

Social Sciences, Business,
Technology and Management
(SBTM-OCT-2016)



Seoul, South Korea

October 17th-18th, 2016



Akademika Nusa Internasional
Association of Social Sciences and Humanities
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CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

ANISSH

Akademika Nusa Internasional Association for Social Sciences & Humanities

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Book of Abstracts Proceedings

**1st International conference on Social Sciences, Business,
Technology and Management (SBTM)**

Seoul South Korea
October 17-18, 2016
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Proceedings of the International Conference on Social Sciences, Business, Technology and Management (SBTM)

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*1st International Conference on
Social Sciences, Business, Technology and Management
(SBTM)*

Venue: Loisir Hotel Seoul Myeongdong, South Korea

Conference Theme: Provision of unified communication platform for researchers in a wide area of topics from all fields related to Social Sciences, Business, Economics and Management Studies.

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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:Loisir Hotel Seoul Myeongdong

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

Day: Monday

Date: October 17, 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 Monday (October 17, 2016)

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

Venue: Room 1

Session Chair: Juh Hyun Shin

Track A: Social and Community Studies

Presenter Name	Manuscript Title	Paper ID
Veda Hyunjin Kim	Solidarity Of "Hope" And Rising Social Movement Unionism in South Korea, 2008-2016	SBTM-106-ANI105
Juh Hyun Shin	Nursing Staff Characteristics on Residents Outcomes in Nursing Homes	SBTM-106-ANI107
Cheng Seow Voon	Sustainability Reporting Regulation: The Influence of Users on Global Reporting Initiative (Gri) Guidelines	SBTM-106-ANI106

Track B: Business and Management Studies

Song Bee Lian	The Effectiveness of Organic Certification Logos in Influencing Consumers Attitudes to Purchase Organic Food	SBTM-106-ANI101
Katerina Annaraud	Customer Satisfaction with Restaurant Delivery Food Services: What Really Makes a Difference?	SBTM-106-ANI110

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

Conference Day 02 (October 18, 2016)

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



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TRACK A

BUSINESS AND MANAGEMENT STUDIES

The Effectiveness of Organic Certification Logos in Influencing Consumers Attitudes to Purchase Organic Food

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Keywords: Organic Food, Labelling, Quality, Organic Certification Logo

Organic food industry has achieved a remarkable growth in recent years. This study attempts to examine whether the organic certification logos influence consumers' attitudes to purchase organic food in Kuala Lumpur and Selangor, Malaysia. In this study, consumers' actual purchases were used as a criterion for judging the effectiveness of Malaysia's organic certification logo initiatives. Low consumers' awareness and knowledge of organic certification logos has negatively affected consumers' attitudes and purchase of organic food. In this study, three main variables were used to measure the effectiveness of organic certification logos and they were labelling, quality and communications. A survey was conducted on a sample of 420 organic food consumers. The structural equation modelling was used for data analysis and four hypotheses were tested. The results showed that all three variables of labelling, quality and communications of organic certification logos have significantly influenced consumers' attitudes of organic food. Subsequently, consumers' attitudes were positively correlated to actual purchase of organic food. Based on the findings, manufacturers, retailers and policy makers should develop and promote organic certification logos to create and enhance positive consumers' attitudes towards organic food. It is further recommended to introduce a standard and mandatory Asian organic certification logo for countries in the Asian region, to increase consumers' awareness, knowledge, trust, and consumption of organic food.

Customer Satisfaction with Restaurant Delivery Food Services: What Really Makes a Difference?

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Keywords: Customer Satisfaction, Amazons Mechanical Turk, Online Food Ordering

Ordering items on-line is not a new phenomenon in the U.S because the Internet became an integrated part of life for most Americans. In addition, it is also quite common for Americans to eat away from home. An online survey was built on a Qualtrics platform for the purpose of this study. The pilot was distributed using Amazons Mechanical Turk (MTurk) platform and invite adults over 18 years of age to participate in the study. Recruited participants received a 60-cent token of appreciation via Amazon MTurk. Reliability of the instrument was analyzed using a statistical software SPSS 21.0 and all factors including service convenience had a reliability higher than 0.7. A regression analysis was conducted based on a collected pilot study sample of 61 respondents in order to understand the impact of food quality, perceived control, perceived convenience, and service fulfillment on customer satisfaction with online food delivery. The model explained 51.4 % of variance in customer satisfaction ($R^2 = 0.514$). Among all variables, service fulfilment has demonstrated a statistically significant impact on customer satisfaction ($p < 0.001$). The overall regression equation may be expressed as the following: Customer satisfaction with online food delivery = $1.269 + 0.674 * \text{Service Fulfilment}$. Researches were not able to find significant difference between independent variables such as (higher income, $F(2, 25) = 26.531$, $p = 0.380$, more hours going to school/working, $F(2, 20) = 25.300$, $p = 0.190$; and living status $F(5, 3) = 3.004$, $p = 0.699$. The actual study is expected to have approximately 400 responses and may determine significant differences between suggested independent variables and customer satisfaction and suggested demographics factors and food ordering frequency.



