

ITSBM-2017

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Innovative Trends in Social Sciences
Business and Management Studies**

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Akademika Nusa Internasional
Association of Social Sciences and Humanities

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

ANISSH

Akademika Nusa Internasional Association of Social Sciences & Humanities

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Book of Abstracts Proceedings

**5th International Conference on Innovative Trends in Social
Sciences, Business and Management Studies**

Tokyo, Japan
February 09-10, 2017

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Proceedings of the International Conference on Innovative Trends in Social Sciences, Business and Management Studies (ITSBM)

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***5th International Conference on Innovative Trends in
Social Sciences, Business and Management Studies
(ITSBM)***

**Venue: Shinjuku New City Hotel 31-1 Nishi-Shinjuku 4-chome, Shinjuku-ku,
Tokyo, Japan**

Conference Theme: Promotion and enhancement of networking opportunities among scholars from Social Sciences, Business, Economics and Management Studies.

SCIENTIFIC 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. 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

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CONFERENCE SECHDULE

ANISSH-2017

**Venue:Shinjuku New City Hotel 31-1 Nishi-Shinjuku 4-chome, Shinjuku-ku,
Tokyo, Japan**

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

Day: Thursday

Date: February 09, 2017

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 (February 09, 2017)

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

Venue: Room 1

Session Chair: Wan Hasmat Wan Hasan

Presenter Name	Manuscript Title	Paper ID
Track A: Social and Community Studies		
Cheng-Yu Hung	Critical pedagogy: a study on Taiwanese high school teachers participation in social movements	ITSBM-027-ANI101
Chen, Yu-Ting	Benzodiazepines Use, Perceptions about BZD, and Health Behavior-related factors associated with Anxiety level among Patients with Depression or Anxiety	ITSBM-027-ANI105
Ming-Hsuan Wu	The Influence of Eco-tourists on Eco-Experience and Place Attachment	ITSBM-027-ANI110
Tzu-Yi Pai	Fuzzy Analysis for Effects of Land Use Patterns on Total Phosphorus in Taiwans River Basins	ITSBM-027-ANI115
Su-Ching Yang	A Pilot Exploration of Language Development of Toddlers in Prison Nursery	ITSBM-027-ANI120
Nur Hidayah Zaini	Food Insecurity: The affects of Socioeconomic and Food Consumption	ITSBM-027-ANI108

Lunch Break: (12:30-01:30pm)

DAY 01 Thursday (February 09, 2017)

Second Presentation Session (01:30 - 03:30 pm)

Venue: Room 1

Session Chair: Nur Hidayah Zaini

Presenter Name	Manuscript Title	Paper ID
Track A: Social and Community Studies		
Su-Han Yang	Treatment Needs and Related Factors in Providing Dental Service to Patients with Physical and Mental Disabilities	ITSBM-027-ANI121
Cheng-Hsien	Feasibility of sonographic-guided renal biopsy for nephropathy at children	ITSBM-027-ANI123
Yau Her-Terng	Applying Ant Colony Optimization to the Planning of the Olympic Torch Relay Route	ITSBM-027-ANI130
Kim JooHyeon	Study on Acquiring English Relative Clause	ITSBM-027-ANI134
Chia-Lin Hsu	Exploring the Moderating Effects of Environmental Concern on the Links between the Antecedences and Consequence of User Attitude in A Gamification Context	ITSBM-027-ANI117
Track B: Business and Management Studies		
Wan Hasmat Wan Hasan	Factors Contributes to Small and Medium Enterprises Sustainability in Malacca, Malaysia	ITSBM-027-ANI107
Track C: Organizational Studies		
Mao-Sheng Wu	Ambience and Customer Behaviour Intention toward a Sports-themed Restaurant	ITSBM-027-ANI118

Tea Break: (03:30-04:00pm)

DAY 01 Thursday (February 09, 2017)

Third Presentation Session (04:00 - 05:00 pm)

