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CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

ANISSH

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Book of Abstracts Proceedings

**3rd International Conference on Management, Business,
Social and Humanities research (MBSHR)**

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Proceedings of the International Conference on Management, Business, Social and Humanities research (MBSHR)

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***3rd International Conference on
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(MBSHR)***

Venue: The Charterhouse Causeway Bay Hotel, Hong Kong

Conference Theme: Promoting research and developmental activities
through knowledge sharing.

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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

CONFERENCE CHAIR MESSAGE

Dr. Sukri Palutturi

“International Conference of Akademika Nusa Internasional Association of Social Sciences and Humanities” 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 and applied 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. Sukri Palutturi

Conference Chair

Email: conference.chair@anissh.com

CONFERENCE SECHDULE

ANISSH-2016

Venue: The Charterhouse Causeway Bay Hotel, Hong Kong

Time: Registration & Kit Distribution (8:30 - 9:30 am)

Day: Tuesday

Date: December 13, 2016

Venue: Room 1

09:30 am - 9:40 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 am- 10:30 am)

DAY 01 Tuesday (December 13, 2016)

First Presentation Session (10:30 am - 12:00 pm)

Venue: Room 1

Session Chair: Dr. Sukri Plautturi

Presenter Name	Manuscript Title	Paper ID
Track A: Social and Community Studies		
Chin-Hui Chen	Realizing Power and Formality: A Conversational Case Study of Intergenerational Communication in Taiwan	MBSHR-126-ANI101
Rovelina B. Jacolbia	Work Values of Office Administration Teachers in Selected Schools in Metro Manila, Philippines	MBSHR-126-ANI104
Jocelyn H. Diaz	Disciplinary Behaviours of Public Secondary Schools Teachers in Central Aurora: Its Implications to Educational Management	MBSHR-126-ANI106
Track B: Business and Management Studies		
Michael Jijin Zhang	The Impact of Interpersonal Trust on Knowledge Seeking Behaviour of Chinese Employees: An Empirical Investigation	MBSHR-126-ANI103
Jonghwa Kim	Intelligent Consumer Behaviour Analytics System Design Using Eye-Camera Glasses and Smart-Band	MBSHR-126-ANI105
Chun-Yao Tseng	Measurement and Evaluation of Technological Innovation Capability in Taiwan Semiconductor Firms : Comparison Between New Venture and Non New Venture	MBSHR-126-ANI116
Bih-Huang Jin	A Framework for Developing Business Intelligence Through the Lens of Intellectual Resources Planning: Using Bicycle Industry as an Example	MBSHR-126-ANI117

Lunch Break: (12:00-01:00pm) (Ending Note 01:00 to 02:00 pm)

Conference Day 02 (December 14, 2016)

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



*International Conference on Management, Business, Social
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TRACK A

SOCIAL AND COMMUNITY STUDIES

Realizing Power and Formality: A Conversational Case Study of Intergenerational Communication in Taiwan

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Keywords: Conversation Analysis, Intergenerational Talks, Power Asymmetry, Positive Politeness

This paper examined a conversation between a college student and an older adult in Taiwan at their first encounter. Natural conversation was employed as a means through which the interactional norms or cultural notions as cultural constraints to the interlocutors in an intergenerational communicational context could be decoded. The purpose of this paper is to understand the nature of the conversation under study so as to detect the extent to which Confucian tradition which endorses more power to older people and expects one to show greater respect to seniors influences the two interlocutors. The studied conversation revealed that the college student demonstrated a great extent of formality at the opening stage of the encounter by formulating the conversation into an interview-like interaction. Power and social distance, presumably derived from the age contrast as well as their first encounter, could be discerned in the older adults constant interruption (with no mitigation) and the college students more attempts at applying positive politeness in the conversation. The implication of the findings could be discussed from the perspective regarding whether the uncovered conversational mechanisms could foster smooth and satisfying intergenerational communication.

