

# CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: The Federal Kuala Lumpur 35 Jalan  
Bukit Bintang, 55100, Kuala Lumpur, Malaysia  
Date: December 14-15, 2017**

# ***CONFERENCE BOOK OF ABSTRACT PROCEEDINGS***

## ***ANISSH***

Akademika Nusa Internasional Association for Social Sciences & Humanities

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# **Book of Abstracts Proceedings**

**International Conference on Innovations in Business, Economics,  
Management, Social Sciences (IBEMSS)**

Kuala Lumpur, Malaysia  
December 14-15, 2017  
ISBN: 978-602-74955-1-7

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URL: [www.anishh.com](http://www.anishh.com)

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Proceedings of the International Conference on Innovations in Business, Economics, Management, Social Sciences (IBEMSS)

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***International Conference on Innovations in Business,  
Economics, Management, Social Sciences (IBEMSS)***

**Venue: The Federal Kuala Lumpur 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia**

**Conference Theme:** Provides a leading forum for the presentation of new advances and research insights in the fields of Business, Economics, Management and Social Sciences

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## ORGANIZING COMMITTEE

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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. Vincent**

“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. Vincent

Conference Chair

Email: [conference.chair@anissh.com](mailto:conference.chair@anissh.com)

## CONFERENCE SECHDULE

**ANISSH-2017**

**Venue: The Federal Kuala Lumpur 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia**

**Time: Registration & Kit Distribution (9:00 am 9:30 am)**

**Day:Thursday**

**Date: December 14, 2017**

**Venue: Room 1**

9:30 9:40 am	Introduction of Participants
9:40 9:50 am	Inauguration and Opening address
9:50 10:00 am	Grand Networking Session

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

**DAY 01 Thursday ( December 14, 2017)**

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

**Venue: Room 1**

**Session Chair: Dr Vincent**

**Track A: Business Management, Social Sciences and Humanities**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Assist. Prof. Doc Yuan-Min Chiu	From the Influence of House Prices to Investigate the Burst of Real Estate Bubbles in Taiwan (R.O.C)	IBEMSS-127-ANI105
Assist. Prof. Doc. Yu-Mei Shen	The Effects of Product Development and CEO Turnover on Companys PerformanceAn empirical study of Apple iPhone	IBEMSS-127-ANI106
Dr. Alma C. Binwag	Gender Roles and Experiences of Children of OFW at Ifugao State University, Philippines	IBEMSS-127-ANI107
Marah Joy A. Nanglegan	Knowledge, Attitude, and Practices of Small Scale Farmers on Organic Agriculture in a Rural Community in Ifugao, Philippines	IBEMSS-127-ANI108
Eva Marie Codamon-Dugyon	Factors Influencing Use of Information Sources by the Woodcarvers in Ifugao	IBEMSS-127-ANI109
Assox. Prof. Doc. Silvester van Koten	Forward Premia in Electricity Markets: a Replication Study	IBEMSS-127-ANI103

**Lunch Break & Ending Note: (12:00 pm - 01:00 pm)**

## **Conference Day 02 (December 15, 2017)**

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





*International Conference on Innovations in Business, Economics,  
Management, Social Sciences (IBEMSS)*  
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***TRACK A***

***Business Management, Social Sciences and Humanities***





## **From the Influence of House Prices to Investigate the Burst of Real Estate Bubbles in Taiwan (R.O.C)**

\*<sup>1</sup> Assist. Prof. Doc Yuan-Min Chiu, <sup>2</sup> Pei-Rou Lin, <sup>3</sup> Ssu-Hua Yu  
<sup>1,2,3</sup> National United University, Taiwan  
Corresponding Email: michelle19951122@gmail.com

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**Keywords:** Real Estate Bubbles, House Prices, Born Rate, Death Rate, Dependency Ratios of Old People

This study aims at investigating any factors that may affect the price of house, and also want to know the burst of the real estate bubble is real or not. The study used real estate transaction information dated 2000-2016 on Department of Land Administration, MOIs website and added five control variables like charge price, loan rate, unemployment rate, divorce rate and population growth rate, to verify this proposal. At the end, the result showed that the factors about house may affect the price of house including age, floor proportion, house square, land square, year, zone and city. Other economic factors include born rate, death rate and dependency ratios of old people. But, when the study used 2014-2016s real estate transaction information to verify, it was discovered that the factors about zone, city, year, and other economic factors, born rate, death rate and dependency ratios of old people, all not affect the price of house. The principal conclusion is that supply cannot meet demand in the real estate market, so infers that the real estate bubble is not happened.

## The Effects of Product Development and CEO Turnover on Companys PerformanceAn empirical study of Apple iPhone

\*<sup>1</sup>Assist. Prof. Doc. Yu-Mei Shen, <sup>2</sup> Nien-Tzu Yang, <sup>3</sup>Yung-Chia Lin, <sup>4</sup> Yi-Shan Heish  
<sup>1,2,3,4</sup> National United University, Taiwan  
Corresponding Email: inception0611@gmail.com

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**Keywords:** Companys Performance, Mobile Phones, Functions, CEO Turnover, Competitor

This study discusses that whether the functions of mobile phones would affect the company's performance of the APPLE company. We use functions of mobile phones such as 3D TOUCH, camera pixels, CPU, RAM, SIRI and TOUCH ID as the impact factor to do researches. The results show that those functions do not significantly affect the companys performance. We also discover that the CEO turnover of the company (from Steve Jobs to Timothy Donald Cook) do not significantly affect the performance of the company. We also discover whether the iPhone listing and publishing would affect the share price of other competitor (for example, the share price of HTC mobile phone). The results shows that the listing and publishing only have significant impacts to other companys share price in the short term.

