

**Volume 02, Issue 23**

**2nd International Conference on  
Interdisciplinary issues in Economics,  
Business and Social Sciences  
IEBS-July-2019  
Tokyo Japan  
July 20-21, 2019**



# **IEBS-Tokyo Japan**

2nd International Conference on Interdisciplinary issues in

Economics, Business and Social Sciences

IEBS-July-2019

**July 20-21, 2019**

Hotel Mystays Ochanomizu Conference Center

**Book of abstracts**

**Volume 02, Issue 23**

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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 “2nd International Conference on Interdisciplinary issues in Economics, Business and Social Science” 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 honorable 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  
IEBS-2019 Secretariat

# Conference Schedule

## Venue: Room 1

<b>09:00 am – 09:10 am</b>	<b>Welcome Reception &amp; Registration</b>
<b>09:10 am – 09:20 am</b>	Opening Ceremony
<b>09:20 am – 09:30 am</b>	Welcome Remarks –Conference Coordinator TARIJ
<b>09:30 am – 09:40 am</b>	Introduction of Participants
<b>09:40 am – 9:50 am</b>	Group Photo Session
<b>09:50am – 10:00 am</b>	Grand Networking Session and Tea Break



**DAY 01 Saturday (July 20, 2019)**

**Session 1 (10:00 am – 12:00 pm)**

**Venue: Room 1**

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

<b>IEBS-JULY2019-104</b>	A Study of the Bully Victimization and Coping Process of Junior High School Students with Disabilities – From a Counseling Teacher’s View	Chun-Wei Huang
<b>IEBS-JULY2019-105</b>	Economic Voting in Turkey	Ali KursatSak
<b>IEBS-JULY2019-107</b>	Companion Influence on Unplanned Consumer Buying”	Kana Matsuura
<b>IEBS-JULY2019-118</b>	The political economy of idol-raising show production on Chinese online platforms	Shu-Fei Chang
<b>IEBS-JULY2019-122</b>	Investigating Teachers’ Adoption of MOOCs: The Perspective of UTAUT2	Hsin-Hui Lin
<b>IEBS-JULY2019-123</b>	Firm-level aggregate corruption and competition: the role of telecommunications infrastructure	Gyan Pradhan
<b>IEBS-JULY2019-125</b>	The Popularization and Impact of Japanese Movies in Hong Kong	Wai Ming Ng
<b>IEBS-JULY2019-128</b>	Impact of pricing quantity discount on a coordination system for seasonal demand problems in the supply chain	Mr. Xuexiang Duan
<b>IEBS-JULY2019-129</b>	The 2020 Presidential Campaign & Indian Country: An Update	Ted Gover, Ph.D.
<b>IEBS-JULY2019-129A</b>	The 2020 Campaign, U.S. Foreign Policy & Indian Country: An Update	Dr. Deron Marquez,

**Lunch Break 12-00 pm to 01-00 pm**

**DAY 01 Saturday (July 20, 2019)**

**Session 2 (01:00 pm – 03:00 pm)**

**Venue: Room 1**

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

<b>IEBS-JULY2019-130</b>	The S-O-R Model of The Relationship Between Omni-Channel Retailing And Impulse Buying – An Exploration Study of Taiwan Watsons	Chun-An Hsieh
<b>IEBS-JULY2019-135</b>	Facebook Friend Requests of Students: Reflections of Four UP Diliman Speech Communication Professors	Allen Bernabe Baylosis
<b>IEBS-JULY2019-138</b>	Tourism demand forecasting by support vector regression and particle swarm optimization: The case of Taiwan	Mei-Li Shen
<b>IEBS-JULY2019-110</b>	The Impact of Management and Auditor Gender on Earnings Management: Evidence from China	u-Shan Chang

**Track C: Medical Medicine and Health Study**

<b>TKM-379-103</b>	FSH Receptor Binding Inhibitor Suppressed K-Ras and c-Myc Genes of Ovarian Cancer and Signal Pathway	Wei Suocheng
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**Track B: Engineering, Technology & Applied Sciences**