Work Values of Office Administration Teachers in Selected Schools in Metro Manila, Philippines

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Keywords: Work Values, Creativity, Management, Achievement, Supervisory Relationship, Relation With Associates, Security, Altruism

Values are concepts or beliefs that determine how we live in our life. At work, they are major influences on how individuals approach work. Values drive our decisions and cause us to summon up energy to preserve what we believe in or what we want to defend. As such they can be principal determinants of behavior and will influence our views about people, situations, or events. (Dawis, 2002) When team members have the same values, the team will have the energy to deliver outstanding performance. When individual values clash, conflict will occur and teams are unlikely to reach their full potential. There are varied reasons why people work. They may work because they love to and they find fulfillment in doing it, or they may work because they are compelled to do it. Whatever their reasons for working are, these, to some extent, have to do with satisfying their needs. The objective of this research was to determine the work values of office administration teachers in selected schools in Metro Manila. Descriptive method of research was employed in this study. Respondents were office administration faculty members who are members of the Philippine Association of Administrative Professionals and Educators in Office Administration, Inc. (PAAPEOAI), a national professional association of deans, directors, administrators, administrative professionals, and educators from various universities in the Philippines offering office administration programs. Purposive sampling was used for the study. The main questionnaire used is the standardized Work Values Inventory Scale by Dr. Donald Super. Findings reveal that the respondents have overall high work values. Results show that work values of the respondents are as follows: Creativity (4.02, High); Management (3.46, Average); Achievement (4.50, High); Supervisory Relationship (3.64, High); Relation with Associates (4.26; High); Security (4.23, High); and Altruism (4.03, High).

Disciplinary Behaviors of Public Secondary Schools Teachers in Central Aurora: Its Implications to Educational Management

Jocelyn H. Diaz*

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Keywords: Disciplinary Behaviors, Public Secondary Schools, Descriptive Research

The title of this study is Disciplinary Behaviors of Public Secondary Schools Teachers in Central Aurora: Its Implications to Educational Management by Jocelyn Hulipas Diaz, student, Doctor in Educational Management at the Polytechnic University of the Philippines Graduate School, Santa Mesa, Manila. Statistical computations were done with the use of Statistical Package for Social Sciences (SPSS 20). The level of significance for correlation was set at 0.05. Likert scales were used to assess the status of discipline of teachers, to ascertain the disciplinary behaviors committed by them, to determine the extent of providing the needs of teachers by the administrators, and to assess the strategies used by the administrators in handling disciplinary problems they encounter. Using frequency, percentage, median and standard deviation, it was revealed that majority of the teachers were bachelors degree holder, have been teaching for an average of 3-13 years, mostly were married, Teacher I in position, dominated by female and with ages ranging from 25-47 years old. Their salary had an average of more than P18,000.00 per month and were mostly major in Technology and Livelihood Education, Science, and English. Of the 20 disciplinary behaviors listed, only seven, which were rated as seldom (shows aggressiveness in behavior, often comes late to class, tends to disregard school heads order, disobeys school rules and regulations, submits reports after deadlines, commits absences often and is passive in all activities), were identified by the administrators as disciplinary behaviors committed by the teachers. The behavioral problem, commits absences often, was not also correlated to any of the teachers profile. Based on the result of this study, implications to the administrators, teachers and school clienteles were identified: Although minimal, the knowledge that there exist a problem on discipline among teachers in Central Aurora would make the policy making body aware of its present status. This study will establish a set of rules for the ASCOT students who will undergo Field Studies and Practice Teaching. Guidelines will be done so that when these students conduct their FS and PT, it will be easier for them to deal with their Cooperating Teachers and ultimately to the Administrators of their Cooperating Schools. This study may be used as an inspiration and springboard for further research towards improving discipline of teachers in school.