Venue: Room 1

Session Chair: Kim JooHyeon

Presenter Name	Manuscript Title	Paper ID
Track D: Cultural and Global Studies		
Cheol Park	A Cross-Cultural Comparison of the Mobile Competency and Quality of Life among Korea, China, and USA	ITSBM-027-ANI113
Track E: Economic, Finance and Accounting		
Ajay Samant	Risk-Adjusted Performance of US Based Large Stock Mutual Funds	ITSBM-027-ANI127
Track B: Business and Management Studies		
Lai-Wang Wang	New Product Development Strategy and Decision Making An Example of Small and Medium Enterprise TCA Company	ITSBM-027-ANI132
Lai-Wang Wang	The Research on the Taiwanese PV Industry Competitiveness: the Mono- and Multi-Crystalline Technology Products Perspective	ITSBM-027-ANI133

Ending Note: (05:00pm)

Conference Day 02 (February 10, 2017)

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



*5th International Conference on Innovative Trends in Social
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TRACK A

SOCIAL AND COMMUNITY STUDIES

Critical Pedagogy: A Study on Taiwanese High School Teachers participation in Social Movements

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Keywords: Critical Pedagogy, Social Movement, Political Participation, Pressure Group

In the wake of the lifting of martial law and the increased openness of society in the late 1980s, Taiwanese people have gradually learned to voice their views on government policies and social issues through activism. However, while schools and teachers are seen as part of the educational system operated by the state machinery, the reflective and critical power of individual educator is often downplayed. In recent social movements on educational agendas, for example the history curriculum controversy which led to the student occupation of the ministry of education in 2014, teachers have not remained silent. This research therefore aims to investigate on what grounds some schoolteachers rise above the stereotype of conformity and devote their out-of-school time to scrutinise and criticise policies, or antagonise politicians. In line with the qualitative approach, this research interviewed fifteen high school teachers who are also social movement participants and investigated the motivations, self-efficacy, and philosophies behind their activist behaviour. The interviewees showed great determination to involve in education reforms and argued that the widespread fear and antipathy to politics among schoolteachers can contribute no benefit to the society. They also believed that they can set an example for students to take part in the civil society and strengthen the participatory democracy in Taiwan. Besides, the interactions and power relation between pressure groups which voluntarily organised by schoolteachers and the government were also examined to unveil a political side of this research. In critical pedagogy, students are invariably the focus, researching how they can be liberated from the social reproduction. However, this study switches the focus from students to teachers and hopes to demonstrate the multiplicity of teachers criticality and resistance to authority.

Benzodiazepines Use, Perceptions about BZD, and Health Behavior-related Factors Associated with Anxiety level among Patients with Depression or Anxiety

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Keywords: BZD, Psychiatrists, Multiple Regression Analysis

Benzodiazepine (BZD) drugs have been widely used to treat anxiety and insomnia, however the risk of adverse health effect caused by long term use is high. Previous studies have focused on anxiety states as predictor associated with BZD use, and others explored the impact of perception about BZD on BZD use; however the association among BZD use, perception about BZD and anxiety level still remains unclear. Examination of related factors from multiple dimensions is needed. This study is to examine BZD multiple use, knowledge and beliefs about BZD use and others factors associated with anxiety level among people with anxiety and/or depressive disorders. A cross-sectional study was conducted from 250 patients who have been prescribed for BZD by Psychiatrists. Anxiety level were measured by Back Anxiety Inventory. Others measures included knowledge of and beliefs about BZD use, depression states, no. of types of BZD used, severity of BZD dependence, sleeping quality, health-related behaviors, and sociodemographic characteristics. Results from univariate analysis showed the anxiety level of patients who took more types of BZD were significant higher than patients who took 2 or less types of BZD. Multiple Regression Analysis showed patients who exercise less, with poor sleep quality, more depressed, feel the need of using BZD, and worry about the adverse effects of BZD were more likely to have higher level of anxiety. The study finding reveals highly use of BZD are not necessarily decrease the anxiety level. An alternative intervention including clarifying patients worry about BZD and developing healthy life style is suggested in the future. We also suggest further study on longitudinal design to examine the causal relations among BZD use, anxiety level and perception about BZD use.