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TRACK B

SOCIAL AND COMMUNITY STUDIES

Solidarity of Hope and Rising Social Movement Unionism in South Korea, 2008-2016

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Keywords: Labour Movement, Social Movement, Social Movement Unionism, Contentious Politics, Historical Sociology

Some influential scholars have suggested social movement unionism (hereafter, SMU) to tackle the labour movement decline worldwide. This study sheds light on recent development of labour movement following the SMU model in South Korea. In fact, this is a puzzling phenomenon given the economic unionist practices of Korean Confederation of Trade Unions (hereafter KCTU), while the existing scholarship of SMU theoretically expects the confederation play a pivotal role staging contentious politics. To introduce the SMU elements: 1) the labours contestations have attracted greater conscious constituencies to support in solidarity; 2) the key actors leading the solidarity also reached out to new social movement groups concerns, making the contentious stream to represent broader underprivileged citizens; 3) the key actors adopted innovative social movement tactics; and 4) this SMU-style upsurge vitalised the enterprise level unions to arduously continue their struggles, resulting in increased influence in shop-floor politics. This study utilises various archival sources, and also oral history of 28 interviewees for varying time between 30 minutes to 6 hours. In other words, this transformative historical event gave rise to ensuing mechanisms sustaining the continuous SMU practices from 2011. To summarise the mechanisms: T1) from the late-1990s neoliberal offence against the working class citizens became rather notable; T2) KCTU shunned away toward practicing economic unionism, leaving wide underprivileged citizens unrepresented; T3) from the mid-2000s, social movement organisations (hereafter SMO) increasingly played an important role representing constituencies who were neglected by KCTU, such as immigrants, female, and irregular workers; T4) in 2011 the transformative historical event occurred and initiated SMU practices, which was largely led by the SMOs unaffiliated to institutionalised industrial relations; T5) the SMOs continuously stage a series of solidaristic mobilisations, harnessing SMU-style contentious politics in South Korean labour movement theatre from 2011 and onward; and T6) enterprise-level unions, being influenced by the solidarity, transformed their union identities toward SMU and successfully gained increasing shop-floor political influence.

Nursing staff characteristics on Residents Outcomes in Nursing Homes

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Keywords: Nursing Home, Quality of Care, Administrator, Nursing Management

Aims: To investigate the correlation between nurse-led nursing homes, staff turnover and residents outcomes in nursing homes. **Background:** The outlook of administrative staff and RNs plays a critical role in nursing home management. No study compared nursing homes with RNs to those without RNs in Korea. **Methods:** Using a cross-sectional design, 36 nursing homes with more than 30 beds participated. Primary data included 15 quality indicators. **Results:** Nursing homes with RNs had statistically significant better resident outcomes. RN turnover positively related to prevalence of falls, tube feeding, and incontinence. Administrative-staff turnover negatively related to incontinence, and positively related to urinary-tract infection, tube feeding, weight loss, depression, and dehydration. RNs tenured more than 1 year significantly decreased prevalence of falls, incontinence, weight loss, and bed rest, and increased range of motion. DON tenure of more than 1 year negatively related to residents with urinary-tract infection. **Conclusions:** Turnover of nursing home staff and length of tenure may contribute to more effective nursing home management, higher quality long-term-care insurance, and laws about RN staffing. **Implications for Nursing Management:** The assessment of staff characteristics, and tenure of employees contributes to more effective management of nursing homes.

Sustainability Reporting Regulation: The Influence of Users on Global Reporting Initiative (GRI) Guidelines

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Keywords: Global Reporting Initiative (GRI), Stakeholders, Corporate Financial Performance

Over the past century there has been a dramatic increase in sustainability reporting by organizations. This paper attempts to delve deeper into who are the key interest groups in the Sustainability Report and how they shaped the standards for reporting. This study will also discuss to what extent these Sustainability Reports provide accountability to stakeholders. The context of studies will begin with the arguments put forward in the accounting literature which suggest that the relationship between CSR and corporate financial performance is positive. Drawing upon two important benefits brought by CSR, which are creating value and preserving value, organizations nowadays treat Sustainability Report as an important tool of communication with the public. Therefore, numerous private regulations and guidelines have emerged, guiding organisations in preparing a transparent Sustainability Report. This paper focuses on the Global Reporting Initiative (GRI) because this standard is the one most commonly used by companies worldwide (KPMG, 2013, p. 12). This paper critically traces the background of the GRI and examines the influence of users of Sustainability Reports on the standards setting process.

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