



**World Engineering Technology
and Applied Science Forum**

CONFERENCE BOOK OF ABSTRACT PROCEEDING

Venue: Nine Tree Premier Hotel Myeongdong 2

Date: June 16-17, 2018

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

*World Engineering Technology and
Applied Science Forum
ANIMH*

TABLE OF CONTENTS

ORGANIZING COMMITTEE	9
CONFERENCE TRACKS	10
CONFERENCE CHAIR MESSAGE	11
CONFERENCE SECHDULE	12
Participants Registered As Listener/ Observer	15
TRACK A	17
<i>ENGINEERING & TECHNOLOGY, COMPUTER, BASIC & APPLIED SCIENCES</i>	17
Industry 4.0 Implementation Framework for the Producing Industry	18
Notebook Computer Component Breakdown Pattern Recognition and Prediction by using Hidden Markov Model	19
The Effects of One-time Laughter Therapy on Stress Response, School Life Adjustment and Ego-resilience of Female University Students	20
TRACK B	21
<i>BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES</i>	21
Functional Perspectives on Strategic Significance of R&D and Export Activity for Firms Economic Performance in U.S. Manufacturing Industries	22
Entrepreneurship in Retailing: Resources, Capabilities, buying, Use of Marketing tools, Internationalization,Entrepreneurs life Management	23
Reminiscence Video, Popup Store, and Retail business plan competition: Three Steps to Nrture Future Entrepreneurs in Class	24
The Effects of Domestic Saving and Investment on the US Current Account Deficit: Using Three Coin-tegration Analyses and the Error Correction Models	25
The Impact of R&D Expenditure and Marketing Spending on Firm Sales: Evidence from Turkey	26
The Empirical Study of Student Satisfaction As A Determinant of Teachers Skills, Attitudes And Train-ing Environment: The Case of Mongolian Private University	27
The Factors on Overall Job Satisfaction: The Case of Mongolia	28
Impact of Employee Satisfaction in Employee Loyalty, Retention and Organizational Performance	29
Improvements in Chinese agricultural Industry Go Global Impementation Perspective	30

Book of Abstracts Proceedings

**ANIMH International Conference on Research Advances in Technology, Applied Sciences,
System and Process Engineering (TASPE-June-2018)**

Seoul, South Korea
June 16-17, 2018
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***ANIMH International Conference on Research Advances in
Technology, Applied Sciences, System and Process Engineering
(TASPE-June-2018)***

Venue: Nine Tree Premier Hotel Myeongdong 2

Conference Theme: The idea of the conference is for the scientists, scholars, engineers and students from the Universities all around the world and the industry to present ongoing research activities, and hence to foster research relations between the Universities and the Industry.

Book of Abstracts Proceedings

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ORGANIZING COMMITTEE

Philip L-F. Liu

Conference Chair

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CONFERENCE TRACKS

- Smart Engineering Technology
- Smart Data Science and Big Data
- Smart Information Technology Management
- Smart Digital Economy and Business Management
- Smart Citizen, Policy, and Social Management
- Smart Citizen, Policy, and Social Management
- Organizational Studies
- Management of Technology Education and Research
- IT Education and Society
- Engineering Technology
- Image Processing, Biosignal Processing, Modelling and Simulation, Biomechanics Logistics and Supply Chain Management
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Physical, Applied and Life Sciences
- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary

CONFERENCE CHAIR MESSAGE

Philip L-F. Liu

“World Engineering Technology and Applied Science Forum” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Philip L-F. Liu

Conference Chair

Email: conference.chair@animh.com

CONFERENCE SECHDULE

ANIMH-2018

Venue: Nine Tree Premier Hotel Myeongdong 2

Time: Registration & Kit Distribution (09:00 - 09:30 am)

Day: Saturday

Date: June 16, 2018

Venue: Room 1

09:30 am - 09:40 am	Introduction of Participants
09:40 am - 09:50 am	Inauguration and Opening address
09:50 am - 10:00 am	Grand Networking Session