<b>ASET-JULY19-102</b>	Effect of welding parameters on friction stir welding properties of Al 3003 alloy	Dae-Min Kang
<b>ASET-JULY19-102C</b>	Effect of welding parameters on friction stir welding properties of Al 3003 alloy	Na-Yeong Kang
<b>ASET-JULY19-103</b>	Google Map Based Green Vehicle Routing Problem Concerning Real-Time Traffic Information	Gia-Shie Liu

**Closing Ceremony**

## List of Conference Attendees

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

<b>Sr. No</b>	<b>Official ID</b>	<b>Name</b>	<b>Affiliation Details</b>
<b>01</b>	<b>TKM-379-102A</b>	Emanuel Kristianto, MD	Board certified in American Board of Family Medicine Currently in working in Kaiser Permanente Medical Center Southern California Medical Group
<b>02</b>	<b>TKM-379-103A</b>	Professors Gong Zhuandi	Hospital, Northwest Minzu University, Lanzhou, 730030, China

## DAY 02 Sunday (July 21, 2019)

### **City History and Discussion Session**

The purpose of the second day conference will be for the participants to learn more about the local history and culture, or get to know the other participants better. Therefore,

**Option 1:** City History and Culture Tour: All the participants are free to organize your own group tours together and get to know each other better.

**Option 2:** Discussion Session: All the participants are free to make group discussions on behalf of your same research interest and get a chance to cooperate in the future Research

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

# **A Study of the Bully Victimization and Coping Process of Junior High School Students with Disabilities – From a Counseling Teacher’s View**

Chun-Wei Huang\*

**Abstract** The students with disabilities do have a higher proportion of being bullied than other peers. This qualitative research conducts in-depth interviews with a junior high school counseling teacher who has a lot of experience in dealing with bullying events. Research also supplemented with documentation, observations, and profiles of students, the so-called diverse information analyses so as to understand the bullied experiences, current statuses and coping process from these bullying events. Findings of this research are as follow: Behavioral aspects of the bullied: It is a widespread situation for students being bullied and they include bodily harms, artifact damages, verbal abuse, irritations or financial scheming, and relational bully like isolation by their peers. Perceptual aspects from the bullied: They feel being irritated and saddened by the bully incidents. Also, include the feeling of self-denial impacting the development of self-concept. At the same time, the bullied also harbors the future horrors of being bullied again. Countermeasure strategy and the performance made against the bullying: They have the experiences of seeking help from adults include teachers, parent or sibling Their assistance include “coming to school to understand the situation”, “non-recognition or no handling” even “scolding or teaching the bullied”. These students also deal with the bullied events by himself. Perceptual aspects from the students after conducting various countermeasure strategies: No matter whether seeking other's assistance or self-deception to the bully event, it cannot unshackle one from the predicament of being bullied, even worse, it leads to peer reprisals. These situations tend to further the helplessness from the bullied. This research proposes a new concept “spectrum of bully types” to handle the bully events as well as relevant countermeasure strategies. Lastly, the researcher will make some recommendations based on research findings for future relevant studies.

**Keywords:** Bully, Students With Disabilities, Counseling Teacher

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# Economic Voting in Turkey

Ali KursatSak\*

**Abstract** This study examines that the factors that shape party preferences in Turkey for the period 2012-2015. The dependent variable is party preferences of the respondents. Our model includes several socio-demographic and socio-economic, identity, region, party preferences in the previous election and economic voting variables as independent variables. Micro data from 21 identical electoral tendency surveys which conducted between 2012 and 2014 are used in empirical analysis. Multinomial logit estimates of voting intention function reveal that the economic perceptions and expectations of Turkish voters influence their likelihood of voting for AKP. The last vote choice, sect, religiosity, lifestyle are most important factors on party preferences. Region, education level, age and gender have relatively less importance. Working status, income level and settlement have little effect on voting decision and are found to be insignificant in most cases.

