

Volume 02, Issue 27

**3rd International Conference on
Current Research in the field of Social
Sciences, Strategic Management and
Applied Sciences
CRSMA-NOV-2019
November 23-24, 2019
Tokyo, Japan**



CRSMA-Tokyo Japan

3rd International Conference on Current Research in the field of
Social Sciences, Strategic Management and Applied Sciences

CRSMA -NOV-2019

Nov 23-24, 2019

Hotel Mystays Ochanomizu Conference Center

Book of abstracts

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- 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 “3rd 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 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
CRSMA-2019 Secretariat

Conference Schedule

Venue: Room 1

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

DAY 01 Saturday (Nov 23, 2019)

Session 1 (10:00 am – 12:00 pm)

Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

CRSMA-NOV2019-110	Following Up the Result of Training Curriculum of Using English in Classroom of English Teacher in Primary School	Wanee Niamhom
CRSMA-NOV2019-111	Guidelines to the Development of Gastronomy tourism in Thailand	Sedtawat Prommasit
CRSMA-NOV2019-112	Factors influencing mobile phone addiction: A preliminary study on two selected public universities in Malaysia	Akmar Hayati Ahmad Ghazali,
CRSMA-NOV2019-113	Knowledge acquisition – sharing based on interim manager experiences	Andrea Bencsik
CRSMA-NOV2019-114	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

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	CRSMA-NOV2019-116A	Xubing Zhang	Dept of Marketing and Management, Faculty of Business, The Hong Kong Polytechnic University

DAY 02 Sunday (Nov 24, 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**

Following Up the Result of Training Curriculum of Using English in Classroom of English Teacher in Primary School

Wanee Niamhom*

Abstract This study has the purpose to follow up the result of training curriculum in using English in classroom of English Teacher in primary school, Nakorn Pathom, Thailand, in four aspects: school context, way and level of leading knowledge perceived from training application, problems and obstacles in leading knowledge from the training application, and recommendations for further training course arrangement. The employed population in this research was the twenty-eight English teachers in primary level schools, Nakorn Pathom, who participated in course training of using English in classroom. The tools applied in this research were interview, and questionnaire. The methodologies of data collection were collected by the travel to interview teachers of the schools performance. The data analysis by statistical methodologies were frequencies, percentage, mean, standard deviation and content analysis. The research results were found: firstly, the school context – was found that the school had organized English teaching into two models, teaching English by following curriculum of the Educational Ministry and passing by long distance learning through satellite, it was due to, mostly less of English teachers, so the class teachers had to teach English subject, which they didn't graduate major in English, but concentration on primary level, though they could teach all subjects, but they were not accurate in subject matter of using English in classroom, they were not dare to speak English in classroom, mistaking in speaking, but after the passed training, they were courage and confident more in using English in classroom, and had the positive attitude of using English that it was not so difficult in using English in classroom anymore; secondly, the way and level of leading knowledge perceived from training application. The participated teachers teaching English course in classroom had brought knowledge in various ways – by instructing in classroom at the most, and teachers who passed training and leading knowledge from the training application in overall view was high level; thirdly, the problems and obstacles in leading knowledge from training application in classroom, were found that there were problem on teachers' aspect that they had a lot of works, so they had less time to prepare lesson plan, phrases, sentences to use in classroom, and also on students' problem, they had less English basic knowledge, especially, vocabulary, shying to speak English, hesitating to converse with teachers, teachers had to use English together with Thai, and using body language while teaching English to increase students' perception more; and lastly, recommendations for next curriculum training are to increase more time for training, arranging training in other topics, concerning vocabulary about the things in classroom and activities accompanying with English usage - such as, musical activities and games.

Keywords: Training Program Evaluation, Classroom Language, English Teacher in Primary Level, English Teacher Development Curriculum

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Guidelines to the Development of Gastronomy tourism in Thailand

Sedtawat Prommasit*

Abstract This research aims to analyze the capability of gastronomy tourism in Thailand and present the guidelines to the development of gastronomy tourism in Thailand. This qualitative research with in-depth interview and documentary research. The instrument of research was semi-structural interview questions and check list form. The key informants of 25 stakeholders in gastronomy tourism. Later, the information obtained was broken down for content analysis. This research found that the gastronomy is very popular among tourists. The factors that trigger gastronomy are "Push and Pull Factors", where tourists travel to search for new unique type of food for their experience. The development of gastronomy in Thailand should focus on communication in foreign languages, especially English. The government and gastronomy business operators should cooperate well with each other to improve the quality of food and services. Thailand is a country with a unique food culture and variety of tastes in different area throughout the country. This could lead to the development of community and preserves the culture of food. Furthermore, it can bring great amount of income to them.

Keyword: Gastronomy Tourism, Thai Food for Tourism, Street Food

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

Akmar Hayati Ahmad Ghazali^{1*}, Mohd. Fauzi B Fadzil², Hayrol Azril Mohamed Shaffril³

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.

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Knowledge acquisition – sharing based on interim manager experiences

Andrea Bencsik^{1*}, Zsuzsanna Godány²

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

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

Mutaju Marobhe^{1*}, Luciana Hembe²

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

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Scientific Board

Scientific Board for Business, Economics, Social Sciences and Humanities

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