Tea/Coffee Break (10:00 - 10:30 am)

DAY 01 Saturday (June 16, 2018)

First Presentation Session (10:30 am - 12:30 pm)

Venue: Room 1

Session Chair: Dr.Vincent

Track A:Engineering, Technology Computer and Applied Sciences

Paper ID	Manuscript Title	Presenter Name
TASPE-068-KR102	Industry 4.0 Implementation Framework for the Producing Industry	Guenther Schuh
TASPE-068-KR103	Cooperative, Digital Interconnected Order Processing Process in the Tool and Die Industry	Thilo Schultes
GSEI68-102	Notebook Computer Component Breakdown Pattern Recognition and Prediction by using Hidden Markov Model	Satria Arief Wicaksono Bakri

Track B:Business, Economic, Social Sciences and Humanities

NDMA68-101	The Effects of One-time Laughter Therapy on Stress Response, School Life Adjustment and Ego-resilience of Female University Students	Prof. Dr. Cha MiYoun
NDMA68-102	Functional Perspectives on Strategic Significance of R&D and Export Activity for Firms Economic Performance in U.S. Manufacturing Industries	Prof. Dr. Jooh Lee
SEO-368-101B	A Study of Tourist Preference on cultural tourism: The Case of Chiayi in Taiwan	Hui Chen fang
SEO-368-102B	Impact Of Employee Satisfaction In Employee Loyalty, Retention And Organizational Performance	Sarantuya Jigjiddorj , Altanchimeg Zanabazar
MBES-JUN-102	The Effects of Domestic Saving and Investment on the US Current Account Deficit: Using Three Cointegration Analyses and the Error Correction Models	Young Cheol Jung
MBES-JUN-110	The Impact of R&D Expenditure and Marketing Spending on Firm Sales: Evidence from Turkey	G. Canberk Bulu

Lunch Break: (12:30 pm - 01:30 pm)

DAY 01 Saturday (June 16, 2018)

Second Presentation Session (01:30 am - 03:00 pm)

Venue: Room 1

Session Chair: Dr.Vincent

Track B:Business, Economic, Social Sciences and Humanities

Paper ID	Manuscript Title	Presenter Name
MBES-JUN-115	The Empirical Study Of Student Satisfaction As A Determinant of Teachers Skills Attitudes And Training Environment: The Case Of Mongolian Private University	Domboo Altanbat
MBES-JUN-116	The Factors on Overall Job Satisfaction: The Case of Mongolia	Bayantsatsral Günsennorov
SEO-368-103B	Improvements in Chinese agricultural Industry Go Global Impementation Perspective	Karolina opaciska
SEO-368-104B	The Effect of Pension Expenditure on Fiscal Deficit: Global Evidence	Jhieh Sian Pan
MBES-JUN-113	Entrepreneurship in retailing: Resources, Capabilities, buying, use of Marketing tools, Internationalization, and Entrepreneurs Life Management	Youngjin Bahng
MBES-JUN-114	Reminiscence video, popup store, and retail business plan competition: Three steps to nurture future entrepreneurs in class	Youngjin Bahng

Tea Break & Closing Ceremony: (03:00 pm 3: 15pm)

Participants Registered As Listener/ Observer

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

Official ID: TASPE-068-KR104A

Mr Aly Kromah
Cross Atlantic Trading, Liberia

Official ID: SBTM-068-ANI101A

Lawrence Mwangi
Kenya

Official ID: NDMA68-105A

Chuluunchimeg
Byatskhan Mongol Tstesterleg Institute, Mongolia

Official ID: NDMA68-106A

Johnson Joseph Olumuyiwa
Segi University , Malaysia

Conference Day 02 (June 17, 2018)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.

