

Volume 03, Issue 29

**3rd International Conference on
Business Management, Social Science
and Sustainable Development
BMSS-Jan-2020
January 25-26, 2020
Tokyo, Japan**



BMSS-Tokyo Japan

3rd International Conference on Business Management, Social
Science and Sustainable Development

BMSS -JAN-2020

Jan 25-26, 2020

Hotel Mystays Ochanomizu Conference Center

Book of abstracts

Volume 03, Issue 29

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ISBN: 978-969-670-836-0

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- 3. Hideo Owan**
Conference Coordinator

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Conference Chair Message

Dr Masayuki Otaki

International Conference on “3rd International Conference on Business Management, Social Science and Sustainable Development” 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
BMSS-2020 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 (Jan 25, 2020)**Session 1 (10:00 am – 12:30 pm)****Venue: Room 1****Track A: Business, Economics, Social Sciences and Humanities**

BMSS-JAN2020-102	Influence of Innovation Climate on Project Success in the Construction Industry and the High-Tech Industry	Li-Ren Yang,
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BMSS-JAN2020-120	Traders' Order Decisions: Evidence from the Taiwan Stock Exchange	Hsiang-Yu Lo

Lunch Break 12-30 pm to 01-30 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	TKE-2120-102A	Aamna Salah Enany	Computer Engineering from Qatar University
02	TKM-4120-101A	Kai Lee	Deakin University in Australia

DAY 02 Sunday (Jan 26, 2020)

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**

Influence of Innovation Climate on Project Success in the Construction Industry and the High-Tech Industry

Li-Ren Yang*

Abstract With the rapid development of science and technology, the market competition is becoming increasingly fierce, and the product life cycle is continuously shortening. Therefore, in order to maintain their competitiveness and cope with rapid changes in market demand, companies must constantly create new strategies, new services or develop new products, and even engage in organization change with the form of projects. In the past literature, it was mentioned that in the innovative organizational climate, employees' creativity can be stimulated, and the projects launched by the company can be more unique, thereby increasing the performance of the company. In addition to good performance, good project management can also enhance the competitiveness of enterprises and ensure the survival and development of enterprises. In Taiwan, the construction industry and the high-tech industry are mainly associated with projects. However, the types of project organizations in the two industries are different. Innovations have changed the way project activities are performed. Although innovation appears to be associated with desirable performance outcomes, research has poorly explained the role of innovation climate in achieving project success. Therefore, this study explored the impact of innovation climate on project success in the different industries. The analyses are based on two industry-wide surveys in the Taiwanese construction and the high-tech industry. The results suggest that there is a slight difference in innovation climate between the construction industry and the high-tech industry. The findings also indicate innovation climate contribute significantly to project innovation, which subsequently leads to project success in the two industries. The research results offer guides to develop an innovation climate in the construction industry and the high-tech industry. Project managers can use the research results to modify their current project innovation climate and practices in the two industries.

Keyword: Innovation Climate; Project Innovation; Project Success, Construction Industry; High-Tech Industry

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A Matching similarity measure applying into the groups clustering

Kuo-Chen Hung*

Abstract We examined the argument for similarity measures among some previous papers to point out that applying only one similarity measure does not solve decision making problems in deciding which pattern should be assigned to a given sample. Hence, we developed a new mechanism to handle the pattern recognition problem based on intuitionistic fuzzy sets. Through the same numerical examples, we demonstrate that our mechanism of similarity measure can work out the dilemma. In addition, an application of handling behavior analysis in an organization is also presented to illustrate our proposed mechanism.

Keywords: Intuitionistic Fuzzy Sets (Ifss); Similarity Measures; Pattern Recognition; Behavior Analysis; Clustering

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Incorporating Intercultural Issues into EFL Classroom: Reality and Challenges

Y-Chen Su¹, Ya-Chen Su^{2*}

Abstract English language is being used as the medium of communication in a wide variety of international and intercultural settings. The purposes of the study are to develop an understanding of Taiwanese English language teachers' (1) beliefs about English as a Foreign Language (EFL) and intercultural learning; (2) linking their beliefs into their practices; and (3) difficulties they face in incorporating intercultural learning into their teaching practices. Data were collected by teacher questionnaire surveys and interviews. Results found that the majority of the teachers perceive English cultural learning as a way to help students improve English linguistic and communicative competence as well as develop intercultural understanding and positive attitudes towards people of other cultures. In reality, the majority of teachers find it difficult to put into practice due to schools' and teachers' pressures to focus on exam results, insufficient teaching time and resources, and the lack of pre-service and in-service training sessions for intercultural dimensions of EFL teaching.

