

CONFERENCE BOOK OF ABSTRACT PROCEEDING



Venue: The Howard Plaza Hotel Taipei
Date: May 13-14, 2020

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Book of Abstracts Proceedings

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Taipei, Taiwan May 13-14, 2020

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Dr. Vincent W Ho
Conference Chair
Email: conference.chair@ani.com

Ms Hungxin Li
Conference Supervisor
Email: Hungxin.Li@anishh.com

CONFERENCE TRACKS

Social and Community
Studies Arts
Humanities
Civic and Political Studies
Cultural & Global Studies
Environmental Studies
Organizational Studies
Educational and Communication Studies
Economics, Finance & Accounting
Business and Management Studies
Computer and Software Engineering
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

Dr. Vincent W Ho

“International Conference of Academic Nusa International” 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.

Dr. Vincent W Ho

Conference Chair

Email: Conferencechair.ani@gmail.com

CONFERENCE SCHEDULE

ANISSH-2020

**45th International Conference on Evolving Trends in Academic and Practical Research
(ETAPR)**

Venue: The Howard Plaza Hotel Taipei

Time: Registration & Kit Distribution (09:00 am – 09:05 am)

Day: Wednesday

Date: May 13, 2020

Venue: Room 1

09:05 am – 09:10 am	Introduction of Participants
09:10 am – 09:15 am	Inauguration and Opening address
09:15 am – 09:20 am	Grand Networking Session

Tea/Coffee Break (09:20 - 09:30 am)

DAY 01 (May 13, 2020)

First Presentation Session (09:30 am – 11:00 am)

Track A: Business, Economics, Social Sciences & Humanities

Chien Yi-Jen	The Implementation Barriers of Forward Freight Agreement in Taiwan	TAI-MAY2520-002B
Hsin-Yi, Wei	Applying Data Envelopment Analysis to Evaluate of Operational Efficiency of the Container Terminals	TAI-MAY2520-003B
Tseng, Wei-Ting	Factors Affecting Employee Turnover Intention in R&D Company: The Case of a Software Company in Taiwan	TAI-MAY2520-004B
Yuan-Shen Shih	Innovation and Evolution of Business Models in Chemical Industry	TAI-MAY2520-005B
Chih-Chung Wei	The Critical Factor of Inefficient Research and Development Investment – The Case of Taiwan	HSMR-MAY20-103
Fitra Roman Cahaya	The Awareness of Indonesian Companies to Provide Social Disclosure on Website	HSMR-MAY20-105
Napat Ruangnapakul	What we have Learned from Making Films using Media Lab Processing?: The Views from the Thai Youths	ETAPR-0520-ANI101

Lunch Break & Ending Note:(11:00 am - 12:00 pm)

Conference Day 02 May 14, 2020

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

**TRACK A: BUSINESS, ECONOMICS SOCIAL SCIENCES AND
HUMANITIES**

What we have Learned from Making Films using Media Lab Processing: The Views from the Thai Youths

^{1*} Napat Ruangnapakul, ²Kringkarn Jaroenkul, ³Witchaya Khotarathititham, ⁴Jirapat Kittiwarakul, ⁵Pholsaran Sanyati, ⁶Maneekarn Chainon, ⁷Pandit Watanakasivish
^{1,2,3,4,5,6,7} Maejo University, Thailand

Keywords: Media lab, Movie, Film, Social Lab, Thai Youth

The development of media innovation for social learning, which is so-called Media Lab, is the result of learning by bringing knowledge and practice from the field of communication and education to find ways to produce media through the social lab. This study brought the youth who study in media production from five universities in Chiang Mai, Thailand, to learning about social problems and tell the story through the films they made. The objective is to study the attitude and viewpoint of the youth towards media innovation and social issues. This study used the qualitative method and used Nvivo for data analysis. The results showed that by using media lab, the youth could choose the social issues that they are interested in. The learning process provides knowledge of storytelling and filming and gains the chance to access information from the data sources. There is a suggestion that the process of media lab should have more time duration, and post-production skills are needed.

The Implementation Barriers of Forward Freight Agreement in Taiwan

¹Yi-Jen Chien, ²Yu-Yu Chang, ³Taih-Cherng Lirn

^{1,3} National Taiwan Ocean University

² Pinnacle Maritime Consultancy Co., Ltd.

