

**Volume 01, Issue 03**

**2017 International Conference on  
Current Research in the field of Social  
Sciences, Strategic Management and  
Applied Sciences**

**Tokyo Japan  
November 23-24, 2017**



# **CRSMA – Tokyo Japan**

2017 International Conference on Current Research in the field  
of Social Sciences, Strategic Management and Applied  
Sciences

November 23-24, 2017

TKP Tokyo EKIMAE Conference Center

**Book of abstracts**

**Volume 01, Issue 03**

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## **Organizing Committee**

- 1. Mr. Metin Gurani**  
*Conference Coordinator*
  
- 2. Ishida Otaki**  
*Conference Coordinator*
  
- 3. Hideo Owan**  
*Conference Coordinator*

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## **Conference Chair Message**

**Dr Masayuki Otaki**

International Conference on “2017 International Conference on Current Research in the field of Social Sciences, Strategic Management and Applied Sciences” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

**Dr Masayuki Otaki**

Conference Chair

CRSMA- Secretariat, 2017

# Conference Schedule

**DAY 01 Thursday (November 23, 2017)**

**Venue: Room 1**

|                     |  |
|---------------------|--|
| 9:00 am – 9:30 am   | Welcome Reception & Registration                           |
| 9:30 am – 9:40 am   | Opening Ceremony   |
| 9:40 am – 9:50 am   | Welcome Remarks – <b>Dr Owan</b><br>Conference Coordinator |
| 9:50 am – 10:00 am  | Introduction of Participants                               |
| 10:00 am – 10:15 am | Group Photo Session  |
| 10:15am – 10:30 am  | Grand Networking Session and Tea Break                     |

**DAY 01 Thursday (November 23, 2017)**

**Session 1 (10:30 am – 12:30 pm)**

**Venue: Room 1**

**Session Chair: Mr. Leon Yap**

**Track A: Business, Economics, Social Sciences and Humanities**

|                     |   |  |
|---------------------|---|--|
| <b>TKS-4117-101</b> | Time Management Skills and Academic Success of the State University Lecturers in Sri Lanka  | Thuduwage Lasanthika<br>Sajeewanie               |
| <b>TKS-4117-102</b> | Does Consumer's Green Consumption Behavior Intention lead to Actual Green Behavior: A South Asian Country Perspective                           | Don Samarasinghe<br>Rohini Samarasinghe          |
| <b>TKS-4117-103</b> | Entrepreneurial Values as a Driving Force of Ethical Entrepreneurship and Business Sustainability   | Ganegodage Dona<br>Vineetha Rupika<br>Senadheera |
| <b>TKS-4117-104</b> | Single sourcing vs Multiple Sourcing: The Impact Focal Firm's Sourcing Strategy to Sourcing Performance in the Upper Stream of the Supply Chain | NilakshiWKGalahitiyawe                           |
| <b>TKS-4117-105</b> | The Behavioral Consequences of Brain Power Marketing: South Asian Perspective   | R J M N Malindu<br>Senadheera,                   |
| <b>TKS-4117-108</b> | Deconstructive Reading of Filep Karma Memoirs Seakan Kitorang Setengah Binatang: Rasialisme Indonesia di Tanah Papua                            | Nasabuddin Noho                                  |