Food Insecurity: The Affects of Socioeconomic and Food Consumption

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Keywords: Food Crisis, Socioeconomic, Food consumption, Food Security, Food Insecurity

Food security is one every of major factors of progress and poverty alleviation and has been the goal of many worldwide and country wide public organizations. The worst food crisis since 1974 broke out in 2007 - 2008 where agricultural commodity prices for world markets had reached their highest levels within 30 years (The State of Agricultural Commodity Marketss report, 2009). As an example, the price of wheat, rice and soybeans rose by over 40 percent, 60 percent and 40 percent. The food crisis directly affect one of the most primary human rights which is the right to be free from hunger and malnutrition and it is clear that the food policies is necessary to ensure that people have access to safe, sufficient, nutritious, and sustainably grown food; and it must go beyond traditional agricultural production. Indeed, household in Asia, especially Malaysia, consume rice as their main food. These hikes in population, shrinks natural resources and food production and causes Malaysia to increase food importation. When Malaysia is having too much import than export, our economy will be affected or becoming worst. This situation should be a major concern for all Malaysian now whereby there were only few studies on household food insecurity, limited to poor and marginalized communities. According to Bajagai (2016) the dimension of food security are food availability, food access, food utilization, and stability. However, there are other dimensions of food security according to different researcher. This paper presents the determinants global food crisis contributes to food insecurity at selected hypermarkets in Malaysia.

The Influence of Eco-tourists on Eco-Experience and Place Attachment

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Keywords: Eco-Tourists, Activity Involvement, Eco-Experience, Place Attachment

Tourists have been gradually attracted to nature preserves. Due to tourism and environmental protection needs, the government in Taiwan has established some nature preserves such as the national scenic area. Combining environmental protection and leisure activities, the ecotourism invites tourists to adopt environmental behavior. The purpose of this study is to investigate the relationships between ecotourism participants and their sense of activity involvement, experiential value, and place attachment. By the purposive sampling technique, the participants who regularly go to National Scenic Area were invited in this study and did the questionnaire. Moreover, the Structural Equation Modeling(SEM) on the purpose and hypothesis to preceded the data analysis. The results showed that (1) the activity involvement of ecotourism participants positively affect the sense of experimental value. (2) the activity involvement of ecotourism participants positively affect the place attachment. (3) the sense of experimental value of ecotourism participants positively affect the place attachment. (4) both the sense of experimental value and place attachment has the mediational effect. Ultimately, suggestions for further study and management were provided based on the results.

Fuzzy Analysis for Effects of Land Use Patterns on Total Phosphorus in Taiwans River Basins

^{1*} Tzu-Yi Pai,² Ray-Shyan Wu,³ Ching-Ho Chen,⁴ Li Chen,⁵ Fu-Mei Chang, ⁶Pei-Yu Wang,⁷ Chia-Fu Lin,⁸ Ya-Hsuan Wang, ⁹Tien-Hsuan Lu

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Keywords: Fuzzy Logic, Land Use Patterns, Total Phosphorus, River Basins

If phosphorus is discharged into river, negative environmental effects will occur. Therefore, in this study, the fuzzy logic was used to explore the effects of land use pattern on total phosphorus (TP) in Taiwans river basins. At first, 22 river basins with more complete data were selected for correlational analysis of TP and land use patterns to determine the land use pattern with significant effect. Subsequently, the significant land use patterns with higher correlational coefficients were used as the input variables to implement fuzzy logic. The results indicated that the significant land use patterns at upstream were in the order: public utility (0.22), recreation (0.22), and traffic (0.15). Those at middle stream were in the order: others (0.19), public utility (0.07), and traffic (0.03). Those at downstream were in the order: industries (0.60), traffic (0.50), and public utility (0.40). When significant land use patterns fell in the low degree of membership function (MF), the output TP values tended to be low. When significant land use patterns fell in the high degree of MF, the output TP values tended to be high. It suggested that higher land use would enhance TP, but lower land use would inhibit TP.