Keywords: Bulk Shipping Industry, FFA, AHP, Semi-Structure Interview, Freight Hedging Tools

Bulk shipping industry is traditionally perceived as a high-risk business in terms of its fierce freight fluctuation. How to hedge the risks occurred from the freight market fluctuation thus become a critical issue for both ocean carriers and bulk commodity traders. In order to reduce the risks of the freight market, bulk carriers and bulk commodity traders use the Forward Freight agreement (FFA) to deal with this problem. FFA is a derivative commodity to avoid the risk of fluctuation of freight rates. Although the popularity of FFA as a risk management tool to hedge the fluctuation of freight rate and trading volume in Europe has been increasing, FFA is not yet widely accepted by the Taiwanese dry bulk ocean carriers listed in the Taiwan Stock Exchange as a risk-hedge tool. Thus, this study focuses on evaluating the degree of importance of the potential obstacles that hinder the popular of FFA in Taiwan. This paper intends to investigate potential barriers that discourage Taiwan's dry bulk carrier operators and commodity traders to use FFA transaction as their risk-hedging tools, by interviewing dry bulk shipping executives, and building up FFA questionnaire in AHP structure. Finally, four major barriers to hinder the popularity of FFA in Taiwan are found which include the lacking of FFA market familiarity, the degree of control on cargo sources, market risk, and the degree of government regulation. These results could be used by the bulk shipping companies or the government agencies to consider and formulate constructive strategies to increase potential possibility of using FFA in Taiwan.

Applying Data Envelopment Analysis to Evaluate of Operational Efficiency of the Container Terminals

¹Shih-Liang Chao, ^{2*}Hsin-Cheng Kang, ³Hsin-Yi Wei

^{1,2,3}National Taiwan Ocean University, Taiwan

Keywords: Container Terminal, Data Envelopment Analysis (DEA), Performance Evaluation, Container Terminal Operation

Container transportation had become an important way for carrying cargos in the world because containers can be transported between ports and delivered to destinations conveniently by intermodal services. Container transportation is not only accomplished by only ships, but also various handling operations at terminals, and other vehicles such as trains and trucks. In the liner shipping industry, container terminals are playing important roles, which are responsible for handling, storage, and loading/unloading containers at shipside. In response to handling the large number containers brought by modern huge ships, most container terminals have been devoting to improve operating efficiency and the capacity of facilities, and enhance the whole service quality, in order to keep their competitiveness in the shipping industry. Therefore, the efficiency of terminal operations is crucial because the results can directly reflect the status of the terminal operation, and indicate the direction for operators to take measures for improvement. This study intended to evaluate the efficiency of container terminals in a same port. The Data Envelopment Analysis (DEA) approach was used to measure the efficiency in terms of CCR and BCC models to examine the relative efficiency and the scale efficiency. We defined container terminals in a Taiwanese port as the decision making units (DMUs), and the items used in the models included six input items (number of berths, length of berth, design draft, number of gantry cranes, annual rental, and container terminal area) and five output items (container throughput, number of services, number of vessels in below 5500 TEU, number of vessels in 5500-10000TEU and number of vessels in more than 10,000 TEU) to estimate the efficiency of terminals. The result indicates useful information which is helpful for terminal operators to adjust their input items for reducing waste, and increase the output in an appropriate direction.

Factors Affecting Employee Turnover Intention in R&D Company: The Case of a Software Company in Taiwan

¹*Tseng, Wei-Ting, ²Hsu, I-Chieh
^{1,2} National Taiwan Ocean University, Taiwan

Keywords: Turnover Intention, Knowledge Worker, Forced Ranking

In recent years, the rapid development of technology industry has resulted in fierce competition for enterprises' talents. Business owners usually say: "Good talents are difficult to find.", "It is even more difficult to retain talents." The high mobility of knowledge workers is a common phenomenon in high-tech industries. In addition to the loss of recruitment and training costs, it is also difficult for employees to improve and impart their knowledge, skills and experience. How to keep the talents is a serious problem which occur in current enterprises. In order to solve the above problems, this project delves into the factors that influence knowledge workers' turnover intention. This project summarizes the factors that affect the turnover of knowledge workers, and conducts a questionnaire survey on the case companies using the forced ranking method. The questionnaire's effective recovery rate was 94.29 percent. Based on the analysis of the results, three future feasible suggestions are provided for the reference and application for the case companies. 1. Pay employees according to their abilities; 2. Establish a personal career development plan for employees; 3. Give employees immediate and positive feedback to reduce the loss of talent.