**Lunch Break (12:30 – 01:30 pm)**

**DAY 01 Thursday (November 23, 2017)**

**Session II (01:30 pm – 03:30 pm)**

**Venue: Room 1**

**Session Chair: Don Samarasinghe Rohini Samarasinghe**

**Track A: Business, Economics, Social Sciences and Humanities**

|                   |  |                                 |
|-------------------|--|---------------------------------|
| <b>CR-NOV-101</b> | How the Temperament and Character Correlated to Using Patterns of Music in Daily Lives of College Students?                                  | Jeong Yang Park                 |
| <b>CR-NOV-105</b> | The Importance of Cultural Difference in Business  | Kqrimaya Gutierrez              |
| <b>CR-NOV-107</b> | The Effects of Foreign Ownership on The Real and Accrual-based Earnings Management? Evidence from China                                      | Sang Ho Kim                     |
| <b>CR-NOV-110</b> | Optimal Logistics and Inventory Policies in a Serial Supply Chain with Variable Number of Batches and Mixed Batch Shipment                   | Wen-Tsung Ho                    |
| <b>CR-NOV-112</b> | Impact Evaluation of Sugarcane Researches in Thailand  | Suwanna Praneetvatakul          |
| <b>CR-NOV-114</b> | The Impact of Cross-cultural Perspectives on Job Satisfaction with National Policy as a Mediator - Based on Vietnamese Workers as an Example | Luu, Van Hieu                   |
| <b>CR-NOV-117</b> | A Study on Apology Strategies of Company Apology Statements: Based on Chinese Companies  | Xu Chunhua & Prof. Han Eunkyong |

**Tea Break (03:30 – 03:45 pm)**

**DAY 01 Thursday (November 23, 2017)**

**Session III (03:45 pm – 05:00 pm)**

**Venue: Room 1**

**Session Chair: Mr. Leon Yap**

**Track A: Business, Economics, Social Sciences and Humanities**

|                         |  |                       |
|-------------------------|--|-----------------------|
| <b>ITSBM-117-ANI102</b> | Employing Organizational Capacity Components in Enhancing Corporate Performance                | Ifa Rizad Mustapa     |
| <b>ITSBM-117-ANI103</b> | Relationship of Factors Influencing Technology Adoption and Importance Given to Online Banking | Hama Abdelnabi Marafi |

**Track B: Engineering and Technology, Computer, Basics and Applied Sciences**

|                             |   |               |
|-----------------------------|---|---------------|
| <b>ITETCAS-117-CEAS103</b>  | DataCon: Lessons Learned Enabling Easier Data Sharing, Exploration, and Fusion building a DataCon Auto Generator Module | Hwa Jong Kim  |
| <b>ITETCAS-117-CEAS103C</b> | DataCon: Lessons Learned Enabling Easier Data Sharing, Exploration, and Fusion building a DataCon AutoGenerator Module  | Kyung Jin CHA |
| <b>ITETCAS-117-CEAS104</b>  | A Discussion on Edge-Pancyclicity of Locally Twisted Cubes  | Hon-Chan Chen |

**Closing Ceremony**

## List of Conference Attendees

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

| <b>Sr. No</b> | <b>Official ID</b>   | <b>Name</b>    | <b>Affiliation Details</b>              |
|---------------|----------------------|----------------|---|
| 1.            | <b>TKS-4117-106A</b> | Seung-Weon Yoo | Korea University Business School, Korea |

## DAY 02 Friday (November 24, 2017)

### 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 A: Business, Economics, Social Sciences and  
Humanities**

# **Time Management Skills and Academic Success of the State University Lecturers in Sri Lanka**

Thuduwage Lasanthika Sajeevanie \*

**Abstract:** In Sri Lankan context it is hardly possible to find an empirical study relating to time management practice and academic success. The findings of this study will help to properly determine the concept of academic success of the university lecturers and Time Management Practice. Globally many organizations, individuals practice time management to be effective. Hence it is very important to examine the nature of time management practice. Main objectives of this paper are to identify the nature of the time management practice and academic success of university lecturers. And specific objective is to develop instruments to measure time management practice and academic success of university lecturers. Sample of the study consist with 30 university lectures from two Sri Lankan state universities. Qualitative methodology was followed. Semi structured interviews were conducted by the researcher to gather the qualitative data. The data analysis of the study was involving thematic analysis. According to the results of the thematic analysis it was found four themes relating to the perception of time management. Based on these it can be summarized that according to university lecturers in state universities time management practices are “Planning, Punctuality, Work life balance, Effective use of time”. Similarly it was analyzed the responses of university lecturers of their perception on academic success of university lecturers. As a result of the final thematic map it was found four themes. Based on these themes their perception of academic success of university lecturers can be identified as high level of teaching including post graduate level with high successful rate, continually involvement of research and publication activities, have industry link to improve the practical aspects, get a good recognition from academic and other fields with high level of citations and obtaining awards from recognized bodies. Thus this study will fill the existing gap relating operationalization of time management practice and academic success of university lecturers. As the next phrase of this study it will be done questionnaire survey to identify the impact of time management practice and academic success of state university lecturers in Sri Lanka.

