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2017 International Conference on Social, Management, Business and Innovation in Applied Sciences

September 8-9, 2017

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Book of abstracts

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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 Social, Management, Business and Innovation in 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
SMBIA- Secretariat, 2017
## Conference Schedule

**DAY 01 Friday (September 08, 2017)**

**Venue: Room 1**

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<th>Time</th>
<th>Event</th>
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<tr>
<td>9:00 am – 9:30 am</td>
<td>Welcome Reception &amp; Registration</td>
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<tr>
<td>9:30 am – 9:40 am</td>
<td>Opening Ceremony</td>
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| 9:40 am – 9:50 am | Welcome Remarks – Dr Owan  
Conference Coordinator |
| 9:50 am – 10:00 am | Introduction of Participants                                          |
| 10:00 am – 10:15 am | Group Photo Session                                                  |
| 10:15 am – 10:30 am | Grand Networking Session and Tea Break                                |
DAY 01 Friday (September 08, 2017)

Session I (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

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<th>Unity in Diversity: The Case of FCC</th>
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<td>Why do People Participate in Bike-Sharing Service? A Case Study of the Taiwan’s YouBike/oBike</td>
<td>Han-Ping Tsen</td>
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<td>ITSBM-097 ANI102</td>
<td>The Empirical Research of China’s Direct Investment on Russia and Import-Export Trade of Two Countries Based on VAR Model</td>
<td>QIN Houwen</td>
</tr>
<tr>
<td>ITSBM-097-ANI106</td>
<td>Experiential Learning is an effective training model to improve self-esteem</td>
<td>Pei Wen Liao</td>
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Lunch Break (12:00 – 01:00 pm)

Closing Ceremony
DAY 02 Saturday (September 9, 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
Unity in Diversity: The Case of FCC

Cusrow J. Dubash¹, Umair Jamal²*

Abstract It’s very rare that higher educational institutions in the Third World or regions plagued with ethnic, social, cultural and religious violence and disharmony, work on the motto ‘By love serve one another’ by bringing together communities of diverse ethnic and religious backgrounds while dispersing effective and quality education. The case study in this paper deals with Forman Christian College (A Chartered University), in Lahore, Pakistan, which is one of the few remaining missionary institutes in the country that has not only survived the decades of ideological polarization but has also become a symbol of religious and cultural diversity. FC College is a ‘melting pot’ of diverse cultural, communal and ideological identifies, for students from central and off far regions of the country join the institution every year. With majority of the country’s colleges and universities working on different, class, cultural, ethnic and religious maxims, FC College has symbolized national unity by dissolving distinct ethnic and ideological identities and tensions into a single civic mass. The paper aims to shed light on the question of “how FC college’s status of being a missionary college, brought unique challenge for the institution during the period between 1973 to 2002 and how the institute was able to regain its enduring legacy of national unity?” Moreover, the study aims to give a broad general view of how FC College has sought to achieve all this by using examples of two or more racial or ethnic student groups which are known for their bitter campus disputes.

Keywords: Diversity, Communities, Disharmony

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Globalization and Higher Education in Pakistan

Ammar Husnain Khan*

Abstract Higher education in Pakistan is in process of restructuring as an influence of neoliberal process which is at the present time in practice. The changes are also shaping notions regarding the role of universities and policy structure fundamental in the higher education. The paper will review policy reforms which lay emphasis on self-financing and privatization by increasing fee structures in universities along with the issues of quality and quantity in university education. This method of high fee structures has serious social and political concerns and harms the idea of higher education as a public good. The educational policies linking to Pakistani higher education system will be outlined that are in result of the changes in the knowledge economy and the globalization of higher education. The rationale of this paper is to analyze and evaluate the modifications that have occurred in the higher education system in Pakistan. For competing in the globalized knowledge economy, the existing fiscal, curricular and institutional reforms are intended at modifying the functions and structure of universities in the national economy. These policies will be analyzed to emphasize for a stance on public financing that is clear in the reformation of higher education in Pakistan.

Keywords: Globalization, Internationalization, Higher Education, Education Policy, Privatization, Knowledge Economy

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Why do People Participate in Bike-Sharing Service? A Case Study of the Taiwan’s YouBike/oBike

Chiang-Yu, Cheng¹, Han-Ping Tsen²*

Abstract Although bike-sharing continues to grow and has witnessed the success of reducing air pollution, alleviating traffic congestion, promoting riders’ health, and even saving idle resources, there is a dearth of understanding why people get involved in bike-sharing. Clarifying why people are willing to ride shared bikes is important because: (1) There are more and more bike-sharing companies that attempt to seize the market of shared bikes (2) Riders to some extent are unable to identify the pros and cons of similar service providers because there are so many homogenous bike-sharing companies that challenge their information processing capability. This study aims to propose a theoretical framework that explains why people participate in bike-sharing. Modified Motivation Theory (MMT) serves as the foundation to explore in what situations riders can be motivated to sign out a shared bike. We argue that unlike distinguishable things or matters, such as computer usage for work (extrinsic oriented) or computer usage for fun (intrinsic oriented), bike-sharing participation is a multiplexing phenomenon that extrinsic and intrinsic motivations should coexist but sometimes they compete with each other to strive for behavior domination (i.e., bike-sharing participation). Our expected findings contribute to the relevant literature by discovering theoretical phenomena and offering managerial implications that help both researchers and practitioners to understand why people would like to participate in bike-sharing. For example, if shared bike riders are extrinsically motivated by solving last mile problem, practitioners should figure out the way to increase the density of shared bikes so that the riders are able to access the bikes anywhere.

Keywords: bike-sharing, extrinsic motivation, intrinsic motivation, Modified Motivation Theory.

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The Empirical Research of China’s Direct Investment on Russia and Import-Export Trade of Two Countries Based on VAR Model

QIN Houwen¹*, LI Yunzhen²

Abstract Nowadays, as the global economic integration process continues to accelerate, multinational investment has become an important part of national economic activity. This article is mainly related to china's direct investment to Russia from theory and empirical evidence. This article analyzes the current situation of China's direct investment to Russia, and has straighten out problems of it. On this basis, this article has also conducted empirical research on the problems of direct investment of China to Russia in the context of the Belt and Road Initiatives. By choosing china's direct investment in Russia, Russia’s GDP, Russia’s imports from China and exports to China, this research establishes the VAR model and also applies Impulse Response Function and differential analysis to the result. This research analysis the effect of the China’s direct investment in Russia on the GDP of Russia and imports and exports between China and Russia. Finally, this article, based on the results of theory and empirical analysis, offers recommendations, including improving the legal law of the business and regulating administrative enforcement practices, actively exploring new Sino-Russia cooperation patterns, improve investment levels, and prevent investment co-operation risks.

Keywords: China-Russia trade, Foreign Direct Investment, VAR model

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Experiential Learning is an effective training model to improve self-esteem

Pei Wen Liao*

Abstract This study aims to assess experiential learning as a method to improve employees’ self-esteem. Experiential learning for training was assessed between March and June 2017. A questionnaire measured the self-esteem of 1312 employees before (T1) and after training (T2) in 37 organizations. The Kirkpatrick four-level framework was used for summative evaluation of the effectiveness of experiential learning. The study found a significant positive effect in trainees' self-esteem with a 4.98-point improvement in reaction, learning, behavior and organizational results.

Keywords: Experiential learning, Self-esteem, Training evaluation

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Upcoming Events

http://tarij.com/keas-may-2018/
Venue

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Japan
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