Innovation and Evolution of Business Models in Chemical Industry

¹*Wen-Hong Chiu, ²Yuan-Shen Shih

^{1,2} Asian University, Taiwan, Taiwan

Keywords: Innovation, Business Model, Chemical Industry, Case Study

With the advent of meager profit age in globalized economy, demographic dividends have disappeared along with rising energy costs. As such, traditional chemical enterprises are impacted by technological and digital innovation. Besides, increasing competitive pressure has led many enterprises to shift their production to focus onto low-cost areas. Therefore, it is critical if enterprises can continue to survive with sustainable developments by improving business profits. To this end, this study has explored the business model development of a chemical company. The business model comprises of customer value proposition, key resources, key processes and profit model. The study aims to appreciate the business model development, strategic choice, and future trend of the case from the initial stage, innovation stage, and to expansion stage. As found in the study, the case that triggers the development of its business models has placed emphasis on the key resources and key processes in the initial stage. In the innovation stage, the case that emphasizes profit orientation has created and upheld high profits as well as rapid growth and innovation. Finally, the case that stresses customer value proposition has strived towards the goal of factory integration and profit sharing in the expansion stage.

The Critical Factor of Inefficient Research and Development Investment – The Case of Taiwan

^{1*}Chih-Chung Wei, ²Wen-Hsiang Lai, Ph.D.
^{1,2} Feng Chia University

Keywords: R&D Investment, R&D Performance, Economic Growth

Will positive investment in research and development achieve the equal value return? This study from Taiwan's research and development-related statistics data observation found that research and development and innovation investment is not equal to the value of the return and competitiveness, many countries also show similar situation of inefficient R&D investment, in many industry-level research has also observed the same situation as well, Throughout the literature review on research and development investment and performance, whether at the national or industrial level, most of the research is focus on explore the correlation between individual variables of research and development investment and economic growth, industrial added value, or corporate performance, and the conclusions of many studies are limited to the correlation verification of research and development innovation and economic growth. There seems to be a lack of further research to explore why the key factors in research and development investment and inefficient return, there is a research opportunity for a comprehensive measure of the discourse and perspective to assess this topic. This study is conducting the exploratory research to explore the key factors that lead to inefficient research and development investment, can also provide follow-up researchers with a more comprehensive research basis, or can be the results of related research by way of series integration. The root cause of inefficient research and development investment involves a lot of variables and possibilities, the choice of control variables is also very complex, this study is based on the PRIDE policy database, OECD statistical database, The USPTO patent database, IMD's Annual Report on World Competitiveness, as well as research and development and economic data from the Ministry of Science and Technology, the Ministry of Economy, the Institute of Industry and Research, etc., and further review the possible variables and correlations between research and development investment and output performance in relevant literatures, This study is try to define the key factors affecting the inefficient research and development investment, and through the interviews of senior experts from different territory to confirmed the hypothesis of this study. The conclusion of this study found that: the strategy of government research and development policy, patent development strategy in the industrial sector, cross-border industrial and academic cooperation in the higher education sector, and the results of new business incubation in the research institution sector are the four key factors affecting the inefficient of research and development investment; Drive the country's research and development growth, further enhance the country's economic growth, industry changes the model of research and development innovation, enhance the commercial value of patents by full IP bundle, thereby enhancing the unique competitiveness of the industry. The opportunity for the higher education sector to expand the result of basic research investment and industrial cooperation will further enhance the insufficient part of the industry in basic research, and research institutions play the role of the fundamental and enabler of research and development innovation and develop core technology for the potential startup companies through the mechanism of ventures incubation. Through the improvement of these four key influencing factors, it will be able to improve the research and development investment effectiveness and provide valuable advice and reference to related studies.

The Awareness of Indonesian Companies to Provide Social Disclosure on Website

¹Fitra Roman, ²Irsyad Adin
^{1,2} Gakushuin University Tokyo, Japan

Keywords: Corporate Social Disclosure (CSD), GRI, Managerial Stakeholder Theory, Website Reporting, Indonesia

This paper aims to investigate the extent of corporate social disclosure (CSD) by Indonesian companies on their website and the determinants of that extent. Managerial stakeholder theory is adopted as the underlying theoretical framework. Website reporting of 100 Indonesia Stock Exchange (IDX) listed companies are analyzed during April 2018. General Reporting Initiative (GRI) guidelines are employed as the disclosure checklist. The statistical results reveal that, on average, there is a low level of CSD on Indonesian companies' website (10.15%). The regression results show that company size and international operations significantly influence the extent of CSD on website in a positive direction, highlighting that managerial stakeholder theory partially explains website social reporting phenomenon in Indonesia. The results imply that bigger Indonesia companies interact with a greater number of influential stakeholders who actively access and read corporate social responsibility information on website. The findings also imply that Indonesian companies attempt to attract foreign stakeholders through CSD on website so that their operational activities, including sales, can always be supported by those stakeholders.

UPCOMING EVENTS

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

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Our mission is to encourage global communication and collaboration
promote professional interaction lifelong learning recognize
outstanding contributions of individuals and organizations and also
Develop an effective and responsible platform by creating insightful knowledge
and inspiring minds in dialogue with the world around us.



Taipei, Taiwan

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