**Keywords:** Time Management Practice, Academic Success, University Lecturers

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# Does Consumer's Green Consumption Behavior Intention lead to Actual Green Behavior: A South Asian Country Perspective

Don Samarasinghe Rohini Samarasing\*

**Abstract** People's attitudes regarding green values, beliefs and norms of various aspects of the full cycle of environmentally friendly purchasing, using and disposing behavior have become an important consideration in human decision making. However, attitudes and behavioral intention do not always lead to actual behavior and there is a doubt about this phenomenon in different empirical domains. Hence, this study attempts to address this presumed gap by adapting the Sterns VBN Theory and Adjzens TPB. Therefore, the objective this study is to elucidate the impact of consumer's green attitudes and behavioral intention on actual green behavior of green packaged products in Sri Lanka from an Asian country perspective. This research has used interpretive mixed-method research approach in order to strategically achieve the aforesaid research objective. Initially, a survey was carried out using a sample consisting household consumers who reside in Colombo district using self-administered questionnaires and a total of 718 responses were collected. The survey strategy has been subjected to test self-reported attitude-behavior relationships and then the qualitative triangulation followed by in-depth interviews to justify its significance in capturing uncovered reality. Multivariate statistical analysis in Structural Equation Modeling(SEM) was used to analyze data and results show that Sri Lankan's attitudes of green packaged products purchase, usage and disposal intention is very high (75%), but intention towards actual green behavior is rather low (24%). It has been justified by the findings of the in-depth interviews, namely; difficulties in identifying green packaged products, less trust, high price, time & busy lifestyle, habit first goes to well-known brands, and less availability of green packaged products are the main constrains to select and buy green packaged products. Moreover, the qualitative insights also indicate that there were some perceived behavioral difficulties in adapting disposal behavior such as a lack of knowledge to identify technical information on packages about recycling; lack of space at home for composting; poor attend of waste separation; unaware of recycling centers in living area and poor government commitments. This research would be directly significant and beneficial to government policy designers and marketers in Sri Lanka and other Asian countries at large.

**Keywords:** Green Consumption, Green Attitudes, Green Behavioral Intention, Actual Green Behavior, Green Packag

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# Entrepreneurial Values as a Driving Force of Ethical Entrepreneurship and Business Sustainability

Ganegodage Dona Vineetha Rupika Senadheera \*

**Abstract** Today, many entrepreneurs still seek short term profit maximization than long term stability and sustainability. However, society grants legitimacy and power to businesses to establish ethical businesses organizations to promote social well-being and a sustainable society. Within this context, it is important to combine values and businesses together and initiate a complementary journey across the world for shaping and reshaping a social and ecologically sustainable society. Thus, the aim of this paper is to investigate this phenomenon and its present practices within the Asian business context with special focus on Sri Lanka. A quantitative approach is adopted with survey strategy to achieve this objective. 500 entrepreneurs were approached out of whom 333 responded. The findings reveal that values have a strong positive significant influence on deriving organizational ethicality. The stance of the entrepreneurs is that a diverse set of values demonstrate different cognitive skills and the organizational ethical behaviors. Among them, entrepreneurial career related values are the most prominent values in the value system of an entrepreneur. Rules and regulations are the most visible ethical behavior derived by the existing value system of the entrepreneurs. It is evident that the entrepreneurs perceive this as the best way treat others and bring benefits for the majority. Further, the study found that the presence of institutional factor, as a moderator of the aforesaid relationship has weakened. It is clear that entrepreneurs break existing rules and regulations in order to accomplish business interest and a competitive edge. The findings would help to decision makers at an organizational and policy levels to reestablish a mechanism to improve the ethical aspect of the business in order to maximize social well-being while doing the right things for the society and strengthening shareholder's protection.