**Keywords:** Economic, Turkey, Variable

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## Companion Influence on Unplanned Consumer Buying”

Akahiho Chiba<sup>1</sup>, Rie Eguchi<sup>2</sup>, Kaito Terao<sup>3</sup>, Kento Tanabe<sup>4</sup>, Hiroki Hukuda<sup>5</sup>  
Kana Matsuura<sup>6\*</sup>

**Abstract** Consumers often purchase products they do not intend to buy. This phenomenon is called “non-planned [or unplanned] purchasing” (POPPI/Dupont, 1978) and is related to various factors; for example, pressure, a feeling of obsession or excitement, and stimulation affect unplanned purchases in the context of consumer psychology (Rook, 1987). There are other elements such as the music in the store, fragrance, lighting, layout, display, color, other shoppers, and salesclerks (Parsad, Prashar, and Sahay, 2017), whereby the standard of product participation may change the customer’s influence in terms of receiving these factors (Ostrom and Brock, 1968). A companion’s presence while shopping also impacts purchasing actions. Mangleburg, Doney, and Bristol (2004) examined the influence of the mutual relationship between teenagers and their friends on the quantity of purchases made. Based on their work, they used data to measure the expectations of the friend, who serves as a reference; they found that purchasing quantity increased. Kuwashima (2015) illustrated the bandwagon effect works with low-emphasis goods between consumers who directly acquainted and have a large number of common acquaintances. In this way, new product knowledge regarding the existence of others – particularly companions – can become an important factor in making purchases; companions are conditional on unplanned buying. Furthermore, based on the knowledge of the existing study, a companion distinguishes a condition to promote consumers’ unplanned purchases (cf. Punj and Staelin, 1983). We closely examine the empirical validity of the models, which led to the development of the hypotheses. Finally, based on the analysis, we demonstrate scientific and practical connotations, and mention problems as well as future research themes.

**Keywords:** Companion, Unplanned, Consumer

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# The Impact of Management and Auditor Gender on Earnings Management: Evidence from China

U-Shan Chang<sup>1\*</sup>, Fan-Hua Kung<sup>2</sup>

**Abstract** We examine the joint impact of top management gender and auditor gender on earnings management practices, including both accrual-based management(ABM) and real activities manipulation(RAM). Employing a Chinese setting characterized by a male-dominant culture and emerging economy, we find that firms led by female-dominant management have higher discretionary accruals but conduct less RAM when the firms are audited by male auditors, compared to firms led by male-dominant management. The differences in ABM and RAM practices disappear when the firms are audited by female auditors no matter whether the firms are led by female-dominant or male-dominant management. Our results indicate that firms may have different preference of earnings management methods, depending on the female representation in top management. But the difference is constrained by female auditors. We further find that the association is primarily observed in firms audited by non-industry-expert auditors. The gender impact disappears if firm hire industry-expert auditors. These findings have implications for academics, practitioners, analysts, and regulators.

**Keywords:** Earnings Management, Real Activities Manipulation; Accrual-Based Management; Gender; Industry-Expert Auditor; Auditor's Industry Specialty.

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# The political economy of idol-raising show production on Chinese online platforms

Shu-Fei Chang\*

**Abstract** In 2016, idol-raising shows became mainstream; they adopted Japanese and Korean TV formats as references, but were remade in the Chinese style. These new types of talent show have not only caught a considerable level of attention from young people but also created a fad in the TV production field. The production of idol-raising shows consists of high capital investment, luxury scenes, using big data for program planning, interaction with audiences, and of a one-stop process from program planning to market the shows. The principal purpose of this research is to understand the content planning, power relations, and limitations in the production of idol shows by Chinese online platforms or production companies. The initial findings show that, firstly, a group of professionals who used to work for the Chinese TV stations control the operations of online platforms in China. They dominate the allocation of resources and have the power to affect content production. That is to say, the content management of online platforms remains subject to the main motif of the Chinese government. Secondly, from a political economy perspective, the production of the Chinese idol-raising shows has applied new technology and new media in a substantial manner to understand and accumulate fans. However, these are just refinements in the production formats. The core ideology remains the same, which leverages the idol shows to consolidate the main motif of Chinese government authorities. For instance, the production idea of "The Rap of China" is based on Western sub-culture, but the focus of this idol show is neither on the dancing skills nor on Western culture. The guiding story is to deliver a positive perspective by stressing the content of the process of how the dancers made a big effort to improve their skills. Lastly, the evaluation of program performance on online platforms is not only based on click-through rates, flow rates, or approval from their advertisers, but also on the validation by higher authorities, which, for the managers of online platforms, is the priority. For this study, 12 professionals and managers from the online platforms and production companies were interviewed between November 2018 and January 2019 in Taipei, Beijing, and Hunan.'