A Pilot Exploration of Language Development of Toddlers in Prison Nursery

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Keywords: Prison Nursery, Language Development, Toddlers

Children who spend their early years in prison nursery are found to be more vulnerable to developmental problems. In the current study, we investigate the language and communication development of toddlers who co-resided in a prison nursery with their mothers to explore their language development and compare with counterpart children who are in an ordinary nursery school outside prison. Participants were 17 Mandarin-speaking toddlers who co-resided in a prison nursery with their mothers at Taoyuan Womans Prison, Taiwan (9 girls, 8 boys; mean age = 21 months). Childrens language development was measured by Mandarin-Chinese Communicative Development Inventory (MCDI). We also collected the same data of a matching group of children who enrolled in an ordinary nursery school outside prison. Childrens language ability including vocabulary comprehension/production, phrase comprehension, and syntactic complexity were measured and compared for further analyses. There was no significant difference of expressive vocabulary between two groups of children. However, there were differences of childrens understanding of semantics and grammatical structure. They got lower scores on vocabulary comprehension, phrase comprehension, and syntactic complexity. Regarding to language development, those children in prison nursery seems slower than counterpart children who were in an ordinary nursery school outside prison. Compared with other children, those toddlers who co-resided in a prison nursery with their mothers are slower in understanding of semantics and grammatical structure in language development. The reasons of the differences need to be further studied.

Treatment Needs and Related Factors in Providing Dental Service to Patients with Physical and Mental Disabilities

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Keywords: Disabilities, Assistive Devices, Dental Treatment

The aim of this study is to investigate the specific needs and other related factors of clinicians in providing dental treatment to the physically and mentally disabled. A self-designed questionnaire included two domains: the demographics and the clinical needs. The demographics investigated the background and the related experience of the clinician. Whereas the needs assessment about 5-point Likert questions of treatment-related issues, such as time consumed, stress encountered, follow-up frequencies, assistive devices and environmental modifications. The target populations were dental practitioners with experience in managing patients with physical and/or mental disabilities. Descriptive and inferential statistics were used to analyze the results. A total of 40 dental practitioners including dentists and nurses from a teaching hospital in Taiwan participated. The results indicated that 95% of the practitioners have received special training for caring patients with physical and mental disabilities; about 93% of them considered that longer treatment time was needed for the disabled population; 91% of them preferred to increase the number of clinical followed-up after treatment; 88% of them agreed the average pressure was higher than that of the general treatment; 88% thought that the use of assistive devices was necessary, such as the mouth prop (88%), mouth rest(25%); 85% of them agreed the used of placement or fixation equipment, such as the restraining plates (70%), the positioning chairs (45%); 85% of them thought that special environmental settings were required; 65% considered that service charges for the disabled should be higher than those for the general population. Our results revealed that more efforts and supports are needed in treating patients with disabilities. Further investigation comparing the differences between the general and disabled populations in professional and treatment needs are of great needs. The current results can be used in clinical service improvement and treatment environment modification.

