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5th International Conference on Social
Science, Applied Sciences, Economics
and Management
SASE-DEC-2022
Tokyo, Japan
December 10-11, 2022



SASE–Tokyo Japan

5th International Conference on Social Science, Applied
Sciences, Economics and Management
SASE-DEC-2022

December 10-11, 2022

Hotel Mystays Ochanomizu Conference Center

Book of abstracts

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Conference Coordinator

- 2. Mr Leon Yap**
Conference chair

- 3. Hideo Owan**
Conference Coordinator

Contents

DISCLAIMER	3
ORGANIZING COMMITTEE	4
CONFERENCE CHAIR MESSAGE	6
CONFERENCE SCHEDULE	7
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES	10
A Study on the Relationship between Social Isolation and Loneliness with Online Games	11
Confucianization of Islam in Early Modern China: The Role of the Yijing	12
Effect of Endorser's Race in Advertisements	13
Measuring teachers' perceptions about STEM: questionnaire development and promoting teachers' STEM competencies	14
Legal Consequences for a Notary Related to the Reading of the Deed That The Notary Made in front of the Parties	15
Establishment of an Intercompany Logistics System in East Asia: A Theoretical and Practical Study	16
SCIENTIFIC BOARD	17
CONTACT US	18
VENUE	19

Conference Chair Message

Dr Ishida Otaki

5th International Conference on Social Science, Applied Sciences, Economics and Management SASE-DEC-2022 serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr Ishida Otaki

Conference Chair

TARIJ-Secretariat, 2022

Conference Schedule

DAY 01 Saturday (Dec 10, 2022)

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 (Dec 10, 2022)

Session 1 (10:00 am – 12:30 pm)

Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

SASE-DEC22-101	A Study on the Relationship between Social Isolation and Loneliness with Online Games	Jung Jin Young
SASE-DEC22-102	Confucianization of Islam in Early Modern China: The Role of the Yijing	Benjamin Wai Ming Ng
SASE-DEC22-105	Effect of Endorser's Race in Advertisements	Dr LENG Ho Keat
SASE-DEC22-108	Measuring teachers' perceptions about STEM: questionnaire development and promoting teachers' STEM competencies	Prof Chia-Ju Liu
SASE-DEC22-109	Legal Consequences for a Notary Related to the Reading of the Deed That The Notary Made in front of the Parties	Yanly Gandawidjaja
SASE-DEC22-110	Establishment of an Intercompany Logistics System in East Asia: A Theoretical and Practical Study	Sungjae Pak

Closing Ceremony

DAY 02 Sunday (Dec 11, 2022)

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 on the Relationship between Social Isolation and Loneliness with Online Games

Jung Jin Young^{1*}, Han Mil Choi², Ji Hyun An^{1,3}, Myung Hyun Kim⁴ and Jin Pyo Hong⁵

Abstract In the pandemic era, many people feel lonely and socially isolated. At the same time, people who play computer games were also rising. However, the relationship between loneliness and game overuse is controversial. So, we examined the prevalence, correlates, and comorbidities of loneliness and game overuse in a Korean Epidemiologic Catchment Area study replication (KECA-R) conducted in 2021. A total of 5,511 subjects completed the survey and we used the data of respondents from 18 to 49 years of age, who mainly use games. The Korean version of the Composite International Diagnostic Interview 2.1 (K-CIDI), Loneliness and Social Isolation Scale-6 (LSIS-6), and Game Overuse Screening Questionnaire (GOS-Q) were used to measure the degree of psychiatric disorder, loneliness, and social isolation, and game usage behavior for each. Among the respondents, the number of non-gamers, low-risk gamers, and high-risk gamers was 63.7%, 26%, and 10.2%, respectively. There were significant differences between the three groups according to gender, age, marital status, employment status, depressive disorder, anxiety disorder, and substance use disorder. It was found that the low-risk gamer group showed significantly lower loneliness and social isolation scores than the non-gamer and high-risk gamers groups (5.34 vs. 4.81 vs. 5.38, $p = <.001$). Linear regression models were devised and the low-risk gamer group was associated with a lower LSIS-6 scale score compared to non-gamers ($\beta = -.062$, $p = .002$), and the high-risk group showed no significant association. In the subscale analysis of LSIS-6, the low-risk gamers group showed significantly lower scores than the non-gamers and high-risk gamers in the loneliness subscale ($p < .001$ each). Also, in the social support subscale of LSIS-6, the scores of low-risk gamers were significantly lower than the other two groups for all respondents ($p = .005$ each). This result shows that gaming usage can influence social interaction and social support in some cases. And low-risk gaming usage can lower loneliness and social isolation. But, at some level of gaming addiction, other psychiatric problems co-occur and the individual feels lonely and socially isolated. Further studies exploring the other factors that affect gaming overuse and psychiatric disorder are needed.

