

**Volume 02, Issue 26**

**3rd International Conference on Recent  
Advances in Business, Economics, Social  
Sciences and Humanities  
RBESH-OCT-2019  
Tokyo Japan  
October 26-27 2019**



# **RBESH-Tokyo Japan**

3rd International Conference on Recent Advances in Business,  
Economics, Social Sciences and Humanities

RBESH-OCT-2019

**Oct 26-27, 2019**

Hotel Mystays Ochanomizu Conference Center

**Book of abstracts**

**Volume 02, Issue 26**

## © Copyright

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher. Applications for the copyright holder's written permission to produce any part of this publication should be addressed to the publisher.

## Disclaimer

Every reasonable effort has been made to ensure that the material in this book is true, correct, complete, and appropriate at the time of writing. Nevertheless, the publishers, the editors, and the authors do not accept responsibility for any omission or error, or for any injury, damage, loss, or financial consequences arising from the use of the book. The views expressed by the contributors do not necessarily reflect those of the TARIJ.

**ISBN:** 978-969-670-836-0

**Office Address:**

7-8-1 Hongo, Bunkyo, Tokyo 113-0034

Email: [contact@tarj.com](mailto:contact@tarj.com)

## **Organizing Committee**

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

## **Contents**

<b>DISCLAIMER</b>	<b>3</b>
<b>ORGANIZING COMMITTEE</b>	<b>4</b>
<b>CONFERENCE CHAIR MESSAGE</b>	<b>6</b>
<b>CONFERENCE SCHEDULE</b>	<b>7</b>
<b>LIST OF CONFERENCE ATTENDEES</b>	<b>9</b>
<b>TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES</b>	<b>11</b>
Implicit Bias in Decision-Making	12
First Names of Students of Royal Thai Police Academy: A Sociolinguistic Analysis	13
Factors influencing mobile phone addiction: A preliminary study on two selected public universities in Malaysia	14
Knowledge acquisition – sharing based on interim manager experiences	15
The Nexus between Dividend Policy and Financial Gearing of Listed Non-Financial Companies in Tanzania	16
Evaluating the Perception of Luxury Fashion Brands in Iran's Marketplace and the Impact of the religion on consumer buying behavior	17
The Mediating Effects of Employee Engagement and Organizational Commitment of Thailand's SMEs Businesses on the Relationship between Perceived Corporate Social Responsibility and Employee Performance	18
The Effect of Peer on Saving For Retirement Decisions: Evidence from Thailand	19
<b>TRACK B: ENGINEERING &amp; TECHNOLOGY, COMPUTER, BASIC &amp; APPLIED SCIENCES</b>	<b>20</b>
Digital Archive Development Process using GIS Technology for Heritage Building in Civic Zone Area - Melaka World Heritage Site (UNESCO), Malaysia	21
<b>SCIENTIFIC BOARD</b>	<b>22</b>
<b>CONTACT US</b>	<b>23</b>

## **Conference Chair Message**

**Dr Masayuki Otaki**

International Conference on “3rd International Conference on Recent Advances in Business, Economics, Social Sciences and Humanities” 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

RBESH-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 (Oct 26, 2019)**

**Session 1 (10:00 am – 12:00 pm)**

**Venue: Room 1**

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

RBESH-OCT2019-101	Implicit Bias in Decision-Making	Benjamin D. Reese, Jr.
RBESH-OCT2019-102	First Names of Students of Royal Thai Police Academy: A Sociolinguistic Analysis	Kroekbol Subhasereebhap
RBESH-OCT2019-103	Factors influencing mobile phone addiction: A preliminary study on two selected public universities in Malaysia	Akmar Hayati Ahmad Ghazali,
RBESH-OCT2019-106	Knowledge acquisition – sharing based on interim manager experiences	Andrea Bencsik
RBESH-OCT2019-112	The Mediating Effects of Employee Engagement and Organizational Commitment of Thailand's SMEs Businesses on the Relationship between Perceived Corporate Social Responsibility and Employee Performance	Tidarat Pongvachirint
RBESH-OCT2019-110	The Nexus between Dividend Policy and Financial Gearing of Listed Non-Financial Companies in Tanzania	Mutaju Marobhe
RBESH-OCT2019-111	Evaluating the Perception of Luxury Fashion Brands in Iran's Marketplace and the Impact of the religion on consumer buying behavior	Nastaran Norouzi Richards-Carpenter
TKS-4109-101	The Effect of Peer on Saving for Retirement Decisions: Evidence from Thailand	Miss Pimolpun Sorikul