**Keywords:** Entrepreneurship, Business Ethics, Social Wellbeing, Sustainability, Entrepreneurial Values, Quantitative Methods

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# **Single sourcing vs Multiple Sourcing: The Impact Focal Firms Sourcing Strategy to Sourcing Performance in the Upper Stream of the Supply Chain**

NilakshiWKGalahitiyawe \*

**Abstract** Firm's dependency on upper stream of the supply chain is relying on the sourcing strategy. Gaining performance from sourcing is truly a matter of life or death to majority of the companies as more than 65 percent of companies' revenue come from purchased materials and services (Jacoby, 2005). Nyamasege and Biraori (2015) suggested testing the impact of sourcing strategies on supply chain effectiveness. However, supply chain effectiveness has many other influential factors than sourcing strategies. Thus, this study attempts to study the impact of sourcing strategy on sourcing performance which is more reflective than supply chain effectiveness. Further, to the perspective of Social Exchange Theory (SET), the role of partnership quality on sourcing performance also examined. Substantially large apparel manufacturers who own equal competencies have selected as the sample of this study. A 54 number of buyer-supplier relationships were assessed and found that a significant relationship exists between sourcing strategies and sourcing performance. A higher level of partnership quality results a higher level impact from sourcing strategies to its performance. Finally, this study identified that multiple sourcing strategies lasting more than five years with supplier selection done using tender to enhance sourcing performance provided firms emphasize on high quality buyer-supplier partnerships than single sourcing per purchasing item.

**Keywords:** Single Sourcing, Multiple Sourcing, Sourcing Performance, Sourcing Strategies, Partnership Quality

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# **The Behavioral Consequences of Brain Power Marketing: South Asian Perspective**

R J M N Malindu Senadheera<sup>1\*</sup>, Dr. Ajith Medis<sup>2</sup>

**Abstract** The implication of brain power marketing is becoming crucial to the shaping and reshaping of social and humane systems in the world. Since, in present competitive environment acquisition and customer retention and product positioning are becoming key determinants of business sustainability. Besides, establishing a profitable lifetime relationship with customers has been vital for marketers to achieving competitive edge over their rivals. It is evident that with in the marketing scenario brain power is vital for marketers to position their products in customer's mind. In the marketer's perspective Brian power is vital for positioning right product, to the right market, in the right time to achieve organizational sustainability through marketing 4P's. Hence, this study seeks to explore brain power of marketer's behavioral consequences and business sustainability. The study will apply mixed methods in pragmatic paradigm to demonstrate the contextual reality of the study. The research will encompass a literature survey, conceptual model development, methodology designing, a pilot survey, a main survey, and semi structured in-depth interviews, to achieve the research objectives. A sample of 150 marketing managers who practiced marketing function of the business organizations will use for the data collection for the study and 25 senior managers will call for the in-depth interviews. The quantitative data will analyze through successive stages of analysis: data cleaning and screening, descriptive analysis, and multivariate analysis while the thematic analysis will use to analysis qualitative data of the study. This study finding will help present day marketers to identify and anticipate the consumer's neurons exploits with in their brain lobes and the electric patterns which influence as exogenous factor to purchase a certain product. This study will increase marketer's brain power and it may cause to organization's sustainability in competitive business environment.

**Keywords:** Nuromarketing, Marketing, Brainpower, Mixed Methodology, Customer, Sustainability

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# **Deconstructive Reading of Filep Karma Memoirs Seakan Kitorang Setengah Binatang: Rasialisme Indonesia di Tanah Papua**

Nasabuddin Noho\*

**Abstract** A memoir entitled *Seakan Kitorang Setengah Binatang: Rasialisme Indonesia di Tanah Papua* written by Filep Karma is truly fascinating to be studied in the area of Cultural Studies, especially by using textual approach. This study generates deconstructive reading as a way of unusual text reading. This study also conducts theoretical frameworks of deconstruction by Derrida and Bourdieu concepts about doxa, orthodoxy and heterodoxy. This study found that, the word *kitorang* which is also appear in the memoir title have polysemic meaning. In addition, as pronoun, it is also a language game and identity wrestling. Papuans doxa that orthodoxy has been tried to stabilized as must be black and curly hair that, then untilamtelly undermined by heterodoxy that, Papuans do not have to be black and curly hair. Binary logic issue is also does not escape from this study which it found that binary opposition appears in the text by Filep Karma does not reach at the stage of displacement, but it was stopped at the reversal phase. Another thing that is the most suprising part of findings related to the deitalicization, namely the presence of the word *kitorang* (without italic as visual distinction in character of typhography/linguistic) which is it may be resisting the logic of difference in Linguistics system. Then, the result of this study, it could be concluded that *kitorang* beside as an alter ego of Papuans and Filep Karma, it also difference.

