happiness, globalization, rural areas

Track: Social Science Research

The Construction of Laotian-Thai Identity in A Community near Thailand-Myanmar Boundary

Jaggapan Cadchumsang¹

¹Khon Kaen University

Abstract

This article deals primarily with the ethnicity of the Laotian-Thais in a community located in a fast-growing border area in the northwestern part of Thailand. The data used in this article, collected through interviews and observation, were primarily drawn from fieldwork conducted in the Tha Sai Luat Subdistrict, Mae Sot District, Tak Province. Key informants selected for the interviews include Thai residents with Laotian background, whose ancestors were taken a long time ago as slaves from what today is Lao PDR to what is now the Mon State of Myanmar. According to the research, early Laotian settlers in this community moved east across the Thailand-Myanmar boundary around the mid-twentieth century. Part of the group remained in the Tha Sai Luat area, forming a community that transformed over time from a locale without a specific identity to one that become known as a home to people of Lao ethnic background. Others of the group continued on back to Laos, the home of their ancestors, only to return to the Mae Sot area after political changes in Laos in the 1970s. Using a constructivist approach to ethnicity, the research suggests that socio-economic context, cross-ethno-cultural interactions in the area, trans-border mobility, and—last but not least—border developments by both the state and private sectors have allowed for the formation of Laotian-Thai identity. Moreover, it has been found that Laotian-Thai identity was constructed not only on the basis of their own culture, but also in close linkage with culture of other ethnic groups, Thai and Burmese in particular.

Keywords: ethnicity, identity construction, Laotian-Thai identity, Thailand-Myanmar boundary

EU Cultural Diplomacy: Case of Horizon 2020

Tzuli Lin¹, Yi-De Liu²

¹Tunghai University, ²National Taiwan Normal University

Abstract

Background - It is the EU's biggest ever programme for research and innovation, it focuses not only the intra-discipline academic collaboration among EU member states, but also between member states and non EU countries. In contrast to the literature on the EU cultural diplomacy, studies on practical dimension are rare due to remaining on member state level. However, Horizon 2020 is one of few projects with cultural approach which initiative and led by the EU institution. Purpose – This paper aims to explore the practice of EU cultural diplomacy which enhancing EU global leadership on science through the funding of transnational academic cooperation, namely Horizon 2020. Design/methodology/approach – The study combines three methodological approaches: In approaching the research on this question, this paper seeks to triangulate the evidence. It takes a qualitative approach, because the EU involves high level negotiation between governments, qualitative interviews are crucial, thus this paper takes a qualitative approach. Findings – Horizon 2020 wins the proactive support from member states which has highly academic and normative value. This paper argues that the cultural approach is the key strategy of EU external relations during the European crisis period since 2009 debt crisis. The EU recognizes if it attempts to strengthens its global leadership, it has to be the power of culture rather than traditional diplomacy. Research limitations– It is hard to identity and evaluate the effect of cultural diplomacy, but transnational academic cooperation can overcome this difficulty. Originality/value – In the result, this paper will elaborate that Horizon 2020 has the strategic value for absorbing the edging technology from the whole over the world.

Keywords: EU, Cultural Diplomacy, Horizon 2020, Normative Power

The Investigation of Text Mining and Personality in Social Network

Wen Cheng¹

¹National Sun Yat-sen University

Abstract

According to the Internet, information exchange is in everyday life. This may help reduce the differences among cultures. In this circumstance, the youths are less traditional. The interactions with the whole world may shape their thinking and personality. If so, could the youths in Taiwan are more likely to have the traditional indigenous dimensions of personality, or they may be more likely to have the Western five-factor personality dimensions? This proposal is intended to investigate the issue. The study includes two-year projects. In the first year, the users of the most popular social networking site in Taiwan, Facebook, were recruited. Then Chinese Linguistic Inquiry and Word Count (CLIW) was applied to analyze posts from the users. In the meanwhile, the participants' personality traits were accessed via both Big Five Inventory and Chinese personality dimensions. Regressions, canonical correlations, cluster analyses, and discriminant function analyses were conducted to answer the question that whether Big Five or Chinese personality had more predictive abilities for FB users' usage of words. The results revealed that Chinese personality traits seemed to have stronger predictive power than did the Big Five personality traits. More details need to be discussed.

Keywords: Text Mining, Personality, Social Networking

FUTURE EVENTS

September 3 – 4, 2018

International Conference of Current Issues in Educations, Economics, Social Science and Humanities (ICIESH)

<http://www.cebums.researchsynergy.org/>

September 13 – 14, 2018

2nd Korea International Conference on Humanities, Social Science and Business Studies (KIBSS)

<http://www.kibss.researchsynergy.org/>

September 17 – 18, 2018

2nd Hong Kong International Conference on Entrepreneurship, Business Studies and Global Economy (HICEB)

<http://www.hiceb.researchsynergy.org/>

September 27 – 28, 2018

2nd Japan International Business and Management Research Conference (JIBM)

<http://www.jibm.researchsynergy.org/>

October 3 – 4, 2018

The 1st International Conference in Business Administration: Governance, Entrepreneurship and Managing Business (ICBA-GEM).

<http://www.icba.researchsynergy.org/>

October 10 – 11, 2018

2nd Singapore International Conference on Marketing, Management Science and Business Theory and Practice (SIMBUT)

<http://www.simbut.researchsynergy.org/>

October 15 – 16, 2018

2nd Hong Kong International Conference on International Business, Economic Studies and Humanities (HIBESH)

<http://www.2ndhibesh.researchsynergy.org/>

October 25 – 26, 2018

2nd Japan International Conference on Global Business Practice and Theory, Management Studies and Social Science (JIGMES)

<http://www.2ndjigmes.researchsynergy.org/>

November 15 – 16, 2018

2nd Korea International Conference on Business, Management and Social Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

November 19 – 20, 2018

2nd International Conference on Business, Economy, Management and Social Studies towards Sustainable Economy (BEMSS)

<http://www.2ndbemss.researchsynergy.org/>

November 29 – 30, 2018

2nd International Conference on Management Studies and Social Science (MASOS)

<http://www.2ndmasos.researchsynergy.org/>

December 3 – 4, 2018

2nd International Conference on Emerging Issues in Social Studies, Economy, Education and Management in Digital Era (EISDE)

<http://www.2ndeisde.researchsynergy.org/>

December 13 – 14, 2018

2nd International Conference on Global Economy in Business, Management, Social Science and Humanity Perspective (GEMSH)

<http://www.2ndgemsh.researchsynergy.org/>

December 20 – 21, 2018

2nd International Conference on Interdisciplinary Studies for Leveraging Innovation (ISLI)

<http://www.2ndisli.researchsynergy.org/>



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