**Keywords:** Fan, Idol-Raising Show, Online Platform, Political Economy

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# Investigating Teachers' Adoption of MOOCs: The Perspective of UTAUT2

Hsin-Hui Lin<sup>1</sup>, Yi-Shun Wang<sup>2</sup>, Timmy H. Tseng<sup>3</sup>, Hui-Xuan Liu<sup>4</sup>

**Abstract** The number of the massive open online courses (MOOCs) around the globe is on the rise. Despite the popularity of MOOCs, MOOCs have received less support from faculty members across the globe compared to other less-traditional and digital education models. MOOCs also produce challenges for teachers to use. As such, understanding how to facilitate teachers' adoption of MOOCs for teaching is very importance in promoting MOOCs. The aim of this research is to investigate the drivers of teachers' acceptance and use of MOOCs from the perspective of the extended unified theory of acceptance and use of technology (UTAUT2). The research model and hypotheses are shown below. The results of this study will provide several important theoretical and practical implications for MOOCs usage. H1: Performance expectancy positively influences teachers' behavioral intention to adopt MOOCs. H2: Effort expectancy positively influences teachers' behavioral intention to adopt MOOCs. H3: Social influence positively influences teachers' behavioral intention to adopt MOOCs. H4: Facilitating conditions positively influence teachers' behavioral intention to adopt MOOCs. H5: Hedonic motivation positively influences teachers' behavioral intention to adopt MOOCs. H6: Price value positively influences teachers' behavioral intention to adopt MOOCs. H7: Facilitating conditions influence teachers' adoption of MOOCs. H8: Teachers' behavioral intention to adopt MOOCs influences teachers' adoption of MOOCs.

**Keywords:** Massive Open Online Courses (Moocs); Extended Unified Theory of Acceptance and Use of Technology (UTAUT2); Teachers' Adoption; Educational Technology Adoption

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## **Firm-level aggregate corruption and competition: the role of telecommunications infrastructure**

Gyan Pradhan<sup>1\*</sup>, Hem C. Basnet<sup>2</sup>, Ficawoyi Donou-Adonsou<sup>3</sup>

**Abstract** This study examines the relationship between competition and corruption in the presence of enhanced telecommunications infrastructure. We use firm-level aggregate data provided by the World Bank Enterprise Surveys and collected from 2006 to 2018. Our results are two-fold. First, the number of competing firms increases corruption in developing countries. Second, bribery goes down with the number of competing firms in countries with better information and communication technology endowment. Our results are robust after controlling for endogeneity and suggest that e-governance may help to reduce firm-level corruption in a competitive environment. Given the negative impact of corruption on investment and growth, developing countries should aim at adopting and using more telecommunications infrastructure to encourage investment and accelerate economic growth.

**Keywords:** Corruption, Competition, Information and Communication Technology

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# The Popularization and Impact of Japanese Movies in Hong Kong

Wai Ming Ng\*

**Abstract** Hong Kong has been one of the consumption centers of Japanese movies in Asia. Hong Kong film industry has been indebted to its Japanese counterpart in story and plot, acting, photography, and music. Some Japanese directors, photographers, actors and musicians have participated in Hong Kong movies or Hong Kong-Japan co-productions. Hong Kong filmmakers have also learned from the Japanese. Based on archival sources and interviews, this study will provide a historical overview of the popularization and impact of Japanese movies in Hong Kong from the 1950s to the present and discuss their impact on Hong Kong film industry. In particular, the influence of Akira Kurosawa and Hayao Miyazaki on Hong Kong martial arts and animated movies will be highlighted.

**Keywords:** Popularization, Japanese, Impact

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# Impact of Pricing Quantity Discount on a Coordination System for Seasonal Demand Problems in the Supply chain

Ching-Ter Chang<sup>1</sup> Xuexiang Duan<sup>2\*</sup>

**Abstract** This article explores the impact of pricing quantity discount (PQD) on a coordination system of seasonal demand in a simplified supply chain system consisting of one supplier and multiple heterogenous buyers over a discrete time planning horizon. To achieve the objective of the coordination system, JIT philosophy is used to arrange deliveries of product among buyers and supplier. Mixed integer programming approach is used to obtain the optimal number of deliveries, delivery points and delivery quantities in each order. The results showed that the proposed PQD model has significant impact on the commodity delivery pattern for model without PQD. It has changed the time points for order issuing by different buyer and product deliveries by supplier, it has changed the quantities of product delivered for each order as well. Therefore, the total relevant cost for whole supply chain has been decreased, and cost distribution among functions such as ordering, transportation, holding, acquisition, and etc. have been changed also to achieve optimized results.