**Track B: Engineering & Technology, Computer, Basic & Applied Sciences**

EITNA-OCT19-101	Digital Archive Development Process Using GIS Technology for Heritage Building in Civic Zone – Melaka World Heritage Site (UNESCO), Malaysia.	Shahrul Hapizah Binti Musa
-----------------	---	----------------------------

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

**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.

Sr. No	Official ID	Name	Affiliation Details
01	RBESH-OCT2019-102A	Peeratchai Seemaung	Graduated from Burapha university

## DAY 02 Sunday (Oct 27, 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**

# Implicit Bias in Decision-Making

Benjamin D. Reese, Jr.\*

**Abstract** In spite of decades of focused efforts, including legislation, policy changes, and the leadership of notable women and men, inequities, prejudicial behavior and bias, both overt and implicit, related to gender, race, sexual orientation, and cultural background seem an ingrained part of virtually every culture, from small isolated island communities, to major urban cities. Implicit bias, that form of bias that is out of awareness, unconscious, has the potential to impact decision-making in numerous sectors of any society (education, business, healthcare, penal system, etc.), as well as interpersonal relations, more generally. This paper will provide an introduction to the theory of implicit bias, describe the development of this form of bias, describe its impact, and suggest strategies to diminish the impact of this insidious form of bias.

**Keywords:** Decision-Making, Legislation, Leadership

---

Duke University/Duke University Health System Durham, North Carolina USA  
\*E-mail: ben.reese@duke.edu

# First Names of Students of Royal Thai Police Academy: A Sociolinguistic Analysis

Kroekbol Subhasereebhap \*

**Abstract** This research aims to analyze first names of students of Royal Thai Police Academy in terms of number of syllables, original language of morphemes, and meaning. Data are collected from students in 2019 academic year, including male and female students from first year students to fourth year students. The total number of first names is 200. The hypotheses are 1) most first names consist of 3 syllables, 2) most morphemes are from Pali and Sanskrit, and 3) most first names of male students are in “strength” meaning domain. The results show that most first names consist of 3 syllables because 3-syllable first names are usually phonologically beautiful and easy to recognize. Most morphemes are from Pali and Sanskrit. So the first 2 hypotheses are right. However, most first names of male students are in “wisdom” and “blessing” meaning domains, whereas those of female students are in “beauty” and “nature” meaning domains. So the last hypothesis is wrong. In conclusion, first names of students of Royal Thai Police Academy are inevitably influenced by Thai society. First names of each generation obviously reflect values of Thai society in the naming period.

**Keywords:** Naming, First Name, Thai Names, Thai Society, Sociolinguistics

---

Silpakorn University, Thailand  
E-mail: kroekpon2536@gmail.com

## **Factors influencing mobile phone addiction: A preliminary study on two selected public universities in Malaysia**

Akmar Hayati Ahmad Ghazali<sup>1\*</sup>, Mohd. Fauzi B Fadzil<sup>2</sup>, Hayrol Azril Mohamed Shaffril<sup>3</sup>