Feasibility of Sonographic-guided Renal Biopsy for Nephropathy at Children

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Keywords: Obtained Specimen, Exacerbated Hematuria, Prolonged Hospitalization

Assessment for the safety and feasibility of renal biopsy performed by radiologist for children at nephropathy From January 1, 2007, through Dec 31, 2014, there were 45 children underwent sonographic-guided biopsy for the clinical impression of nephropathy referred to our radiologic department. We retrospectively assessed the safety of procedure and quality of obtained specimen for pathologic study. Clinical data were reviewed for the presumed complication associated with procedure, such as puncture site bleeding, Exacerbated Hematuria, Prolonged Hospitalization, severe flank pain. All of the Obtained Specimen were sufficient for pathologic diagnosis, except one. Under the real time monitoring, the cutting needle could accurately be directing to the target site and avoid vital structures. One child suffered from severe flank pain and perirenal hemorrhage was noted on the recheck sonogram, dropping of HB was also noted. After a serial medical management his condition regain stable quickly and discharge after one day hospitalization. No major complication was occurred among these children. The results of our study suggest that sonographic guidance with trocha procedure could accurately cut the renal cortex to obtain adequate specimen for pathologic study and own high safety.

Applying Ant Colony Optimization to the Planning of the Olympic Torch Relay Route

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Keywords: Ant colony optimization, Olympic Games, Olympic flame relay

The Olympic flame lighting and relay ceremony has its origins in Greek mythology where man stole the seed of fire from heaven. The Olympic flame relay represents continuation, and sends the message of unity, peace, friendship, justice, and light as part of the welcoming message to game participants. For this study, the Olympic flame relay route was obtained from the Olympic Games official website. A geographical information system database was used to obtain the city coordinates on the route, which were used to determine the distances between cities. The ant colony optimization (ACO) was used to obtain the optimal relay path. Thus, the method used in this study can be applied to relevant route planning, which can help reduce both manpower risk and cost. This method can significantly shorten the route and improve the overall management efficiency of the games.

Study on Acquiring English Relative Clause

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Keywords: English Relative Clause, Acquiring L2, English Verb

This paper argues against the assumption that in an English Relative Clause, the greater the distance or the number of word between the filler(noun phrase) and the gap(in the relative clause), the greater the difficulty for students as demonstrated in the SDH(Structural Distance Hypothesis) and LDH(Liner Distance Hypothesis). Because of the Unaccusative verb clauses having a unique feature, it must be considered a Subjective Relative Clause in that it has the same number of word between filler and gap or Objective Relatives Clauses in that it has the same structure between them. Thats why L2 learners have difficulty acquiring English Relative Clause. So this paper suggests that L2 learners should be reminded of the verb features in a Relative Clause while learning an English Relative Clause.

Exploring the Moderating Effects of Environmental Concern on the Links between the Antecedences and Consequence of User Attitude in A Gamification Context

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Keywords: Gamification; Perceived Value, User Attitude, Intention to Use, Environmental Concern, Structural Equation Modeling

In recent years, e-businesses face the intense competitive online marketplace, and thus they can no longer focus only on the marketing mix for increasing desirable behaviors. Rather, they also should make more effort on how to increase users perceived values. Gamification has become an important marketing tool and it has particularly effective. Gamification generates greatly values for marketers since it encourages the peoples engagement through intelligent marketing messages. Providing values to users by all possible means has become an important part of e-businesses. Besides, gamification has been integrated with commercial success into many platforms, particularly social ones, for building close relationships between the platform and the users, and for motivating virus-related behaviors as a way to enhance platform popularity (Domnguez et al., 2013). Such success offers evidence of gamifications effective use in marketing activities as a means to improve users engagement and value and subsequent their behaviors. Thus, this study aims to explore how gamification improves perceived value by using Recyclebank as an example. Recyclebank is a website related subsidiary of recycling rewards. Specifically, this study investigates the impacts of perceived value (i.e. information value, experiential value, social value, and transaction value) on user attitude, which in turn affects intention to use, and the moderating effects of environmental concern are also explored in this study. In addition, this study conducts the survey that targets those aged 20 and above in Taiwan. Convenient sampling is conducted to obtain valid responses for the testing of our hypotheses. Finally, results show that users perceptions of information value, experiential value, social value, and transaction value significantly affect their attitude, and in turn affects their intention to use. Besides, the moderating effects of environmental concern are also confirmed in this study. In summary, these findings help e-business managers improve their users perception on value more effectively and act as a guide to effectively design a gamification mechanism for getting competitive advantage in the marketplace.