Keywords: Social Isolation and Loneliness with Online Games

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Confucianization of Islam in Early Modern China: The Role of the Yijing

Benjamin Wai Ming Ng*

Abstract In early modern (Ming-Qing) China, many Islamic scholars used the Yijing (Classic of Changes), one of the major Confucian classics, to advocate the unity of Islam and Confucianism. Yijing-related concepts such as taiji (supreme ultimate), yinyang (two universal opposite forces), wuxing (five agents), bagua (eight trigrams) were used to explain Islamic theory of creation and the early world history. Based on textual analysis of writings by Islamic scholars in Ming-China China, this study examines how Islam was Confucianized or Sinicized and the dialogue between Confucianism and Islam was made.

Keywords: Islam, Confucianism, China, Classic of Changes

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Effect of Endorser's Race in Advertisements

Dr LENG Ho Keat^{1*}, Yi Xian Philip PHUA², André RICHELIEU³
Shintaro SATO⁴ Sock Miang TEO-KOH⁵ Yen-Chun LIN⁶

Abstract The literature has suggested that when models are perceived to be experts in the products that they endorse, they are generally more effective as endorsers. The aim of this study is to examine whether the race of an endorser serve as a visual cue to expertise in advertisements. In this study, 29 respondents viewed an advertisement of an athlete endorsing a fictitious brand of sports shoes on a computer with an eye tracker attached. The respondents were split into two groups. In the first group, 14 respondents were exposed to an African athlete of Negroid race. In the second group, the remaining respondents were exposed to the same advertisement but with an Australian athlete of Caucasoid race. An independent t-tests showed that there was no significant difference in perception of quality between the two groups (MNegroid=3.36, SDNegroid=1.69; MCaucasoid=3.53, SDCaucasoid=1.68; $t(27)=-.28$, $p=.39$). In addition, there was no significant difference in purchase intention between the two groups (MNegroid=2.63, SDNegroid=1.56; MCaucasoid=2.55, SDCaucasoid=1.30; $t(27)=-.14$, $p=.44$). Further tests showed that there was no significant difference in the visual attention between the two groups. There was no significant difference in both dwell duration (MNegroid=1385.06, SDNegroid=788.42; MCaucasoid=1909.79, SDCaucasoid=1513.17; $t(27)=1.16$, $p=.13$) and fixation count (MNegroid=4.64, SDNegroid=2.31; MCaucasoid=5.27, SDCaucasoid=3.45; $t(27)=-.57$, $p=.29$). This suggests that the race of the model did not seem to affect the effectiveness of endorsements.

Keywords: Visual attention; Sponsorship; Consumer Behaviour

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Measuring teachers' perceptions about STEM: questionnaire development and promoting teachers' STEM competencies