**Abstract** Mobile phones have become one of the ‘must need’ tool for youth because this tool offers various functions which benefits youth in socializing and communicating; information and entertainment seeking; and as safety tools in emergency. The Youths of today have a great acceptance upon mobile phones. Mobile phones do not only provide positive effects, but this gadget also has its negative effect such as addiction. The latest studies have failed to catch the interest from scholars which has led to the lack of understanding on the issue of mobile phones especially among the youth. Furthermore, through observation done by the researchers the discourse on mobile phone addiction among Malaysian public university students has yet to be explored. This is the gap that the study tries to accommodate, by discussing the factors influencing mobile phone addiction among Malaysian public university students and with that, creating a discourse. This paper attempts to identify the relationship between independent variables (mobile phone usage, shyness, loneliness, perceived stress) with mobile phone addiction. The latest study seems to attract less interest from scholars which lead to the lack of understanding on the issue of mobile phones especially among youth which leads to this study, in hopes it would help in the effort of closing the gap. This study applied a cross sectional survey involving 200 students from two selected public universities in Malaysia. This study found that all of the selected variables show a significant relationship with mobile phone addiction. The data shows that there is positive small strength correlation between mobile phone usage, loneliness and shyness with mobile phone addiction while perceived stress shows positive medium strength correlation with mobile phone addiction. This study accepts the fact that mobile phone addiction is inevitable among public university students in Malaysia, but it can be controlled.

**Keywords:** Mobile Phone, Youth, Addiction, Usage, Shyness, Loneliness, Stress.

---

<sup>3</sup> Institute for Social Science Studies, Universiti Putra Malaysia

<sup>1,2</sup> Faculty of Modern Languages and Communication, Universiti Putra Malaysia

\*E-mail: akmar@upm.edu.my

## **Knowledge acquisition – sharing based on interim manager experiences**

Andrea Bencsik<sup>1\*</sup>, Zsuzsanna Godány<sup>2</sup>

**Abstract** Intellectual capital is one of the most important organisational resources, so knowledge management (KM) belongs to the everyday activities in business life. An especially critical step of KM is knowledge acquisition and sharing, which is to make up for knowledge gaps in order to achieve a higher level of organisational performance. Organisational practice turns to solutions more and more, which acquire the necessary knowledge with the help of external sources. A possible solution is employing interim managers, who have gained extensive knowledge by solving the problems of different organisations. The interim manager, as a knowledge manager, brings the new knowledge into the organisation, develops, transfers, uses and preserve it. In our qualitative research, using the logic of an own model, we tried to identify the phases, in which the process of knowledge management and the activity of the interim manager are connected. A structured in-depth interview was used to collect information that was evaluated using the NVivo program. The result shows that, in most cases, managerial and professional knowledge is also transferred, and the interim managers are valuable to enterprises for their tacit knowledge. Knowledge transfer and development are the result of collaboration, knowledge generation through shared thinking, and knowledge development through that individuals solve complex problems on their own. In every case, a prerequisite of successful knowledge transfer (and its integration into organisational memory) is the trust developed between the sponsor and the interim manager. The study introduces the reader to the details of the research.

**Keywords:** Interim Management, Interview Technics, Knowledge Management, Knowledge Acquisition, Knowledge Sharing, Qualitative Analysis

---

<sup>1,2</sup> Faculty of Economics, Department of Leadership and Organizational Communication  
Szechenyi Istvan University

\*E-mail: bencsik.andrea@yahoo.com

# The Nexus between Dividend Policy and Financial Gearing of Listed Non-Financial Companies in Tanzania

Mutaju Marobhe<sup>1\*</sup>, Luciana Hembe<sup>2</sup>

**Abstract** This paper intends to examine the relationship between dividend payouts and financial gearing in listed non-financial companies in Tanzania. A case study of ten (10) non-financial companies listed at Dar es Salaam Stock Exchange (DSE) will be used to assess this important phenomenon. Secondary panel data from the companies' annual reports will be utilized covering a period from 2013 to 2018. The link between dividend policy and gearing will be analyzed using fixed and random effects multiple regression whereby the independent variables will be dividend payout ratio, dividend per share as well as dividend yield whereas the dependent variable will be gearing ratio. Firm size, firm growth, inflation rate and capital investment will be used as control variables in the multiple regression model. The results from this study will help to add some valuable insights to the existing body of knowledge regarding dividend policy by empirically helping to explain the connection between dividend policy and gearing so as to supplement famous dividend hypotheses such as those by (Modigliani & Miller, 1961) and (Black, 1976) .