## **Gender roles and experiences of children of OFW at Ifugao State University, Philippines**

\*<sup>1</sup>Dr. Alma C. Binwag, <sup>2</sup>Augusta D. Bongtiwon  
<sup>1,2</sup> Ifugao State University, Philippines  
Corresponding Email: acbinwag@gmail.com

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**Keywords:** Gender Roles, Experiences, Children, OFW

This paper aims to determine the roles and experiences of children of OFWs studying at Ifugao State University (IFSU), Philippines. Eighty four students studying at IFSU were the participants in this study. A questionnaire was presented to the director of gender and development for his feedback about the questions stated in the questionnaire. Frequency, mean, T-test and One-Way ANOVA were used as the statistical tool. Findings revealed that the respondents sometimes do their roles like attending meetings for brothers/sisters, assisting brothers/sisters in their personal problems and they rarely experienced the problems and challenges like conflict with parents, conflict with brothers and sisters and too many responsibilities at home. On the differences on the roles and challenges children experienced by children of OFW when grouped according to their profile, results revealed that there is no significant difference except that of their sex that male do the repairs of the house and female do the washing of dishes and washing of clothes.

## **Knowledge, Attitude, and Practices of Small Scale Farmers on Organic Agriculture in a Rural Community in Ifugao, Philippines**

\*Marah Joy A. Nanglegan  
Ifugao State University, Philippines  
Corresponding Email: joyalsiken@yahoo.com

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**Keywords:** Organic Agriculture, Ifugao, Philippines

A survey was conducted to describe knowledge, attitude, and practices of small scale farmers on Organic Agriculture Production (OAP) in a rural community in Ifugao, Philippines. Respondents age ranged from 23-67 years old. Most of them are male, married, and have reached high school. Major source of income is farming with an average monthly income of less than USD100 for a household size of seven. Farm size is less than one hectare. Majority of them have been farming for more than twenty years. Knowledge on OAP was below the average. On attitude, most of the respondents agreed that organic farming decreases production costs by reducing input purchases. They believe it benefits both the consumer and the producer. In fact, they are aware of the many benefits of organic farming specially on health. Likewise, many of them agreed on the benefits of organic farming to soil fertility, to the environment, and to increasing the income of farmers. Many of them, however, see organic farming as troublesome and difficult in terms of time and effort, obtaining organic inputs, limited production, and marketing aspects. They also have heavy reliance on pesticides and herbicides to control pests and diseases. Their farming practices are mostly conventional. Results of this study will serve as basis for developing appropriate communication strategies to improve knowledge, attitude, and practices of respondents on Organic Agriculture.

## **Factors Influencing Use of Information Sources by the Woodcarvers in Ifugao**

\*Eva Marie Codamon-Dugyon  
Ifugao State University, Philippines  
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**Keywords:** Socio-Economic, Information Sources, Woodcarving, Communication

To compete in the global market today, artisans like woodcarvers should have latest information regarding product development, quality control, government policies and regulations. This study aimed to identify the various communication media used by the woodcarvers of Ifugao as sources of information relevant to woodcarving such as sources of raw materials, product development, marketing, distribution and funding opportunities, among others; and to ascertain the association between socio-economic factors and the use of information sources in their woodcarving activities. A sample of 121 respondents was surveyed through chain referral technique. Data were collected through survey questionnaire. Frequency, percentage, mean and standard deviation were utilized to summarize and analyse the data. Correlational analysis was used to analyse the influence among variables through the Pearsons product Moment Correlation Analysis using the SPSS software. Results showed that only educational attainment had an influence on the use of interpersonal sources of information. Further, results revealed that educational attainment and household size had significant relationship with the use of impersonal sources of information in woodcarving by the respondents. This signifies that with increase in education levels, woodcarvers veer more towards the use of impersonal sources of information like internet and tri-media. Therefore, information materials relevant to woodcarving activities should be designed and adopted according to woodcarvers profiles and local needs for them to be more effective and productive in their craft.

## **Forward Premia in Electricity Markets: a Replication Study**

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University of Economics, Czech Republic  
Corresponding Email: slvstr@gmail.com

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**Keywords:** Forward Premia, Electricity Markets, Energy Economics, Mean Power Demand, Financial Markets

As a replication and robustness study, I run simulations testing the influential risk premium theory of Bessembinder and Lemmon (2002), highlighting the effects of alternate specifications of supply introduced in their paper: constant supply and adaptive supply. The risk premium theory links forward premia to the statistical properties of the anticipated distribution of spot power prices. From the simulation results it transpires that Hypothesis H3 is supported for both specifications of supply and Hypothesis H4 is supported for none. The simulation results in Figure 3 in Bessembinder and Lemmon (2002, p. 1361) are thus incorrect. Hypotheses H1 and H2 are supported for constant supply but not for adaptive supply. Results are thus sensitive to alternate specifications of supply, which, tentatively, may partially explain the mixed empirical support for these hypotheses.

## ***UP COMING EVENTS***

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

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<http://anissh.com/philippines-conferences/>

<http://anissh.com/malaysia-conferences/>

<http://anissh.com/conferences/south-africa-conferences/>

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# BUSINESS PLAN



## INFORMATION

What is your employment status?  
 No

What is your age?  
 No

Do you have an application or letter of interest?  
 No

Are you available to work?  
 No

Are you currently employed?  
 No

Are you currently employed?  
 No

Are you currently employed?  
 No

Are you currently employed?  
 No

Are you currently employed?  
 No

Are you currently employed?  
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Are you currently employed?  
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