

**Implications of Research in Business,
Economics, Management Social
Sciences and Humanities
(IRBEMSH-2016)**



Volume 01

Osaka, Japan

November 15-16, 2016



Akademika Nusa Internasional
Association of Social Sciences and Humanities
www.anissh.com

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

ANISSH

Akademika Nusa Internasional Association for Social Sciences & Humanities

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Book of Abstracts Proceedings

**Implications of Research in Business, Economics, Management Social Sciences
and Humanities (IRBEMSH)**

Osaka, Japan
November 15-16, 2016
ISBN: 978-602-6427-35-9

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Proceedings of the International Conference on Implications of Research in Business, Economics, Management Social Sciences and Humanities (IRBEMSH)

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***International Conference on Implications of Research in
Business, Economics, Management Social Sciences and
Humanities (IRBEMSH)***

**Venue: Osaka International Convention Center 5 Chome-3-51 Nakanoshima,
Kita Ward, Osaka, Osaka Prefecture 530-0005
Japan**

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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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: Osaka International Convention Center 5 Chome-3-51 Nakanoshima,
Kita Ward, Osaka, Osaka Prefecture 530-0005**

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

Day: Wednesday

Date: November 15, 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 Thursday (November 15, 2016)

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

Venue: Room 1

Session Chair: Dr. Sukri Palutturi

Track A: Business and Management Studies

Presenter Name	Manuscript Title	Paper ID
Rataphol Sangkhasuk	Comparison of an Online Distribution Channels of the Thailand Community Enterprise Products	IRBEMSH-116-ANI103
Jinji Chen	A Study on One-Day Candlestick Patterns in the Chinese Stock Market	IRBEMSH-116-ANI110

Track B: Economics, Finance & Accounting

Li-Hsien Chien	Role of Multiplier Bounds in the Data Envelopment Analysis - An Application of Taiwan Meat Markets	IRBEMSH-116-ANI107
Prof. Pai-Ta, Shih	Real Options, Managerial Discretion, and Contingent Capital Bonds	IRBEMSH-116-ANI109

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

Conference Day 02 (November 16, 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

Comparison of an Online Distribution Channels of the Thailand Community Enterprise Products

^{1*}Mr. Rataphol Sangkhasuk, ² Kanlaya Naklungka, ³ Wiriyaoporn Ekphon, ⁴Worapun
Surasawadee

^{1,2,3,4} Phranakhon Rajabhat University, Thailand

Corresponding Email: srataphol@gmail.com

Keywords: Community Enterprise Products, E-commerce, Online Channel

This research aims to study to compare the efficiency of distribution channels through a developed e-commerce system and ready web. There are 5 product categories (food, appliance/home decoration, beverage, garment/ornament and non-food herb) .The e-commerce channel that was developed is our website and social network website that was selected to compare the efficiency of distribution channels is Facebook. The product which was sold through the developed website and maximize gross profit is food (35.53% of total revenue). The others, are beverage, non-food herb, appliance/home decoration and garment/ornament, earn gross profit 31.50, 22.39, 9.78 and 0.80% of total revenue, respectively. The result of distribution channels comparison between our website and webpages on Facebook found that Facebook has the ability to reach customers 2,811 times more than the website 64.75%, which has only 991 times. Regarding to sales, found that Revenue from Facebook is higher than the website in all product categories.

A Study on One-Day Candlestick Patterns in the Chinese Stock Market

¹ Prof. Tsung-Hsun Lu, ^{2*} Jinji Chen

^{1,2} Tamkang University and CTBC Financial Management College

Corresponding Email: JinjiChen@gmail.com

Keywords: Candlestick Charting, One-day Patterns, Technical Analysis, Chinese Stock Market

This study addresses the absence of research dealing with the profitability of one-day candlestick patterns in the Chinese stock market. Using the A 50 component data as the sample, this study obtains the following two findings. One is that the Dragonfly Doji (DD) and the Gravestone Doji (GD) patterns never appear in the whole period; the other is the White Marubozu (WM) and the Opening White Marubozu (OWM) patterns are continually profitable in one to ten holding days.



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TRACK B

ECOINOMICS, FINANCE & ACCOUNTING

Role of Multiplier Bounds in the Data Envelopment Analysis - An Application of Taiwan Meat Markets

^{1*}Li-Hsien Chien, ²Shu-Yi Chi, ³Chien-Chung Tsai, ⁴Yu Hsiang Cho

^{1,2,3,4} Department of Applied Economics, National Chung Hsing University, Taiwan

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Keywords: Assurance Region (AR), Data Envelopment Analysis (DEA), Analytic Hierarchy Process (AHP), Meat Market

Data envelopment analysis (DEA) is a diagnostic method widely applied to measure productive efficiency and comparison of the decision making units. It enables to improve the restrictions of not being able to determine the impact factors effectively of the previous studies. This study was to assess the operating efficiency of twenty meat markets in Taiwan during 2014 with the concept of multiplier bounds to enhance the capability of diagnostic efficiency of the DEA model. AHP model was applied to estimate the value of the multipliers weights of the input and output variables through expert survey, and the result was used to set up the allowable range of the assurance region (AR). Then, a DEA-BCC model was implemented to measure the market efficiency and to explore for the further improvement by creating a practical market efficiency assessment model for decision-makers to make practicable adjustments on that basis. According to the empirical outcomes, the number of markets in line with the efficiency value reduced from not being capable of ascertaining to six with clear information marked the relevant weights value of measured factors and the reference intensity of each efficiency unit after the scope of relevant variable weights under the bounded AR. Therefore, the significance of the multiplier weights in a DEA model was proved. It would reveal the ability to effectively seize subtle but important impacts of measured factors against the performance of the organizations evaluated, and further enhance the value of information and contribute to practical decision making.

Real Options, Managerial Discretion, and Contingent Capital Bonds

^{1*} Prof. Pai-Ta, Shih, ² Yehning Chen, ³ Hsing-Hua Huang

^{1,2}Department of Finance National Taiwan University, ³ Department of Information
Management and Finance National Chiao Tung University, Taiwan
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Keywords: Real Options, Contingent Capital Bonds, Coupon Reduction, Ownership Dilution, Managerial Reputation

This paper builds a growth options model to study how a contingent capital bond affects the investment timing decision of the issuing banks manager. The project is fully financed by shareholders and the bank is too-big-to-fail. Three effects are identified. The conversion of the contingent capital bond dilutes the managers share ownership, making him invest earlier (ownership dilution effect). Moreover, the conversion reduces the banks coupon payment. The coupon reduction not only allows bank shareholders to gain more from the investment, leading the manager to invest earlier (equity value effect), but also reduces the managers concern for losing reputation, inducing him to invest later (reputation concern effect). If the managers share ownership is low and his reputation is highly valuable, the reputation concern effect will dominate, and contingent capital regulation may reduce social welfare.

UP COMING EVENTS

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

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Vision

Our vision is to establish sustainable research and academic hub for future generations.



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