**Keywords:** Supply Chain Management, Pricing Quantity Discount, Coordination System, Seasonal Demand, Mixed Integer Programming

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# The 2020 Presidential Campaign & Indian Country: an Update

Ted Gover, Ph.D<sup>1\*</sup>, Dr. Deron Marquez<sup>2</sup>

**Abstract** Concurrently, there are consequential foreign policy developments taking place on several fronts: Asia, the Middle East, Europe and Latin America. And Indian Country - - the diverse presence of over 500 sovereign Native American tribal nations who have suffered from mistreatment and neglect for centuries - - continues to be a varied landscape of innovation, struggle and progress. Conventional wisdom of presidential campaigns holds that incumbent presidents have an advantage when presiding over a strong economy. Yet, President Trump defies convention. He regularly has a public approval rating of less than 50% in nationwide polls of registered voters with respondents consistently saying they dislike him personally. Yet, a majority of Americans approve of his handling of the U.S. economy. These atypical numbers indicate that President Trump is vulnerable in the campaign, particularly when taken into account of how his poll numbers fare vis-à-vis some of his challengers. Various factors could affect the outcome: the Democrats' calls for the president's impeachment; the economy; the immigration crisis; international events; and natural disasters and/or terrorist attacks. Abroad, Washington is grappling with stalled North Korean nuclear arms negotiations and a trade war with Beijing that is part of a developing U.S.-China rivalry. Additionally, Trump faces tensions with Iran, a prolonged Afghanistan war, Brexit uncertainties and a humanitarian and political crisis in Venezuela. In Indian Country, Native American nations continue to move forward with economic development and cultural preservation while embracing the promise and change that modern technology affords. Encouragingly, Native Americans are running for elected office in greater numbers, holding promise that indigenous issues and interests will be represented more effectively.

**Keywords:** Presidential, Campaign, Developments

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# The S-O-R Model of the Relationship Between Omni-Channel Retailing and Impulse Buying– An Exploration Study of Taiwan Watsons

Chun-An Hsieh<sup>1\*</sup>, Shu-Mei Wang<sup>2</sup>

**Abstract** The prevalence of smart devices and wireless networks help consumers easily make a purchase via a variety of channels, including brick and mortar, online, mobile app, and social network. Some retailers have achieved a “omni-channel” by integrating these channels successfully. They believe that developing “omni-channel” retailing will stimulate customers to shop and boost their sales. However, only a few researchers have used the context of omni-channel environment to explore the impulsive buying behaviors of consumers. Therefore, this study conducted a questionnaire survey on the shoppers of Taiwan Watsons because it has integrated all channels to provide more member service. This study adopted a modified S-O-R model, putting I into the omni-channel environmental factors between external factors and internal evaluations, and considering the behaviors of showrooming phenomenon to establish our research model and hypotheses. The results show that sales promotion, discount promotion and loyal program, affect shoppers’ evaluation. After that, mental evaluation influence impulse buying behavior. By contrast, the omni-channel environment and the showrooming have no effects on impulse buying. Nevertheless, this study confirmed and detailed comprehensive questions of omni-channel retailing to develop further studies on relevant issue.

**Keywords:** Omni-channel retailing, Stimulus-Organism-Response, Impulse buying behavior, Sales promotion, Drugstore beauty products

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# Tourism demand forecasting by support vector regression and particle swarm optimization: The case of Taiwan

Mei-Li Shen<sup>1\*</sup>, Hsiou-Hsiang Liu<sup>2</sup>, Cheng-Feng Lee<sup>3</sup>, Po-Yin Chang<sup>4</sup>,  
Cheng-Hong Yang<sup>5</sup>

