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November 10-11, 2016



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ANISSH

Akademika Nusa Internasional Association of Social Sciences & Humanities

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Book of Abstracts Proceedings

**2nd International Conference on Social Sciences, Business,
Economics and Management Studies (SBEM)**

Bangkok, Thailand
November 10-11, 2016
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Proceedings of the International Conference on Social Sciences, Business, Economics and Management Studies (SBEM)

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***2nd International Conference on
Social Sciences, Business, Economics and Management
Studies (SBEM)***

Venue: Novotel Hotel Bangkok Ploenchit Sukhumvi

Conference Theme: Fostering the latest needs of research
through promoting collaboration.

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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:Novotel Hotel Bangkok Ploenchit Sukhumvit

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

Day: Thursday

Date: November 10, 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 10, 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		
Madhuri Malhotra	Ethical Intensity, Corporate Social Responsibility and Corporate Sustainability: A Conceptual Framework	SBEM-116-ANI107
Track B: Cultural and Global Studies		
Lai Lin	Study of Cross Cultural Conflicts: A Case Study between Chinese Sojourners and Chiang Mai Immigration	SBEM-116-ANI108
Track C: Organizational Studies		
Keerin Nopanitaya	Social Enterprise Platform for Retired Older Workers in Thailand : A Case Study Between Retired Older Workers from Medical and Health Science and Working People	SBEM-116-ANI109
Track D: Business and Management Studies		
Pintharat Prommasith	Structural Change in Employment of Thai Women in Digital Economy	SBEM-116-ANI113

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

PARTICIPANTS REGISTERED AS LISNER / OBSERVER

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

Official ID: SBEM-116-ANI110A

Luca Dell'Anese

School of Economics and Business Administration

(SEBA) 174 Shazeng Street, Shapingba District

Chongqing, China

Conference Day 02 (November 11, 2016)

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



*International Conference on Social Sciences, Business, Economics
and Management Studies (SBEM) Bangkok, Thailand*
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TRACK A

SOCIAL AND COMMUNITY STUDIES

Ethical Intensity, Corporate Social Responsibility and Corporate Sustainability: A Conceptual Framework

Madhuri Malhotra*

Loyola Institute of Business Administration, India

Corresponding Email: madhuri.m@liba.edu

JEL Code: M14, Q55

Keywords: Business Ethics, Corporate Social Responsibility, Corporate Sustainability

Business around the world have been talking about profit maximisation as the main motive of a business concern. However it is argued time and again that businesses can make long term profits and gains only when they follow ethical practices in their business and have policies to promote long term sustainability in business. Changes in values, behaviour, attitudes and actions are a prerequisite for sustainable business policies. Bringing about a positive change in peoples attitude and behaviour promotes ethics at workplace, which in turn induces a sense of responsibility among the managers of the firm (corporate citizenship). This results in a long term sustainable business enterprise. This study emphasises the concept of moral decay, to throw some light on the ethical behaviour of firms in emerging economies. A firm performs well financially when it has high level of ethical intensity and corporate social responsibility. Ethical intensity of people is influenced by level of moral decay in a society. In recent literature, much is being discussed about the social role of firms and their responsibilities to society. In this context, the role of a business concern is crucial. In organisations, there is a need to look beyond profit and employee remuneration and take a step forward to integrate ethics, social responsibility and sustainability in a business organisation. In this paper an attempt has been made to addresses some of the deficiencies in the existing corporate ethics and corporate social responsibility literature, by trying to examine the level of ethical intensity among the managers and the resulting effect on corporate social responsibility behaviour. This paper aims to advance the understanding of ethical intensity among managers and sense of social responsibility among them. It is one among the first few to investigate the relationship between ethical behaviours and CSR levels in emerging market specific contingencies. Such analysis is required because ethical initiatives are highly context-specific and strongly embedded in cultural norms and social practices (Bailey and Spicer 2007). Areas that remain under-researched are the questions of whether social credibility contributes to long-term firm performance (corporate sustainability) and how emerging economy specific traits affect the link among ethics, CSR and sustainability.