Keywords: Teacher Beliefs, Language Teachers, Intercultural Teaching, Classroom Practices, ELT

Department of Applied English Southern Taiwan University of Science and Technology

Corporate Sustainability in the Context of an Emerging Economy: A Case Study of Strategy Implementation

Fatima Lopez Castellanos*

Abstract There is a remarked need to explore the integration of corporate sustainability into strategic management (Engert, Rauter, & Baumgartner, 2016). This is specially the case for companies in developing countries which encounter challenges such as lack of infrastructure, pressing social problems, social exclusion, wealth concentration (Silvestre, 2015) and potentially adverse effects on short term economic performance (Brockhaus, Fawcett, Knemeyer, & Fawcett, 2017; Hong, Zhang, & Ding, 2018) when implementing sustainability programs. An understanding of the factors facilitating the implementation of corporate sustainability initiatives, such as the dynamic capabilities involved (Amui, Jabbour, de Sousa Jabbour, & Kannan, 2017), could contribute to a successful implementation of such strategies (Galpin & Whittington, 2012) while strengthening or even providing new organisational competitive advantages. This ongoing research explores the design, implementation, and evaluation of the strategy for sustainability undertaken by organisations in a developing country. Likewise, it examines the dynamic capabilities required for the success of these strategies, as well as the maintenance and the development of competitive advantages for these companies. Data collection has been done through 23 semi-structured interviews conducted in 5 companies which have implemented a sustainability or corporate social responsibility program in south-east Mexico. Through a multiple case study and thematic analysis, this research aims to provide evidence on how companies design and evaluate their strategies for corporate sustainability, and the capabilities they rely on when implementing such strategy. It will also discover whether or not corporate sustainability has the potential of contributing to organizational competitive advantages and consequently, in their profits. Therefore, this research can provide novel knowledge to understand if companies located in developing countries would commit to sustainability at the expense of their profits.

Keywords: Sustainability, Implementation, Strategic

The University of Nottingham Designation: PhD student Nottingham, England

Trade protectionism: an intolerable practice, or a pathway for environmental protection?

Cyril William (Bill) Butcher*

Abstract A fundamental principle of the World Trade Organisation (WTO) is a commitment to environmental protection. However, difficulties arise due to the competition between that commitment and the WTO's perceived overarching mission of advancing open world trade. The literature in this area focuses largely on how WTO rules constrain domestic environmental policies and how WTO member countries might better design their policies to comply with those rules. This paper argues for a different approach, proposing instead a reconsideration of the WTO rules themselves to actively encourage domestic policies that produce positive environmental outcomes. A relatively recent WTO dispute, China-Rare Earths, highlights the potential conflict between trade rules and environmental protection. Here, the Appellate Body concluded that China's policy of restrictions, including quotas and increased taxes, on the export of rare earth elements was in breach of its WTO obligations because of its seemingly protectionist motives and the attendant economic and trade implications. Similar conclusions were reached in the later China – Raw Materials dispute. This paper proposes that the WTO allow a degree of protectionism (that would otherwise be proscribed) in cases where that protectionism is part of a broader environmental protection policy: any regulation, in which protectionism is a relatively minor element, which is part of a larger strategy of environmental protection, and whose environmental benefits clearly outweigh the economic and trade costs, should be considered compliant with WTO obligations. The country concerned would benefit through some degree of protectionism for its domestic producers (the incentive) and while this could come at some economic cost to its competitors it would bring wider environmental benefits. The paper describes how either a rewriting or a new interpretation of the WTO rules could give effect to such an activist approach.

Keywords: Credit, DFIs, Financial-Development, Investment, Learning

University of New South Wales Sydney, Australia

Study on Immoral Game Behavior in <League of Legends> - Focused on Game Rules, Social Identity, and Moral Positioning

Sung Je Lee¹, Mei Ying Piao², Hyeon Na Ko^{3*}, Eui Jun Jeong⁴

Abstract Concerns have recently risen over immoral game behavior, such as verbal abuse, the malicious obstruction of game progress, bug abuse that occurs within digital games. These game behaviors can not only adversely affect a users' actual emotions, they may also harm the pleasant online gaming environment. In particular, when malicious behavior, the exploitation of cheating program(hack), and Elo boosting(e.g. service of increasing someone's position in Elo based rating systems, performed by the best players in the game, usually in exchange for real life money.), users express their strong discontent with developers who are obliged to maintain a pleasant gaming environment. Thus, game developers are trying to regulate immoral game behavior with both internal and external methods, but the frequency and intensity of immoral game behavior, including trolling, is getting stronger. For the trying to find the cause of this, studies about the pattern of immoral game behavior are needed. Game reasoning, game rules, rule justice perception, moral identity, social identity and game moral positioning are keys to the question. This paper analyzed regression and interaction using survey data with 209 respondents who play League of Legends. Moreover, it analyzed the results by breaking them into norm violations (flaming and trolling), weakening of competitive protection structure (hack and bug exploits), and the use of instrumental games (match fixing and conspicuous use), based on theoretical discussions and the outcome of factor analysis. Most of all, disobediences about the rules have relationship with game moral positioning and social identity. And formal moral rule and moral identity have negative effects on the disobediences. Our findings offer arrangement about the immoral game behavior pattern and discoveries that behavior is affected by identities of game users.