TRACK A
ENGINEERING & TECHNOLOGY, COMPUTER, BASIC & APPLIED
SCIENCES

Industry 4.0 Implementation Framework for the Producing Industry

¹*Felix Stracke, ²Guenther Schuh

³Michael Salmen, ⁴Maximilian Stark

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Keywords: Procurement, Supply Chain Management, Collaboration, Single and Small Series Manu-Facturing, Small Business Management, Benchmarking

The competitive pressure induced by progressing globalization has forced companies to find new ways of differentiation. Industry 4.0 as the synonym for the next significant step in value creation advancement offers new technologies and procedures to obtain further improvements in competitiveness. The real-time networking of people, machines and objects is not only an opportunity to leverage productivity potentials; it also enables new data-driven business models to achieve increase in revenues. Although the concept and enablers of industry 4.0 are widely known across the producing industry, companies struggle with its successful and sustainable implementation. Due to the often insufficient embedding of individual solutions in a coherent overall concept, implemented solutions cannot exploit potential synergies within the company. The presented paper introduces a framework to centrally control and synchronize Industry 4.0 activities within a company. By integrating bottom-up and top-down perceptions the framework facilitates the early identification and assessment of potential industry 4.0 applications as well as efficient development of specific solutions up to the implementation in series production. Consisting of an operationalization process and an organizational model optimized for horizontal and vertical exchange within the company, the framework enables a faster and more robust implementation of industry 4.0

Notebook Computer Component Breakdown Pattern Recognition and Prediction by using Hidden Markov Model

^{1*}Satria Arief Wicaksono Bakri ²Ou-Yang Chao

³Akhmad Hidayatno ¹Industrial Engineering Department, Universitas Indonesia, Depok, Indonesia

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Keywords: Pattern Recognition, Component Breakdown Prediction, Hidden Markov Model (HMM)

For notebook computer companies, managing component spare part inventory for repair service centers is vital. While there are plenty of researchers perform forecast in repair time and repair volume of component spare-part, there is a limited number of research that perform recognition and prediction on component breakdown pattern for notebook computers. This work, in the quest of providing valuable inputs for inventory management practice of repair service center, will focus on recognizing and predicting the component breakdown pattern of notebook computers. In this work, sequential repair history was gathered from a notebook computer repair service center in Taiwan and treated as sets of observation sequences for a hidden Markov model (HMM), while the component breakdown treated as hidden states. Subsequently, Baum-Welch algorithm is executed to learn the HMM parameters. Several models based on various observation sequence length were trained and ranked based on the log-likelihood. The best HMM is selected as the model to reveal the component breakdown sequence. The decoding of component breakdown sequence was performed by using Viterbi Algorithm and revealed 1511 instances of component breakdown pattern from 25 service sequence types. Afterwards, to predict the next possible component breakdown, possible sets of future repair sequence were ranked by their log-likelihood. By using Viterbi Algorithm, the next most probable component breakdown was predicted.

The Effects of One-time Laughter Therapy on Stress Response, School Life Adjustment and Ego-resilience of Female University Students

^{1*}Cha Mi-Youn, ²Guenther Schuh
³Christoph Kelzenberg, ⁴Jan Wiese
Uiduk University, South Korea
Corresponding Email: mycha@uu.ac.kr

Keywords: One-time Laughter Therapy, Stress Response, School Life Adjustment, Ego-resilience

This study has developed a one-time laughter therapy program for university nursing students and has investigated the effects of their stress response, school life adjustment and ego-resilience. It is a quasi-experimental research using a nonequivalent control group pre/post-test design. 33 people each of an experimental group and a control group were participated in this study (total=66). After operating the one-time laughter therapy to the two groups, it measured their stress response, school life adjustment and ego-resilience at the same period of time. At the result, their stress response of the one-time laughter therapy was $p = .040$ and their school life adjustment was $P = .012$, which means that the one-time laughter therapy has exerted a significant influence on them. Therefore, it is suggested that the one-time laughter therapy will be able to help female university students relieve their stress and adjust to their school life well.