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TRACK B

CULTURAL AND GLOBAL STUDIES

Study of Cross Cultural Conflicts: A Case Study between Chinese Sojourners and Chiang Mai Immigration

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Keywords: Cross Cultural Conflicts (CCC), Push-Pull Theory, Chiang Mai Immigration, Chinese Sojourners

With the continuously development of the globalization and rapidly development of China's economy, the numbers, layers and areas of the Chinese Sojourners (CS) mobility is increased quicker and wider, purpose on self development demands driven by global vision and intention. During the process of adapting and integrating into the receiving countries culture, more and more cross cultural conflicts (CCC) are also happened between the local natives and the CS, including some new trend migration destinations with shorter cultural distance and less cultural diversity, such as Thailand. A significant cultural conflict between CS and Chiang Mai Immigration (CMI) is selected out to be the case study. A quantitative survey of customer service satisfaction is designed for CS, in order to measure and explain the CCC problems between CS and CMI. The findings of study indicate that lower aging student families and college students emigrating into Chiang Mai significantly increased within last 3 years, and it will be a trend in the future. More than 80% of CS are strongly dissatisfied with CMI staffs service mind and working process. 76.58% of them had the unhappy experience in CMI by staffs discrimination attitude or words. Another hand, CMI is facing the high pressure of migrants increase, and staffs reduce, as well as the limitation of budget. Based on the findings, developing a mental model to soften the cross cultural conflicts between CS and CMI is proposed as a KM software part solution; furthermore a knowledge management system based on the SoLoMo theory is also suggested as the hardware part solution.



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TRACK C

ORGANIZATIONAL STUDIES

Social Enterprise Platform for Retired Older Workers in Thailand A Case Study between Retired Older Workers from Medical and Health Science and working people

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Keywords: Social Enterprise, Intellectual Capital, Social Network Collaboration Platform, Retired Older Workers, Value-Based Economy

At the present time, the population in almost every country in the world are older. In 2013 the total world population is around 7,100 million, the population who has aged 60 and over accounted for up to 12 percent. It is known that our world has become an aging society and Thailand is approaching aging society significantly faster as well. In ASEAN has only Thailand and Singapore which had elderly people more than 30 percent over the next 30 years. The aging population is a challenge to economic and social development of the country. In 2014, the ratio of Thailand's working people (aged 15-59 years) is 4.3 persons per elderly 1 person (60 and over), Over the next 20 years the ratio will be only 2 persons per elderly 1 person. The concept for the elderly as a social force, aimed at exploiting the potential of the elderly, as well as from work and participate in social activities to enhance the value of elderly people and better health. It also reduces labor shortage as well as a major force in driving the development of the country. This research will study the group of retired older workers can work with device such as PCs, Notebooks, Tablets or Smartphones and interact via Social network collaboration platform including the advantage of the intellectual capital theory and the concept of social enterprise. To be integrated it is the important process of capturing, transferring and sharing knowledge and experience and how to troubleshooting issue problems and deploy value-based economy to the community or organization. Furthermore, this can be distributed to organizations or businesses that are having problems and the new generation of working people have applied sustainability.



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TRACK D

BUSINESS AND MANAGEMENT STUDIES

Structural Change in Employment of Thai Women in Digital Economy

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Keywords: E-Commerce, Digital Economy, Thai Women, Income, Online Jobs

This paper investigates many facets of Thai women in doing e-commerce. It collects the data from 468 women in Thailand by online survey. It aims at four purposes: First, it figures out who are doing e-commerce. Second, it reveals the factors encouraging women to switch from regular works to do e-commerce. Third, it studies the structural change of income from e-commerce between the present and last year. Last, it investigates whether there is a trade-off between income from e-commerce and regular income. It tackles these objectives by Logit model, Ordinary Least Squares and Tobit model. The results show that women who prefer trading by their habit and can find suitable products to sell online will be the ones who do e-commerce and even switch their jobs from regular works to do e-commerce. Besides, women who perceive the expensive cost of using mobile broadband prevent themselves to do e-commerce. Moreover, women who are appointed to be officials in independent agencies whose salary are high enough with the requirement of high efficiency in regular works do not do e-commerce. The change in income from e-commerce between two years comes from the selection of suitable products to see online and the cost of mobile broadband. The study finds that the income from e-commerce does not replace income from regular works. They are not substitutes. Therefore, there is no trade-off between income from both sources.

UP COMING EVENTS

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Vision

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



Bangkok, Thailand

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