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TRACK B

BUSINESS AND MANAGEMENT STUDIES

Factors Contributes to Small and Medium Enterprises Sustainability in Malacca, Malaysia

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Keywords: SMEs sustainability, Financial Assistance, Employees Skills, Business Environment, Technology Capabilities and SME.

This study conducted among SMEs in Malacca to explore the most influential factors that contribute to sustainability. For this study, four independent variables (IV) were tested whether it influences another variable which is SMEs sustainability to change. Besides that, this study is using Descriptive study, in which it emphasizes on collection of information and response that obtain directly from respondents in order to explain the actual situation faced by the respondents. The researchers are using cross-sectional studies because it involved the collection of data for once (one shot) or perhaps a period of days, weeks or months (specific time period). The researchers also distributed the questionnaires to the respondent that are available and freely to answer on the spot. For research sampling method, this research is using convenience sampling method because this type of sampling brought the meaning of the collection of information from the members of the population who are conveniently available and freely to provide the data and information, which is questionnaire are using as the instrument. The finding of this study shows that, all the Independent Variables (IV); financial assistance, employees skills, business environments and technology capabilities are significantly affecting the Dependent Variable (DV); SMEs sustainability. Therefore, the finding had shown that business environment is the most influential factors toward SMEs sustainability due to the beta value is the highest compared to the others independent variables.

New Product Development Strategy and Decision Making An Example of Small and Medium Enterprise TCA Company

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Keywords: New Product Development, Critical Success Factors, Analytical Hierarchy Process

In the fierce competitive business environment, the enterprise to maintain the competitiveness must continuously launch new products. Whether the new products are successfully developed is the important factor that the enterprise can relentlessly lead the market. Therefore the enterprise in the business process must make clear on the new product development (NPD) critical success factors (CSFs) as well as their importance. This study focuses discussion on the critical factors from the period of new product development to launch and production, the scope of which covers each stages critical factor from the product concept to structure design, and then to launch and production. The current research applies expert questionnaire survey and analytical hierarchy process (AHP) to developing the evaluation criteria and building hierarchical framework. For the goal of NPD, the research results reveal that, during the new product development, firstly, product planning is the most important construct, and secondly, meeting customers expectation is the most important CSF, followed by the opinion of internal employees, new product advantage, and clear product definitions.

The Research on the Taiwanese PV Industry Competitiveness: the Mono- and Multi-Crystalline Technology Products Perspective

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Keywords: Photovoltaic Industry Competitiveness, Mono- and Multi-Crystalline Technology Products, DEA Malmquist Index

The photovoltaic industry, although its beginnings are dated back to the middle the last century, experienced a significant growth followed by its deep structural change after the new millennium. The industry experienced the sharp growth of the demand with 42% Compound Annual Growth rate of the PV installations in the period 2000-2015. According to the 2015 data, China and Taiwan together produce 67% of global PV module output being followed by Rest of Asia-Pacific & Central Asia with 14%. Due to the national long-term plan, Taiwanese companies started being present in the global PV value chain with the beginning of the new millennium strongly benefiting from incentives of western countries driving up the stepping demand. As a result of the uncertainty ruling the global markets, the Taiwanese PV sector undergoes the structural changes aiming to improve its competitiveness. Apart the R&D process, the two main trends regarding the consolidation of the manufacturing capacity and the internationalisation reflected in the foreign alliances and delocalisation of the production. The purpose of this paper is to investigate the actual output manufactured by the members of the Taiwanese PV industry with the focus on the mono and polycrystalline cells and also the modules. The collected data is broad in terms of the scope and the geographical span and its based on up-to-date product specifications provided by producers. The paper intends to fill the gap trying to associate the performance of the companies within the sample with their technological advancement reflected in the products. Moreover, the complementary industrial analysis based on DEA Malmquist index of the Taiwanese PV producers let us observe their technological progress and efficiency so the research work can provide more illuminating insight into Taiwanese PV industry from the product and industrial perspective, and internally and externally in the world perspective.