**Abstract** Accurate forecasts of tourism demand are essential for destination governments in formulating appropriate policy and strategies in tourism sectors. It can also help tourism businesses set marketing goals and reduce the risk of decision failures. Econometrics techniques and time series linear models are widely used in tourism demand forecasting. However, tourism demand is a non-linear trend, so accurately predicting tourism trends is a key challenge. In this study we proposed a method named PSOSVR that combines particle swarm optimization (PSO) with support vector regression (SVR). In order to improve the prediction accuracy, the particle swarm optimization is used to optimize the parameters of the support vector machine. The PSOSVR was tested using a data set of monthly visitor arrivals from the national parks in Taiwan from January 2000 to December 2018. PSOSVR was compared with autoregressive integrated moving average model (ARIMA), seasonal ARIMA, exponential smoothing (ES) model, and support vector regression in tourism demand forecasting. The results demonstrated that the proposed PSOSVR method outperformed the other related prediction methods based on mean absolute percentage error (MAPE) and root mean square error (RMSE).

**Keywords:** Tourist arrivals; Particle Swarm Optimization; Support Vector Regression; Parameter Optimization; Forecasting; Time Series Analysis

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<sup>5</sup>Graduate Institute of Clinical Medicine, Kaohsiung Medical University, Kaohsiung, Taiwan

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# Facebook Friend Requests of Students: Reflections of Four UP Diliman Speech Communication Professors

Mr. Allen Bernabe Baylosis\*

**Abstract** Concurrently, there are consequential foreign policy developments taking place on several fronts: Asia, the Middle East, Europe and Latin America. And Indian Country - - the diverse presence of over 500 sovereign Native American tribal nations who have suffered from mistreatment and neglect for centuries - - continues to be a varied landscape of innovation, struggle and progress. Conventional wisdom of presidential campaigns holds that incumbent presidents have an advantage when presiding over a strong economy. Yet, President Trump defies convention. He regularly has a public approval rating of less than 50% in nationwide polls of registered voters with respondents consistently saying they dislike him personally. Yet, a majority of Americans approve of his handling of the U.S. economy. These atypical numbers indicate that President Trump is vulnerable in the campaign, particularly when taken into account of how his poll numbers fare vis-à-vis some of his challengers. Various factors could affect the outcome: the Democrats' calls for the president's impeachment; the economy; the immigration crisis; international events; and natural disasters and/or terrorist attacks. Abroad, Washington is grappling with stalled North Korean nuclear arms negotiations and a trade war with Beijing that is part of a developing U.S.-China rivalry. Additionally, Trump faces tensions with Iran, a prolonged Afghanistan war, Brexit uncertainties and a humanitarian and political crisis in Venezuela. In Indian Country, Native American nations continue to move forward with economic development and cultural preservation while embracing the promise and change that modern technology affords. Encouragingly, Native Americans are running for elected office in greater numbers, holding promise that indigenous issues and interests will be represented more effectively.

**Keywords:** Presidential, Campaign, Developments

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

## Effect of welding parameters on friction stir welding properties of Al 3003 alloy

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**Abstract** Friction stir welding(FSW) is progressed without welding rod and arc but by only friction heat under lower temperature than melting point between rotating tool and material. This is caused to be much advantage of no harmful gas and simple method to be done by machine to compare with other welding. Therefore, this technique has been attempted to join inter-aluminum alloy or magnesium alloy. In this study, FSW method was carried out in order to investigate welding properties of Al 3003 alloy with using uniaxial test and microstructure observation. The welding parameters were set to the travel speed and rotation speed of the tool. And the levels of travel speed and rotating speed were 200, 300, 400 mm/min, and 1500, 2000, 2500 rpm, respectively with tool shoulder diameter of 20 mm and pin diameter of 4 mm. The sheet metal's dimension for welding was 2 x 100 x 150 mm (t x w x h) and the joining of the sheets performed by butt welding way. The friction stir welding experiments were executed by using machining center tooling system and tool material was SKD61. The uniaxial tension tests were done with cross head speed of 1 mm/min and load of 300 kN, and microstructure observation was done by Olympus BX60M model.