Keywords: Immoral Game Behavior, Game Rule, Moral Positioning, Social Identity, Moral Identity, League of Legends

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The Evolution, Dynamics and Economic [Social] Impact of Technological Diffusion; Evidence from Nigeria Internet/Mobile Banking System

ADUBA, Joseph Junior^{1*} & IZAWA, Hiroshi²

Abstract This study measures the productivity of depository financial institutions (DFIs) in developing economies (Sub-Sahara & Asia Pacific). We introduced a cost function adjusted to capture the efficiency gains from the information-intensive processes involved in asset transformation such as investment and risk management that yield earning assets for these economies. We analyze thirty-three developing countries and we found that learning by credit and value creation is country/region dependent and that there are winners and losers. Our results show correlation between financial development as computed by IMF and economies in our sample that showed significant learning by credit creation (and in some instance, value creation). Depository financial institutions in Sub-Sahara African significantly created more wealth for its shareholder (stakeholders) than those of Asia Pacific economies at the aggregate level.

Keywords: Credit, DFIs, Financial-development, Investment, Learning

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Visitors' Attachment to Tourist Places in Manama, Bahrain. Towards Urban Tourism Regeneration

Amine Moulay*

Abstract The role of urban tourism to enhance the growth of tourism in cities received a disproportionately small amount of attention by the related parties. Hence, under the crucial strategy to preserve the long-term growth potential of the Kingdom of Bahrain, and within the context of urban regeneration, the present research aims to investigate visitors' attachment to historical tourist places in the capital city of Bahrain, Manama. Indeed, although the city of Manama plays a pivotal role in the development and growth of the national tourism industry, further efforts are needed to enhance the tourism growth in the city. The research findings are based on a questionnaire survey and conducted with 391 visitors randomly selected in tourist attraction areas in the city of Manama. Results indicate that both domestic and international visitors have a fairly strong emotional and functional attachment to the historical sites. However, in term of urban regeneration, domestic visitors highlighted the lack of social and cultural events around the historical sites, while international visitors pointed out the lack of pedestrian and cycling facilities around the sites which decrease their attractiveness. The findings highlight the crucial role of place attachment attributes to inform responsive and inclusive urban regeneration for enhanced urban tourism. Furthermore, it helps to encourage the provision of a conducive environment, enabling the tourism sector to grow. The central idea is that successful urban tourism regeneration should transcend the physical aspect of place to the psychological aspect through the place attachment concept.

Keywords: Urban Tourism, Place Attachment, Urban Regeneration, Manama.

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Impacts of Exchange program attendance on learning performance in higher education: An Empirical Study

Dr. Ricky Y. K. Chan^{1*}, Dr. Jennifer Lai²,

Abstract Amidst universities' continued pursuit of internationalization throughout the past decades, opportunities to attend exchange programs have become increasingly abundant in higher education (Yemini, 2014). Recent research has revealed that exchange program attendance (EPA) positively influences students' learning outcomes, enhances student engagement and their overall satisfaction (Ramsey & Lorenz, 2016). Notwithstanding the reported direct positive influence of EPA on learning experience or performance (LP), little research attention has been paid to the exact mechanism or process underlying this influence. For instance, as EPA could enhance students' appreciation of and adaptation to different cultures, it would have an immediate impact on the development of their cultural intelligence (CI), i.e., capability to function and manage effectively in culturally diverse settings (Ang et al., 2007). This capability may, in turn, enable them to perform better when they return to their home institutions where the study environment is also increasingly internationalized (in terms of student mix and curriculum design) under the wave of continued globalization. This suggests that CI may indeed mediate the positive influence of EPA on LP. Despite the plausibility of this inference, prior research has not taken CI into account when examining the relationship between EPA and LP. Moreover, previous studies on the performance impact of EPA have often neglected those student-specific factors in their analysis. In particular, they have seldom examined the possibility that this impact may vary across students with different exchange destinations and disciplinary orientations (e.g., Bohman & Borglin, 2014; Duffy, Farmer, Ravert, & Huittinen, 2003; Kulbok, Mitchell, Glick, & Greiner, 2012; Luo & Jamieson-Drake, 2015; Stroud, 2010). This neglect hampers academics' understanding of the boundary conditions of the EPA-LP process, and consequently undermines the practical implications of the investigation.