**Keywords:** Derrida, Deconstruction, Differance, Papua, Filep Karma

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# Employing Organizational Capacity Components in Enhancing Corporate Performance

Ifa Rizad Mustapa<sup>1\*</sup>, Siti Seri Delima Abdul Malak<sup>2</sup>

**Abstract** Recent studies on industrial markets showed that organizational capacity, which is understood as developing the resources and capabilities of an organization that are valuable, rare, imperfectly imitable and non-substitutable that generates particular organizational tendencies to create competitive advantages and disadvantages, form part of the organizations environment that affect its performance. Recognizing its importance to the industry, this study examined the effect of organizational capacity on corporate performance in Malaysia. The study focuses on achieving two objectives. Firstly, to examine the perceptions of Malaysian listed companies directors on organizational capacity components. Secondly, to assess whether different elements of organizational capacity influence the performance of Malaysian listed companies. A questionnaire survey and the regression analysis have been applied in obtaining the data and answering the research questions respectively. The outcomes of this research show that organizational structure plays a significant role in influencing corporate performance. However, organizational learning was found not to explain performance of Malaysian companies. Hence, the findings assist the companies in their pursuit of better performance through utilising appropriate business resources.

**Keywords:** Resource-based View (RBV) Perspective, organizational Structure, Organizational Learning, Corporate Performance

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# **Relationship of Factors Influencing Technology Adoption and Importance Given to Online Banking**

Hama Abdelnabi Marafi\*

**Abstract** Kuwait's Banking sector is one of the world's most vibrant banking sectors. It has observed several structural changes in recent years. Information Technology has penetrated virtually in all spheres of life. Banking is no exception. The recent times observed a rapid upsurge of information technology in banking sector of Kuwait. Banks have increasingly started timeless and at all locations operations. Technological change has lot of implications for banking sector. Acceptance of e-banking by customers is a topical issue. Last few years observed various studies in this area. Banks are providing internet services but the main issues lies in adaptation. The findings of this research paper affirmed existence of positive correlation between perceived ease of use, perceived usefulness, reliability and tendency to innovate among customers and valence granted to banking. Similarly, valence granted to banks and future adaptation of online banking was also strongly positively correlated.

**Keywords:** E-Banking, Adoption, Kuwait

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# How the Temperament and Character Correlated to Using Patterns of Music in Daily Lives of College Students?

Jeong Yang Park \*

**Abstract** his study examined the relations of two kinds of personality traits, temperament and character, to using music in daily lives of Korean college students. The participants were 342 college students (165 males and 177 females) whose ages ranged from 18 to 32 ( $M=21.56$ ,  $SD=2.09$ ), the Big Five Locator test and the BAS/BIS Scale were used to measure temperament and character as the personality, and Music Preference Questionnaire was used to measure using patterns of music of their lives. Results revealed openness and emotional instability as the personal characters, was positively correlated with using of psychological effects of music, while reward responsiveness, drive, fun-seeking (BAS), and behavioral inhibition (BIS), as the temperament, were also positively correlated with. Openness and conscientiousness were positively correlated with doing musical activities, while BAS and BIS were also positively correlated with. And, openness and agreeableness were positively correlated with preference of sing a song, while many temperament factors, such as extraversion, and all BAS/BIS were positively correlated with preference of sing a song. This study verifies two kinds of personality traits related to using patterns of music in daily lives, and suggests that openness and temperament, in terms of dispositional and motivational personality factors, are more closely related to using music in daily lives of college students.