**Keywords:** Dividend Policy, Gearing, DSE

---

<sup>1,2</sup>Tanzania Institute of Accountancy  
\*E-mail: mutajulee@gmail.com



# **Evaluating the Perception of Luxury Fashion Brands in Iran's Marketplace and the Impact of the religion on consumer buying behavior**

Nastaran Norouzi Richards-Carpenter<sup>1\*</sup>, Hooman Jvadi Ziabari<sup>2</sup>

**Abstract** Iran with population of more than 80 million people is considered a growing market for personal luxury fashion goods. The dispersion of population is focused around urban centres; more than %70 of Iranian population lives in urban area and more than 60% of such population are under 30 years old among them a large number of young and educated. There is a growing market for fashion and personal luxury goods (which such goods are at the centre of this study) and as a result various European luxury operators have an established presence in Iran despite many difficulties such as sanctions and government hostility towards western brands. The luxury fashion market in Iran is understudied and this study looks into consumers' perceptions of luxury fashion brands through the identification of various variables such as gender, age, income, marriage status, education, behaviour (hedonism, intellectualism, individualism and collectivism), governmental policies and particularly religious beliefs. Since the Islamic Revelation of Iran in 1979, Iranian government necessitates Iranian and even tourists to comply with a set of rules in getting dressed in public. Also, religion in Iran requires females to cover their bodies in public and encourages modesty and simplicity in getting dressed. Such regulations are paradoxical for fashion sector in Iran. This study attempt to address the impact of such regulations in addition to socio-cultural variables on the perception of luxury fashion

**Keywords:** Perception, Marketplace, Religion

---

<sup>1,2</sup> Richmond the American University in London Programme Director of Luxury Brand Management London/UK

\*E-mail: nastaran.norouzi@richmond.ac.uk

# **The Mediating Effects of Employee Engagement and Organizational Commitment of Thailand's SMEs Businesses on the Relationship between Perceived Corporate Social Responsibility and Employee Performance**

Tidarat Pongvachirint\*

**Abstract** Employee engagement and organizational commitment are the most widely researched topics in the field of organizational behavior. The main objective of this study to explore on how perceived corporate social responsibility influences employee performance by mediated with employee engagement and organizational commitment in garment Small and Medium Enterprises (SMEs) business sectors. This study was conducted in Thailand and sample 379 full-time employees from respondents of garment Small and Medium Enterprises (SMEs) business sectors. This study found that perceived corporate social responsibility to be positively related with employee engagement, organizational commitment, and employee performance. These findings suggest that perceived corporate social responsibility (CSR) positively affects employee performance by two mediators which are employee engagement and organizational commitment by indirect effects. Therefore, the study suggests the importance of how to enhance employee performance with employee engagement and organizational commitment that fit in perceived corporate social responsibility activities.

**Keywords:** Perceived CSR; Employee Engagement (EE); Organizational Commitment (OC); Employee Performance (EP).

---

Faculty of Business Administration, University of the Thai Chamber of Commerce

\*E-mail:Tidarat\_pon@utcc.ac.th

# **The Effect of Peer on Saving For Retirement Decisions: Evidence from Thailand**

Miss Pimolpun Sorikul\*

**Abstract** This study investigates that whether the peer effect plays an important role in saving for retirement decision, and test whether the role of household's leader, the position of individual in family and family structure affect individual saving rate. I use Thai individual saving data from the Government Pension Fund (GPF) and Household Socio-economic Panel Survey (SES Panel Data). The results shows that peer effect is an important determinant of saving for retirement decisions at work place. Moreover, the results also suggest that the role of household's leader, the position of individual in family and family structure play an important role in individual saving decisions.

**Keywords:** Peer Effect, Retirement Saving, Effect of Family Structure on Saving

---

Faculty of Economics, Thammasat University (Tha Prachan Campus) 2 Prachan Road,  
Phranakorn, Bangkok 10200, Thailand.