Keywords: Exchange, Performance, Empirical

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A Bayesian approach for analyzing the dynamics in the productivity of rice production in Madagascar

Finaritra Solomampionona M^{1*}, Koki Kyo²

Abstract The economy decreases caused by the lack of growth in the agricultural sector and demographic pressure from an increase in the rural population are the challenges that Madagascar are facing. Especially, an issue is the safety of the food supply in Madagascar. In the last ten years to satisfy the demand the importation is increasing because the decrease in rice major staple food production. In parallel, the rice consumption in the urban areas and food selling for livelihood in the rural areas reduce due to the rising price. The issues in rice production are related to many problems, for example land access, complex value chain, limited application of improved technologies. For a support in that domain, some public and international agricultural development project has been led via technology improvement for production enhancement. The main objective of the present research is to evaluate the impact of these projects on the productivity of rice production in Madagascar and producer's technology adoption based on profitability and food sufficiency. For analysis of the dynamics in the productivity of rice production in Madagascar, we construct a set of statistical models involving time-varying parameters that express the changes in productivity and progress in technique of rice production. To estimate these time-varying parameters, Bayesian methods based on the smoothness prior approach are applied. The estimated results are also analyzed correspondingly with current situation of Madagascar.

Keywords: Food Security in Madagascar, Rural Development, Technology Impact, Productivity of Rice Production, Bayesian Statistical Modeling

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Traders' Order Decisions: Evidence from the Taiwan Stock Exchange

Pi-Hsia Hung¹, Hsiang-Yu Lo^{2*}

Abstract This study employs order-by-order, trade-by-trade data and best quoted data to examine order choice decision by various traders in a pure order-driven market. Specifically, we provide information on the following questions. (1) We empirically investigate the order-by-order correlation in order types across various investor classes, controlling for order-, firm-specific characteristics, time effects and market factors. (2) We analyze the asymmetric effect of order-by-order serial correlations between buy and sell orders. (3) We test the liquidity hypothesis and examine whether large bid-ask spread increases the probability of inside -the-quote orders limit orders and decreases the probability of marketable limit orders? (4) We furthermore examine the market depth forecasting effect. Whether large best ask (bid) depth increases the probability of a marketable limit sell (buy) and large best bid (ask) depth decreases the probability of a marketable limit sell (buy)? Who exhibits the greatest market depth forecasting trading behavior? (5) Finally, as the trading time of day increases, is it possible to reduce the possibility of marketable limit buy or sell orders and increase the possibility of limit buy or sell orders? Our analysis yields the following expected findings. (1) We expect the order activities are clustered and the serial correlation in order types on an order-by-order basis is positive, suggesting a follow-on strategy by traders. (2) Consistent with short-term market depth, large best ask (bid) depth increases the probability of a marketable limit sell (buy) and the large best bid (ask) depth decreases the probability of a marketable limit sell (buy). (3) As the trading time of day increases, marketable limit buy or sell orders become less likely and limit buy or sell orders become more likely. The traders are most aggressive to submit marketable limit orders early in the day.

Keywords: Order-by-Order, Order Aggressiveness, Marketable Limit Order, Limit Order, Trading Strategy

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Free Cash Flow Valuation: Pedagogical and Practical Implications

Frank Ohara^{1*}, John Gonzales²

Abstract The focus of this paper is to present the comprehensive Free Cash Flow (FCF) valuation for an entire corporation and common equity based on SEC Form 10-K and Form 10-Q submitted by publicly traded companies. After reviewing the standard pedagogical methodology, we present a more practical approach and make available for download the calculations for 42 companies. We posit that if FCF is defined as cash available to be distributed to investors, all investments a firm undertakes must be included, not only capital expenditures. Our comprehensive calculation is completely consistent with the definition provided by Jensen (1986), as all business investment expenditures on “projects” must be incorporated. We first examine the typical FCF methods in “fundamentals of finance” and “valuation” textbooks. We would not be able to undertake the comprehensive FCF calculations for valuing a company, as the actual calculations in practice are more complex. The typical corporation is providing FCF information as a performance metric while we are focusing on valuation. In our sample, we find that there are no firms that calculate FCF according to what we propose in this paper. We then examine FCF calculations undertaken by three internet-based financial data providers that are readily available. These calculations are useful in showing various aspects of available cash flow. However, these measures are not consistent with the comprehensive definition of FCF developed in this paper that will be used for valuation purposes. This paper fills a gap between these FCF calculations by providing a comprehensive free cash flow calculations for valuation purposes. The single most important point of our paper is that we include all the business investments a firm undertakes, whereas every other source includes only some of a firm’s investments, usually subtracting out only capital expenditures.

Keywords: Valuation, Pedagogical, Practical

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