**Keywords:** Music, Personality, Temperament, Character, Music Psycholog

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# The Importance of Cultural Difference in Business

Kqrimaya Gutierrez<sup>1\*</sup>, Yahaira Ingrit<sup>2</sup>

**Abstract** The objective of this essay is to analyze the influence of differences of culture in the international business and see the cultural theme as a business strategy. The essay is based in own anecdotes during travel opportunities like observational behaviors in China, Peru and other countries that explores cultural aspects that affect in the results of negotiations. To do this, It identifies the main common factors that make up the culture theme. International business deals not only cross borders, they also cross cultures. Culture influences how people think, how communicate, and how people behave in particular situations. The culture theme can affect the kinds of transactions that companies have, and the way that they negotiate with.

**Keywords:** China, Culture, Business, Factors, Negotiation, Peru

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# The Effects of Foreign Ownership on The Real and Accrual-based Earnings Management? Evidence from China

Sang Ho Kim<sup>1\*</sup>, Yohan An<sup>2</sup>, Prabhu Udawatte<sup>3</sup>

**Abstract** This study examines the effects of foreign ownership on Chinese firm's earnings management practices. Although foreigners could invest mainland Chinese firm's equity from the early 1990s, the foreign ownership is still very limited in Chinese firms largely due to illiquidity and inconvenience of trading venues. A number of recent studies indicate the market inefficiency and information asymmetry problems for foreign investors in Chinese stock markets. Under this circumstance, the insider of firm (i.e. managers and domestic shareholders) may have a strong incentive to manage earnings at the expense of outsider's interests (i.e. foreign shareholder's interests). We find that H-share firms who cross-listed on both mainland China and Hong Kong Stock Exchanges are more likely to manage earnings through the discretionary accruals as well as the changes in firm's operations. On the contrary, B-share firms are less likely to manage earnings using discretionary accruals. We also find that state control and large shareholding of foreigners can restrict B-share firm's earnings management through discretionary accruals. However, those factors do not affect H-share firms.

**Keywords:** China, Foreign Investors, Real Earnings Management, Accrual-Based Earnings Management, Cross-Listing

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# Optimal Logistics and Inventory Policies in a Serial Supply Chain with Variable Number of Batches and Mixed Batch Shipment

Wen-Tsung Ho<sup>1\*</sup>, Ku-Kuang Chang<sup>2</sup>

**Abstract** This study addresses a serial multi-stage supply chain with variable number of batches and mixed geometric and equal batch shipment. The objective is to determine the optimal order quantity, the number of batches of each stage and the structure of the mixed geometric and equal batch shipment, all of which minimizes the integrated total cost per unit time. The two-stage model is constructed first, and then the two-stage model is integrated into the multi-stage model. The minimum total cost model is transformed into a maximum order quantity model to optimize the structure of the mixed geometric and equal batch shipment. Moreover, three new concepts are introduced; namely, pseudo-reverse, domination and critical order quantity. The order quantity division (OQD) method is then developed to derive the optimal solutions to the subject problem. Two theorems are verified to ensure the solutions obtained by the OQD method reaching the global optimum. An example is presented to illustrate the procedures involved in the OQD method.

**Keywords:** Inventory, Supply Chain, Pseudo-Reverse, Domination, Mixed Batch Shipment

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# Impact Evaluation of Sugarcane Researches in Thailand

Suwanna Praneetvataku<sup>1\*</sup>, KampanatVijitsrikamol<sup>2</sup>

**Abstract** Impact evaluation plays an important role for research management. This research principally aims to evaluate the impacts of sugarcane and sugar researches in Thailand. The data of 311 projects are obtained from the National Research Management System: NRMS during 2008-2016. Primary data from various stakeholders are assembled to analyze sugarcane research status, inputs, outputs, outcomes and impacts. Some case studies of the research projects are evaluated by using NPV, BCR and IRR. Sugarcane and sugar researches have been implemented for almost 50 years ago. Most researches in the past emphasized on upstream researches (82%) e.g. sugarcane breeding, machinery and pest managements. There is a gradually increasing trend on midstream and downstream researches. The research outputs are shown in terms of: academic journal papers on sugarcane both international and national levels; 92 patents during 1982-2016; and 46 registered sugarcane varieties during 1999-2015. When considering the sampling sugarcane research projects, the main outcomes were the yield enhancement, increased incomes, cost reduction, conservation of resources and environment, improved quality products, and better living standard of farmers, respectively. Overall, the positive impacts from sugarcane researches were targeted on the economic aspect (68%), followed by the environmental (27%) and the social impacts (5%), respectively. In addition, the project investment of the case study was highly worth. Hence, investment in sugarcane research, it was worthwhile to the Thai economy. The future direction of sugarcane researches should continue throughout its value chain. Especially, a strong support on the upstream sugarcane research is still required. Moreover, upscaling the research outputs from laboratory to commercial scales by integration of all stakeholders: government, researchers, farmers, and entrepreneurs is crucial in order to gain the highest benefits from sugarcane researches to the Thai society.