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TRACK B

BUSINESS AND MANAGEMENT STUDIES

The Impact of Interpersonal Trust on Knowledge Seeking Behavior of Chinese Employees: An Empirical Investigation

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Keywords: Knowledge Seeking, Interpersonal Trust, China

This study aimed to explore the potential effects of two main types of interpersonal trust (affect-based trust and cognition-based) on the knowledge seeking behavior of Chinese employees. While knowledge sharing is viewed as a key to a firm's effort in mobilizing its knowledge assets for competitive advantage (Argote & Ingram, 2000; Alavi & Leidner, 2001), knowledge seeking which often precedes or triggers knowledge sharing has received much less attention than knowledge sharing in the knowledge management literature (Bock et al., 2006; He et al., 2009). Current research on knowledge seeking reveals that an employee in need of knowledge does not always want to contact the person who possesses the knowledge and his or her propensity to seeking knowledge from another person may be affected by a number of factors including trust between the knowledge seeker and the knowledge holder (Borgatti & Cross, 2003; Nebus, 2006; He et al., 2009). Furthermore, since affect-based trust is somewhat different (emphasizing more on sincerity and honesty) in China than that in the western countries due to the cultural differences (Chen & Chen, 2004), it is necessary to ascertain the influence of affect-based trust on knowledge seeking also holds true for Chinese employees. Building on the research on knowledge seeking and interpersonal trust in the Chinese context, I hypothesized that cognition-based trust alone was sufficient in influencing Chinese employees propensity to seek explicit knowledge, while cognition-based trust and sincerity-based trust were both antecedents to tacit knowledge seeking. Using data from a survey of 126 Chinese employees working in a joint venture in China, the study found that cognition-based trust was positively related to Chinese employees propensity to seek both explicit and tacit knowledge. On the other hand, no support was found for the relationship between sincerity-based trust and tacit knowledge seeking.

Intelligent Consumer Behavior Analytics System Design Using Eye-Camera Glasses and Smart-Band

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Keywords: Consumer Marketing, Bigdata, Consumer Behavior and Needs, Consumer Environment, Marketing Research System

The consumer behavior analysis can provide useful data for marketing services. The proposed system analysis the image to found attention of consumer and the heart-beat. The image has taken by glasses fitted with cameras. The heartbeat was measured by using smart-band. Pattern analysis technology to compare the target was used how to track the attention of consumer. Proposed systems can be used to consumer behavior analysis for marketing of commercial space. This allows predicting the actions of the in-store marketing to specify the areas of interest.

Measurement and Evaluation of Technological Innovation Capability in Taiwan Semiconductor firms : Comparison between New Venture and Non New Venture

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Corresponding Email: cytseng@thu.edu.tw

Keywords: Technological Innovation Capability, New Venture; Patent Analysis, Technological Efficiency

Investigation of technological innovation capability is helpful understanding of new venture in a Schumpeterian perspective. This paper aims to discover the measurement and evaluation of technological innovation capability in Taiwan Semiconductor new venture. It demonstrates into three research questions: (1) Which measurements are validity indicators to measure the technological innovation capability. (2) Are there differences about technological innovation capability with new venture and non New venture? (3) Evaluation of technological innovation capability in Taiwan semiconductor firms using technical efficiency analysis. This study focuses on Taiwan listed semiconductor industry firms. Based on the analysis of patent and citation data from the U.S. Patents and Trademark Office (USPTO) during 2000-2012, the empirical findings are observed as follows. First, both innovation speed and growth rate of patents are validity measurements for technological innovation capability. Secondly, high research efficiency of new venture semiconductor positively affects firm performance, but the more innovation depth of new venture will decrease firm performance. Finally, based on CCR and BCC DEA (Data envelopment analysis) models, empirical results of three efficiency analysis demonstrate total efficiency and technological efficiency of Taiwan new venture in semiconductor industry are low, and it only owns the scale efficiency.

A Framework for Developing Business Intelligence through the Lens of Intellectual Resources Planning: Using Bicycle Industry as an Example

^{1*}Bih-Huang Jin, ²Chao-Tung Yang, ³Name Jeng-Wei Lin, ⁴Name Pei-Lun Sun
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Keywords: Intellectual Resources Planning, Big Data, Business Intelligence, Bicycle Industry

Because of the dynamic nature of the competitive business world, mobilizing various sources of business intelligence is crucial for firms to create appropriate strategies to achieve a sustainable competitive advantage. In this paper, we present a new systematic framework to explore the effective business intelligence based on intellectual resources planning comprising the various sources which comes from industrial, product, technical and patent information. The proposed framework is illustrated by the case of the bicycle industry and validate by the system implementation.

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