**Keywords:** Welding, Parameters, Friction

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# Google Map Based Green Vehicle Routing Problem Concerning Real-Time Traffic Information

Gia-Shie Liu<sup>1\*</sup>, Chien-Yu Shih<sup>2</sup>

**Abstract** Paris Agreement entered into effect on November 4 of 2016 and its main goal is to keep global temperatures from rising another 2 degrees Celsius between now and 2100 by eliminating greenhouse gas pollution. Transportation activities are one of the primary contributors to global warming. The development of Google Map makes it possible to instantaneously acquire variety of real-time information. Real-time traffic and vehicle information based on Google Map contribute to great significance on vehicle routing planning. Therefore, this study attempts to develop a decision support system to apply Google Map in VRP and also consider greenhouse gas emission cost to reach a trade-off balance between economic and environment objectives. The Google Map based green vehicle routing problem mathematical model will be first constructed, then Savings method is applied to obtain the initial feasible solution, finally Target insert heuristic method and Target exchange heuristic method are implemented to find the optimal solution. The numerical examples will be illustrated by applying this publishing logistics firm's actual operating data to find the total vehicle routing cost, the greenhouse gas emission consumption, and the optimal delivery routes for all retail stores delivered in these proposed routes. Furthermore, the performance of two proposed Target heuristic methods will be compared with Savings method and current routing planning implemented by this specific logistics company. Finally, sensitivity analyses are also conducted based on truck loading capacity to simulate the optimal distribution system design regarding the total inventory routing cost and greenhouse gas emission level.

**Keywords:** Green Vehicle Routing Problem, Greenhouse Gas Emission, Target Insert Heuristic Method, Target Exchange Heuristic Method, Google Map

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## **Track C: Medical Medicine and Health Study**

# FSH Receptor Binding Inhibitor Suppressed K-Ras and c-Myc Genes of Ovarian Cancer and Signal Pathway

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**Abstract** Ovarian cancer is a type of cancer that affects one or both ovaries and glands of the uterus. Epithelial ovarian cancer (EOC) is the most lethal female reproductive organ malignancy. FSH receptor binding inhibitor (FRBI), as an FSH antagonist, not only blocked the binding of FSH to FSHR, but also altered FSH action at the receptor level. Our initial study revealed that the maturation rates of four FRBI-treated COCs gradually declined. But, apoptosis rates of COCs were gradually increased as FRBI dose increased as FRBI concentrations increased from 0 to 40 $\mu$ g/mL in the IVM medium. The present study aimed to investigate whether FRBI effects on K-Ras, c-Myc and FSH receptor related to ovarian cancer, as well as its signal pathway. The cumulus-oocyte complexes (COCs) were cultured in vitro for 24h under supplementation of varying concentrations of FRBI (0, 10, 20, 30 and 40 $\mu$ g/mL) or FSH (10IU/mL). Concentrations of K-Ras, c-Myc, VEGF, cAMP and FSH were detected in IVM media fluids, respectively. Expression levels of FSHR mRNAs and proteins were determined, respectively using Real time PCR with specific primers and Western blot assay. The results showed that the concentrations of c-Myc, K-Ras and FSH of FRBI groups were gradually reduced with the increase of FRBI doses. VEGF level of the FRBI-4 group was significantly greater than control group (CG). Expressions of FSHR mRNAs and protein in four FRBI-treated groups were gradually declined. FSHR mRNA levels of all FRBI groups were significantly less than FSH group. Levels of FSHR proteins of FRBI-3 and FRBI-4 groups were significantly smaller than CG and FSH group. Inositol trisphosphate (IP3) concentrations of FRBI-3 and FRBI-4 groups were less than FSH group ( $P < 0.05$ ). FRBI administration doses had significant negative correlations to levels or concentrations of K-Ras, c-Myc, VEGF, FSHR mRNA and protein and PKA protein. K-Ras had significant positive correlations with FSHR mRNA and protein and PKA protein. In conclusion, FRBI could promote the production of VEGF of sheep COCs. In conclusion, higher doses of FRBI (30 and 40 $\mu$ g/mL) suppressed the production of c-Myc and K-Ras, and declined FSH concentrations in the IVM medium fluid, and decreased the expressions of FSHR at the gene and protein levels, additionally attenuated expression of PKA protein in the granulosa cells.

**Keywords:** FSH Receptor Binding Inhibitor, Ovarian Cancer; K-Ras, c-Myc, Protein Expression, Signal pathway

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