**Keywords:** Impact Evaluation, Sugarcane, Researches, Thailand

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# **The Impact of Cross-cultural Perspectives on Job Satisfaction with National Policy as a Mediator - Based on Vietnamese Workers as an Example**

Luu, Van Hieu<sup>1\*</sup>, Shih-Shue Sher<sup>2</sup>, Hsin-Cheng Tsen<sup>3</sup>, Quang Hung Do<sup>4</sup>

**Abstract** Due to the change in labor force participation, requirement in the workplace in line with health and well-being priorities, most Taiwanese do not want to invest in and work for 3K industry which is a Japanese term for hard working, dirty and dangerous jobs. In order to fulfil the labor shortage and reduce the labor cost, the Taiwanese government allows foreign workers to be hired in several industries. Foreign workers have to face many problems including long working time, low pay, short rest time, salary not accordance with the working time, abuse, forced labor, and other issues. It is not difficult to recruit foreign workers, but difficult to manage them, The foreign workers from different countries and cultures have created a multi-faceted workforce and multi-national phenomenon in the Taiwanese company. Therefore, there is an urgent need for more systematic research on how to effectively manage foreign workers and how to deal with cross cultural issues. Based on the cross-cultural theory and the national policy as an intermediary variable, this paper explores the job satisfaction of Vietnamese workers in Taiwan. In this paper, the Hofstede national cultural value model is used to study the impact of national cultural values to Vietnamese laborers in Taiwan. The questionnaire survey is adopted to collect data. The data analysis method mainly adopts the linear regression model and the statistical software is used to analyze data and validate the research hypothesis. Based on the results of the study, it was found that the Labor Standards Act has an impact on satisfaction; cross-cultural values have an impact on satisfaction; and national policies have an intermediary effect on cross-cultural satisfaction.

**Keywords:** Foreign Labor, Cross-Cultural Aspect, National Policy, Job Satisfaction

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# A Study on Apology Strategies of Company Apology Statements: Based on Chinese Companies