Prof Chia-Ju Liu^{1*}, Hsin-Yi, Chiu²

Abstract Despite significant investments of money and resources, the effectiveness of STEM courses remains unclear, and students lack interest in STEM careers, despite the belief that STEM courses are linked to a nation's competitiveness (Kayan-Fadlelmula, et al., 2022). Therefore, teachers and curriculum developers need innovative STEM perspectives to meet 21st-century STEM demands. This study aims to create a self-discrepancy-based implicit measure (Higgins et al., 1985). The questionnaire will gauge STEM teachers' opinions. 100 STEM teachers participated in the "STEM Teacher Perceptions Questionnaire" pre-test. Cronbach's $\alpha=0.949$. KMO=0.905, Bartlett's sphere $p<0.001$ indicate that the pre-test questionnaire is suitable for factor analysis. Based on the Scree plot, two components are formed following factor analysis. Developing a two-dimensional questionnaire with a total of 39 items 202 STEM teachers from elementary and secondary schools participated in the study, and SmartPLS was used to analyze their perceptions. This research was successful in developing an implicit tool for measuring STEM teacher perceptions. According to the relationship diagram of the research model, the model's overall explanatory power is 58.2%, indicating that the model has a good level of explanatory power. The results indicate that using the self-discrepancy perspective to investigate the perception of STEM teachers is feasible. This tool assists STEM teachers in better understanding themselves, accurately promoting their "STEM competencies", boosting their confidence in participating in STEM courses, and allowing more teachers to enter the STEM field with confidence and ease.

Keywords: STEM, science teacher, teachers' perceptions

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Legal Consequences for a Notary Related to the Reading of the Deed That The Notary Made in front of the Parties

Yanly Gandawidjaja*

Abstract In the legal profession, there is a notary position. Referred to as a notary position because notary in its meaning in Law Number 2 of 2014 concerning Notary Positions, a notary is referred to as a public official authorized to make a notarial deed or other authorities regulated in this law. As a general official, a notary produces an authentic deed where the deed is a deed that has the status as legal evidence if it is used as evidence in court and does not need to be further proven to test the validity of the deed. One of the obligations of a notary to guarantee the deed made is an authentic deed is to read the contents of the deed before the parties in accordance with the provisions of Article 16 paragraph (1) letter m of the Law on Notary Positions which states that the notary has an obligation to read the deed before the the parties at the time of signing the deed. There are legal consequences that follow the obligations of this rule. The result of not having the deed read before the parties is that the deed is no longer an authentic deed but a private deed. The results of this private deed make the deed need to be further proven in the event of a dispute and need to be proven in court and will be used as evidence in accordance with Article 16 paragraph (9) of the Notary Position Act. In addition, it violates the provisions of Article 4 paragraph (6) of the Code of Ethics of the Indonesian Notary Association which has consequences, namely in the form of sanctions imposed on members (in this case Notaries) who violate the code of ethics, namely in the form of warnings, warnings; schorsing (temporary dismissal) from association membership, onzetting (dismissal) from association membership, dishonorable discharge from association membership.

Keywords: notary, deed, result

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Establishment of an Intercompany Logistics System in East Asia: A Theoretical and Practical Study

Sungjae Pak *

Abstract To cope with rapidly expanding e-commerce within the East Asian region, it is necessary to establish an intercompany logistics system. However, there is currently a lack of micro-strategic research in this field. To bridge this gap, this study theoretically and empirically identifies the specific combination status of the system and its components, deduces the existing system's limitations, and reinterprets the supply chain management (SCM) problems encountered by the region's companies. Additionally, it endeavors to establish a new theoretical and practical construction process model on building an intercompany logistics system to optimize the SCM strategy that East Asian companies aim to achieve. Since the mid-2000s, advances in mobile information network technology and globalization and economic integration have encouraged the region's companies to synchronously manage procurement, production, and sales activities. It is necessary to share common management concepts that assume the movement of intercompany relationships toward the ideal goal of overall optimization of virtual enterprise organizations. In the global enterprises of Europe, the United States, and East Asia, SCM—having been extended to inter-enterprise relations based on internal logistics and information management systems—is being developed by many enterprises in the same region. In contrast, the scope of the supply chain in e-commerce can be defined in terms of the number of companies associated with a particular supply chain and the functions contained therein. Some companies attempt to consolidate internally before expanding their supply chains to other companies. However, the original scope of the supply chain spans multiple companies. Therefore, this study conducts qualitative and quantitative research from an interdisciplinary perspective to examine how a versatile strategic and effective intercompany logistics system platform for e-commerce across multiple regional countries can be established.

Keywords: Logistics, SCM, East Asia

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