TRACK B

BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES

Functional Perspectives on Strategic Significance of R&D and Export Activity for Firms Economic Performance in U.S. Manufacturing Industries

^{1*}Prof. Dr. Jooh Lee, ²Lak-Chae Chung
National University, Kong-Ju, Korea
Corresponding Email: lee@rowan.edu

Keywords: One-time Laughter Therapy, Stress Response, School Life Adjustment, Ego-resilience

This study has developed a one-time laughter therapy program for university nursing students and has investigated the effects of their stress response, school life adjustment and ego-resilience. It is a quasi-experimental research using a nonequivalent control group pre/post-test design. 33 people each of an experimental group and a control group were participated in this study (total=66). After operating the one-time laughter therapy to the two groups, it measured their stress response, school life adjustment and ego-resilience at the same period of time. At the result, their stress response of the one-time laughter therapy was $p = .040$ and their school life adjustment was $P = .012$, which means that the one-time laughter therapy has exerted a significant influence on them. Therefore, it is suggested that the one-time laughter therapy will be able to help female university students relieve their stress and adjust to their school life well.

Entrepreneurship in Retailing: Resources, Capabilities, buying, Use of Marketing tools, Internationalization,Entrepreneurs life Management

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Keywords: Entrepreneurship, Networking, Life Management

Entrepreneurship is an important field of research study. However, entrepreneurship research may still be regarded as only an aspect of small businesses or new ventures rather than an independent conceptual domain (Shane & Venkataraman, 2000). Moreover, even though researchers have examined entrepreneurship with multiple variables such as networking capabilities and internationalization (Chetty & Holm, 2000) or entrepreneurship and resource-based theory (Alvarez & Busenitz, 2001), there are few research studies that examined specifically entrepreneurship in retailing. The purpose of this study is to understand entrepreneurship in retailing based on the small retail store owners thoughts regarding marketing resources, capabilities, buying, internationalization, and life management. As a pilot study, results of this study may guide scholars to what to research in entrepreneurship in retail area and implications may make important contributions to the entrepreneurship relevant academic literature and the fashion and retailing area. The findings of this study may contribute to entrepreneurship and retail area by suggesting unique concepts, themes, and research topics to current or future entrepreneurs and scholars, and particularly this will be useful for small retail owners with extremely limited resources, networks, and/or governmental support. This study was conducted based on the Resource-based theory (RBT) and dynamic capabilities view (DCV). RBT has been used by a number of management and marketing scholars, and some of their studies have examined the relationships or linkages between a firm's marketing resources and performance (e.g., Cavusgil & Zou, 1994; Luo et al., 2005). Dynamic capabilities have also been investigated by researchers in their marketing/management research studies, such as the impact of dynamic capabilities in the new product development (Acikdilli & Ayhan, 2013). These two theories were used as guidance when conducting interviews and analysis because theories led the researchers to an explicit direction to identifying what issues are important to ask and examine (Creswell, 2003). For this research, the qualitative method with interviews was adopted over quantitative methods for this study because qualitative methods can provide robust, detailed, thoughtful data to analyze to build a theory or a model using inductive reasoning (Creswell, 2003).

Reminiscence Video, Popup Store, and Retail business plan competition: Three Steps to Nrture Future Entrepreneurs in Class

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Keywords: Entrepreneurs, Reminiscence, Retail Store, Products, Business Plan, Competition

As one of large retailers that carried tons of fashion products in the U.S., Macys has closed 81 stores since August 2016 and will shut down another 19 stores. Therefore, Macys, which had almost 800 offline stores in 2014, will have fewer than 600 offline stores after its closures as they planned. (Peterson, 2018). Large retail stores closure has a great impact on our community generating not only customers inconvenience but a number of evaporated jobs and laid off employees. Working for a large corporation no more guarantees job security to young people, and the development of technology (i.e., internet, social networks, unmanned delivery system, etc) enables individuals to start and run their own business more easily than before. In business schools, general entrepreneurship courses have been offered for long. These entrepreneurship courses based in general business concept may not be able to go over many sources of knowledge about fashion and/or retailing field that includes many aspects of dissimilarity to other industry sectors. Compared to starting a retail business (i.e., opening a clothing store), keeping the business profitable by yielding steady net income is extremely difficult because of fiercely competitive market. For college students who want to have their own retail business, an entrepreneurship class that focusing on fashion and/or retailing with valuable and useful hands-on experience projects is necessary to get them ready to jump into the real retail industry.