\*E-mail: pimolpun.so@st.econ.tu.ac.th

**Track B: Engineering & Technology, Computer,  
Basic & Applied Sciences**

## **Digital Archive Development Process using GIS Technology for Heritage Building in Civic Zone Area - Melaka World Heritage Site (UNESCO), Malaysia**

Shahrul Hapizah Binti Musa<sup>1\*</sup>, Fadhillah Binti Mohd Nasir<sup>2</sup>,  
Noor Suhaiza Bin Sauti<sup>3</sup>, Noor Azidah Binti Abdullah<sup>4</sup>,  
Yahaya Bin Ahmad<sup>5</sup>

**Abstract** As the development of the Greater China economy and the fierce global competition, the trend of Chinese language learning continues. According to statistics supplied by Ministry of Education Taiwan, the number of international students studying in Chinese language center had progressively increased in Taiwan over the years. Chinese teaching has gradually received greater attention. How to effectively enhance study result had become an important topic. With Electronic Learning gaining in popularity, paper form textbook is being replaced by motional multimedia, and it dose so in language learning. We all know that the utilization of educational technology has been advocated to advance language learning. However, Chinese characters usually displayed with only one type of multimedia presentations in the past. The growth of digital media in recent years giving rise to the concept of Motion Graphics Design. It is combined all the areas application such as advertisements, film titles and short explained films for enriching the content of graphic and making it more interesting. The purpose of the research is to displayed Chinese characters radical and stroke order in the same multimedia presentation with motion graphics. The research will conduct with Chinese language learning students studding in advanced level class. Expecting that the effectiveness of learning Chinese characters will be improved comparing with multimedia presentations in the past.

**Keywords:** Chinese, Graphic, Competition

---

<sup>1,5</sup> Faculty of Built Environment, University of Malaya, Kuala Lumpur, Malaysia,

<sup>2</sup>Department of Civil Engineering, Polytechnic of Merlimau, Melaka, Malaysia,

<sup>3</sup>Department of Polytechnic & Community College Education, Ministry of Education Malaysia, Putrajaya, Malaysia, <sup>4</sup>Faculty of Civil and Environmental Engineering,

University of Tun Hussein Onn Malaysia, Johor, Malaysia.

\*E-mail: fyzadearte02@gmail.com

## Scientific Board

### Scientific Board for Business, Economics, Social Sciences and Humanities

- Assist. Prof. Dr. sung wook choi Dept: management information systems  
Shamyook University, South Korea
- Mrs. Thidarat Buadapthip Dept: School of Management, Economics Program,  
Mae Fah Luang University, Thailand
- Dr. Mahmoud Fath-Allah Dept: Economic Department, League of Arab States  
(LAS), Egypt
- Dr. Nira Rahman (Victoria University, Australia)
- Dr. Mustafa Mavasoglu (Cukurova University, Turkey) Dr. Muhammad Abdul  
Wahid Usmani (University, Riyadh, Saudi Arabia)
- Dr. Muhammad Abdul Wahid Usmani (University, Riyadh, Saudi Arabia)
- Mrs. Rita Udoye Dept: Accounting Education Federal college of Education  
(Technical) Asaba, Nigeria
- Mr. Kok Yew Ang Dept: Faculty of Creative Multimedia, Multimedia University,  
Malaysia
- Mr. Oluwole. Bartholomew Soremi Dept: Economics Tai Solarin College of  
education, Nigeria
- Ramon Marimon, Department of Economics, European University Institute, Italy
- Professor Jia Xiangping, College of Economics and Management, Northwest  
Agriculture & Forest University, China
- Professor Zhu Yuchun, College of Economics and Management, Northwest  
Agriculture & Forest University, China
- Assist. Prof. Dr. sung wook choi Dept: management information systems  
Shamyook University, South Korea
- Mrs. Thidarat Buadapthip Dept: School of Management, Economics Program,  
Mae Fah Luang University, Thailand
- Shumi Akhtar, Discipline of Finance, University of Sydney Business School,  
NSW, Australia

## Contact Us

**Website:**

<http://tarij.com>

In case of any query please feel free to contact at:

contact@tarij.com

## Upcoming Events

<https://tarij.com/conferences/>

## Venue



**Hotel Mystays Ochanomizu  
Conference Center**  
**Address:** 2-10-6 Kandaawajicho,  
Chiyoda-ku, Tokyo 101-0063  
Japan



3rd International Conference on Recent  
Advances in Business, Economics, Social  
Sciences and Humanities  
RBESH-OCT-2019  
Tokyo Japan