Xu Chunhua<sup>1\*</sup>, Han Eunkyong<sup>2</sup>

**Abstract** In 1992, Chinese government proposed the socialist market economy, so the economic system transformed from a planned economy to a competitive one. In a competitive market where demand determines supply, product selection is essential to companies. In the past, consumers' demands for a company are mostly related to product quality. But with the improvement of consumer awareness, product selection behavior depends not only on quality, but also on corporate social responsibility, legal responsibility, charitable responsibility, environmental responsibility and so on. After realizing that a company did not fulfill these responsibilities, consumers might make a negative evaluation on a company, or even boycott or take other responsive actions to harm the sales of the company. Negative evaluation sometimes even affects the national image of the country to which the company belongs to to a certain extent. In the case of the 2008 Chinese milk scandal, it detrimentally damaged the trust in Chinese products. Not only the reputation of Chinese products was affected, consumers were also disappointed at the company's crisis communication strategies following the scandal. Crisis is everywhere. It has dual meanings of danger and opportunity in Chinese. Fink(1986) argues that crisis sometimes can be transformed into an opportunity, and Benoit(1995) states that the most effective strategy in crisis is to apologize. Therefore, the purpose of this research is to understand what apology strategies Chinese companies are most commonly using in crisis. In this paper, apology statements issued by Chinese companies from September 2007 to September 2017 were collected via search engine Baidu, and 71 statements were analyzed in the end. Four apology strategies including denial, bolstering, differentiation and transcendence proposed in Apologia Theory by Ware and Linkugel(1973) were used in analysis. Denial is to deny facts and feelings when such negations do not distort reality nor are in conflict with the beliefs that people are holding. Bolstering is also reformative but it's to strengthen the known facts and feelings with the mention of the good features that the accused is having. Differentiation is to transform or to change what audiences are already holding. It's to cut off a portion of the known facts from the whole and transfer the accusation to this portion, and in the end to achieve the goal of transformation. Analysis result showed that the order of most frequently used apology strategies by Chinese companies was bolstering, differentiation, transcendence and denial. Most frequently used apology strategies by Chinese companies were bolstering, differentiation and transcendence, among which bolstering and transcendence were consistent with Kim's study (2006, 2006a) on Korean companies, but Kim's study showed that Korean companies seldom used differentiation. In comparison, Chinese companies favored differentiation. Differentiation indicates that a company per se does not do anything wrong, who does something wrong is the individual. Therefore, differentiation can be seen as evading responsibilities. The reason why Chinese companies used this strategy often can be rooted in the Cultural Revolution in China. During the Cultural Revolution, apology indicated that someone had made some mistakes, making mistakes meant to be criticized in front of people. Once had made a mistake, that person and the whole family would be punished.

**Keywords:** Crisis, Apology Strategies, Denial, Bolstering, Differentiation, Transcendence

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**Track B: Engineering and Technology,  
Computer, Basics and Applied Sciences**

# DataCon: Lessons Learned Enabling Easier Data Sharing, Exploration, and Fusion Building a DataCon AutoGenerator Module

Hwa Jong Kim<sup>1\*</sup>, Kyung Jin CHA<sup>2</sup>

**Abstract** Data is transforming the world. Individuals, organizations, companies and governments are rushing to build technologies that generate, manage and analyze ever-increasing amounts of data. However, sharing, exploring, and fusing datasets remain difficult and painful processes. We previously proposed DataCon system that supports easier data sharing, exploration, and fusion of many types of datasets and announced a three-year, one million USD project funded by the Korean government to develop a DataCon-based data sharing platform. We now describe the lessons learned during our first phase of development: a proof of concept Datacon AutoGenerator Module, which takes in arbitrary datasets and automatically generates corresponding DataCon objects. Specifically, the paper describes several potential use cases for a DataCon-based data sharing platform, explores how several popular data repositories organize their datasets, sketches a preliminary data taxonomy to organize the DataCon repository, maps out a tentative technological development roadmap, recounts lessons learned implementing the initial proof of concept, and lists several potential avenues for future work. We will use this paper as a blueprint for future development and hope it also informs the work of others who want to make working with data easier, accelerating our collective ability to transform the world with data.

**Keywords:** Automatic Metadata Generation, Data fusion, Metadata, Tagging, Summarization, DataCon

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# A Discussion on Edge-Pancyclicity of Locally Twisted Cubes

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**Abstract** In a network, processors are connected based on various types of network topologies, and a network topology is usually represented by a graph. Let  $G = (V(G), E(G))$  be a graph, and let  $u, v$  be any two distinct vertices of  $G$ . We say that  $G$  is  $r$ -edge-pancyclic if its any edge lies on a cycle of every length  $m$  with  $r \leq m \leq |V(G)|$ , where  $|V(G)|$  is the number of vertices in  $G$ . In this paper, we will discuss the edge-pancyclicity problem with respect to the locally twisted cube, which is a variant of hypercubes. It has been shown that the locally twisted cube  $LTQ_n$  is 4-edge-pancyclic and it has a cycle of every length  $m$  with  $6 \leq m \leq |LTQ_n| - k$  containing a given fault-free edge  $e$  if there exist  $k$  faulty vertices, where  $k \leq n - 3$ . We will show in this paper that for some specific fault-free edges  $e$ , there exist more cycles containing  $e$  with length 4 and length 5.

**Keywords:** Cycle Length, Cycle Embedding, Pancyclicity, Fault-tolerance, Locally Twisted Cubes

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