The Effects of Domestic Saving and Investment on the US Current Account Deficit: Using Three Cointegration Analyses and the Error Correction Models

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Keywords: Saving, Investment, Current Account Deficit, Cointegration, Error Correction Model

The US has been experiencing a chronic current account deficit since 1982. Using a quarterly dataset of the current account deficit, domestic savings and investment from 1947 Q1 to 2017 Q1, this paper examines whether private savings, government savings or domestic investment is a primary factor to incur the current account deficits of the US. Additionally, we test Feldstein and Horioka Puzzle and Twin Deficit Hypothesis by investigating the empirical link between saving and investment, and the government savings and the current account, respectively. The whole sample period is split into three samples: (1) 1947Q1- 1984Q3 (2) 1984Q4- 1999Q4 (3) 2000Q1- 2017Q1 to see if the relationships has changed over time. This is done through applying cointegration tests and the error correction models (ECM). In particular, we practiced most widely used three cointegration tests (Engle & Granger, Johansen and ARDL bound test) altogether in order to check the sensitivity of test results. From the comprehensive empirical analysis, we find several interesting results. First, the long-run relationship between domestic savings and investment in the US only existed until the early 80s in which the economic variables were more stable. Thus Feldstein and Horioka puzzle may not be a contemporary phenomenon any more. Second, the current account of the US has been more affected by the investment rather than saving. That is, a higher investment rather than a low savings has been the main reason for the CA deficits of the US in all three sample periods. Third, Twin Deficit Hypothesis is not empirically supported in all three sample periods.

The Impact of R&D Expenditure and Marketing Spending on Firm Sales: Evidence from Turkey

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Keywords: R&D Expenditures, Marketing Spending, Firm Sales, GMM

Along with accelerating globalization, the new economic understanding is based on science, technology and innovation, also in this time the competition between firms is increasing sharply. Companies focus on more R&D and consumer value creation to differentiate from its competitors. R&D expenditures through product differentiation and marketing activities through customer value creation contribute to companies' ability to maintain their assets and to compete. For creating value to consumer, many of the most successful companies spend on more marketing for each of a lot of categories such as market research, product development, promotions, sales and service etc. Marketing expenditure is an important role in companies in terms of sales revenue and profitability. Consumers influence by marketing efforts because marketing efforts have a positive and important effect on consumers decision making. Similarly, firms can increase the quality of existing products, reduce average production costs and improve product range by developing new products through R&D expenditures. In this respect, R&D expenditures play an important role in both firms sales and firms profitability. The main purpose of this study is measure the impact of these two important expenditure patterns on firm sales. In accordance with this purpose, analyzes made 94 Turkish Stock Exchange firm for the period 1996-2010. In this study Pooled Ordinary Least Squares Method (POLS), Fixed Effects Method (FE) and System Generalized Moments of Method (GMM) were used as the analysis method. According to the analysis results, R&D expenditures and marketing spending made in the period (t-1), statistically significant and positive affect the firm's sales in the period (t). In addition, other variables used in the research; investment, number of employees, and exports statistically significant and positive affect firms sales.

The Empirical Study of Student Satisfaction As A Determinant of Teachers Skills, Attitudes And Training Environment: The Case of Mongolian Private University

^{1*}Bayantsatsral Gunsennorov, ²Gantumur Ganjarga

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Keywords: Student Satisfaction, Teachers Skills, Attitude, Training Environment

The aim of this study seeks to examine the correlations between teachers skills, attitude and training environment for student satisfaction. We try and understand the factors which influence student satisfaction in higher education, as well as the consequences of it. Students will often choose their university or specific academic department based on its reputation, and universities and even the same schools academic departments will often compete in attracting the best students. We collected and analyzed data from descriptive research can help understand factors on student satisfaction. The data were collected from 164 participants who study in the first courses for School of Finance and Economics at IKH ZASAG International University. This study discussed the effects of above mentioned results, the implications for theory and practice along with the limitations of the research and the implications for further research. Our study is significant in considering both theoretical and practical issues and for practices in Mongolian private higher education sector. Data were estimated by SPSS 21 and Smart PLS 3.0 statistic programs.