TRACK C

ORGANIZATIONAL STUDIES

Ambience and Customer Behavior Intention Toward a Sports-themed Restaurant

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Keywords: Restaurant Atmosphere, Experiential Value, Restaurant Image

A restaurants atmosphere can produce hedonic and practical shopping value and induce customer loyalty. The aim of this study was to use a sports-themed restaurant to construct a consumer behavior model regarding the restaurant atmosphere, experiential value, restaurant image, and customer loyalty. Regarding the materials and methods, the sample frame consisted of a sports-themed restaurant in Kaohsiung, Taiwan. The data were obtained via customer convenience sampling through personal interviews. Ultimately, a total of around 400 useful questionnaires were collected. Regression analysis of the questionnaire data was then used to test the study hypotheses. The results showed that (1) a sports-themed restaurant atmosphere positively impacts experiential value, (2) experiential value positively impacts restaurant image, (3) restaurant image positively impacts customer loyalty, and (4) restaurant atmosphere positively impacts customer behavior intention. These findings support hypotheses 1, 2, and 3 of the study, and the studys conclusion also includes suggestions for restaurateurs regarding the planning and management of sports-themed restaurants in Taiwan.



TRACK D

CULTURAL AND GLOBAL STUDIES

A Cross-Cultural Comparison of the Mobile Competency and Quality of Life among Korea, China, and USA

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Keywords: Cross-Cultural Study, Mobile Information, Quality of Life, Information Accessibility, Information Utilization, Innovativeness, SNS, Smartphone, Mobile Internet, Korea, USA, China

Due to the spread of smart phones, mankind has been able to access and use a variety of mobile information anywhere, anytime. Mobile competency, the capability of accessing and using mobile information is affect the quality of the individual's life. In this study, 1,290 South Korean, Chinese, and American responded on mobile competency and quality of life. As a result, Korean had highest score in mobile information accessibility, but American in mobile information utilization. Korea showed lowest rating in improvement of quality of life due to mobile competency. These results shows that Korean do not properly utilized mobile information for higher quality of life although they use longest time of mobile internet. Also, consumer innovativeness had the greatest influence on the utilization of mobile information among individual variables.



TRACK E

ECONOMIC, FINANCE AND ACCOUNTING

Risk-Adjusted Performance of US Based Large Stock Mutual Funds

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Keywords: Finance, Investments, Risk-Adjusted Performance.

This study evaluates the performance of the 20 largest stock mutual funds in the US. Most of these funds figure prominently in pre-tax retirement plans as well as taxable investment plans of US and global investors. The results of the study are of interest to investors, financial planners, wealth managers, bankers and corporate financial managers as well as business academicians. The mutual funds included in the study are selected on the basis of total assets as of December 31, 2016. The time period for the study is 10 years (2007-2016). Data on monthly returns for each mutual fund is obtained from Morningstar. The risk-adjusted performance of each mutual fund is computed using metrics grounded in Modern Portfolio Theory. Both total risk and systematic risk are accounted for in the performance metrics. The market benchmark used for comparison purposes is the S&P 500 index. Sharpe, Treynor and Jensen performance measures are calculated and used as the basis for ranking of funds. In addition, two relatively new performance measures are used in this study: The Modigliani Measure and the Semi Variance measure. The first measure gives investors an estimate of the returns that would have accrued to the mutual fund if the fund manager had taken on a market- average level of risk. The second measure adjusts the returns on the fund to the level of risk that accrues during sub-par performance. The purpose of the study is to provide investors with objective empirical documentation on the Risk-Adjusted Performance of large stock mutual funds which can be used as input in Investment Decision Making.

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