The Factors on Overall Job Satisfaction: The Case of Mongolia

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Keywords: Mongolia, OCTAPACE Profile, Organizational Justice, Organizational Culture, Job Satisfaction

Overall job satisfaction is one of the main influential factors for the effectiveness of human resource development. We try to study more theoretical framework of job satisfaction in political administration position and public administration position in Mongolia. The aim of this study is to investigate the impacts of organizational justice, organizational culture on job satisfaction among public officers. This research topic has been studied and is well-known in worldwide. In Mongolia, context the topic of study has been developed at low level. Data collected and analyzed from descriptive research can help public sector employees understand factors of job satisfaction. Therefore, the research methodology organized and used some information from statistical calculations in Mongolia. Data were collected from 104 participants who work in political administration position. The participants were from Mongolian cities such as Ulaanbaatar, Darkhan and Erdenet. The results showed that effects of all factors had a positive relationship on job satisfaction. Data were analyzed using the Statistical Package for the Social Sciences (SPSS) and SmartPLS-3.0 programs.

Impact of Employee Satisfaction in Employee Loyalty, Retention and Organizational Performance

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Keywords: Job Satisfaction, Employee Loyalty, Employee Retention, Organizational Performance-Financial

Retention of highly skilled and loyal employees enable improving the organizational performance that significantly contributes to maintaining its competitiveness in the market and competitive advantages. Therefore, one of the key aspects of employee retention is improving employee satisfaction for sustaining high organizational performances. Studying the factors influencing employee satisfaction and their impacts are essential for addressing numerous issues like organizational development, corporate policy formulation, organizational performance and organizational competitiveness. The current paper aims at researching how the employee satisfaction has an impact employee retention, loyalty as well as organizational financial and non-financial performances of the organization based on the case of a cashmere and wool garment company in Mongolia. The research results indicate that satisfied employees tend to be loyal and committed to the organization and contributed positively on the organizational non-financial performances. However, no correlation is indicated between employee retention and organizational financial performance.

Improvements in Chinese agricultural Industry Go Global Impementation Perspective

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Keywords: Chinese Agri-Food Industry, Go Global, Innovations In Agriculture, New Technologies

The aim of the article is to present the directions of Go Global strategy oriented on modernizing Chinese agri-food sector by implementing modern solutions and deepening technological progress, which in turn allows to increase the competitiveness of entities in this sector. The article will present the implementation of modern agricultural technologies that allow for environmentally friendly production, as an expression of shaping the social responsibility and ecological awareness of producers in Chinese agri-food sector. They are aimed at increasing the quality of agricultural products, in the context of increasing the level of needs fulfillment and increasing the nutritional security of consumers. The next part of the article will show the expenditures earmarked as part of the Go Global strategy for the development of new technologies in various links of the agri-food sector. The consideration will be supported by examples of solutions implemented by Chinese producers in selected areas of this sector. In the final part, the outcomes and prospects for further development of the agri-food sector in China in the context of Go Global strategy will be outlined. The article will be based on the analysis of data obtained from reports of specialist research institutes and consulting agencies, as well as other secondary sources of information.

UP COMING EVENTS

You can find the details regarding our upcoming events by following below:

<http://animh.com/conferences/mseit-june-2018/>

<http://animh.com/conferences/eaict-july-2018/>

<http://animh.com/conferences/ieta-sep-2018/>

<http://animh.com/conferences/neta-oct-2018/>

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VISION

Maintain the research excellence and leadership in the field of engineering technology and applied sciences through engaging and serving scholars as well as practitioners, and to be the international voice for the highest standards for engineering technology and applied sciences.