

MBSHR-2017

**International Conference on
Management, Business, Social
and Humanities Research**

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March 13-14, 2017



Akademika Nusa Internasional
Association of Social Sciences and Humanities

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 Management, Business,
Social and Humanities Research (MBSHR)**

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March 13-14, 2017

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***6th International Conference on Management, Business,
Social and Humanities Research (MBSHR)***

**Venue: Hotel Indigo Hong Kong Island 246 Queens Road East Wanchai, Hong
Kong**

**Conference Theme: Promoting Research and Developmental
Activities Through Knowledge Sharing**

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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-2017

Venue: Hotel Indigo Hong Kong Island 246 Queens Road East Wanchai, Hong Kong

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

Day: Monday

Date: March 13, 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 Monday (March 13, 2017)

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

Venue: Room 1

Session Chair: Dr Sukri Plauttri

Track A: Social and Community Studies

Presenter Name	Manuscript Title	Paper ID
Bomikazi Zeka	Investigating the Factors Influencing the Retirement Planning of Black South Africans	MBSHR-037-ANI106
Jeyhun Hajiyev	in Azerbaijan. An Evidence from ASAN Service Model	MBSHR-037-ANI107
Yoko Shirasu	Art of Tea(Chanoyu)as Women's Lifelong Study	MBSHR-037-ANI115
Leonard Tchuta	An Empirical Analysis of Firms Endogenous Growth Measures	MBSHR-037-ANI114

Track B: Economic, Finance and Accounting

Jae-Kwang Hwang	Financial Integration in Asian Equity Markets Before, During, and after the 2008-9 Financial Crisis	MBSHR-037-ANI116
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Lunch Break: (12.30 to 1:30pm)

Ending Note (1:30 to 02:30 pm)



TRACK A

SOCIAL AND COMMUNITY STUDIES

Investigating the Factors Influencing the Retirement Planning of Black South Africans

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Keywords: Financial Literacy, Personal Savings, Retirement Attitudes, Retirement Planning.

The importance of planning for retirement has been emphasised repeatedly by various researchers, governments and financial institutions worldwide. With the changing landscape of retirement, a growing trend around the world has seen the shift of responsibility of providing retirement income from governments and employers to individuals. Additionally, economic changes have had an impact on the way individuals spend, save, invest and manage the risks of protecting their standards of living in their retirement years. In South Africa, the majority of the population, mainly black individuals, have been reported to reach retirement age financially destitute, as few South Africans actively engage in retirement planning initiatives. Therefore, it is important to identify the factors that influence the retirement planning of black individuals in South Africa. In this paper, a quantitative approach was taken to determine the factors that influence the retirement planning of black South Africans. Research hypotheses were formulated for aiding this investigation and included variables identified through a thorough review of the literature. A total of 130 usable questionnaires were returned from individuals residing in the Eastern Cape, South Africa. These questionnaires were subjected to various statistical analyses. An exploratory factor analysis (EFA) was undertaken to determine the validity of the measuring instrument and the calculation of Cronbachs alpha coefficients were carried out to ascertain the reliability of the measuring instrument. Additionally, a multiple regression analysis was performed to examine the factors that influence retirement planning. The empirical findings revealed that the factors that have the most significant influence on retirement planning are Financial literacy and Personal savings. Finally, the paper presents recommendations to pre-retired black individuals, financial planners and financial institutions on how to best address the retirement planning needs of black South Africans

Investigating the Behavioral Intention to Use Public E-service in Azerbaijan. An evidence from ASAN Service Model

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Keywords: ASAN Service, Government E-service, Technology Acceptance Model (TAM)

ASAN Service is an entity of the State Agency for Public Service and Social Innovations under the President of the Republic of Azerbaijan, and is established by a Presidential decree in 2012, through which government agencies and private companies are directly implementing their own services. In other words, it watchdogs the daily functioning of government agencies to fulfill the quality of their work. However, it remains unclear what factors motivate citizens to use ASAN Service rather than visiting governmental bodies separately. This quantitative study investigated the factors determining citizens' perceptions and behavioral intentions to use ASAN Service. Hence, we proposed a model that incorporates five external variables and a moderating variable into the Technology Acceptance Model (TAM). Data was collected from 877 respondents through an online survey with convenient sampling technique. The SEM results showed that information system quality and subjective norm were found to be positively related to perceived usefulness, while subjective norm did not affect behavioral intention. Trust of internet is a significant predictor of behavioral intention. Technology innovativeness (TI) significantly moderates the relationship of perceived ease of use and perceived usefulness with behavioral intention. This study fills the gap in academic literature that no former studies examined perceptions and behavioral intentions towards ASAN Service with the moderating role of TI by extending TAM with the inclusion of external factors, especially in Azerbaijan. ASAN Service is believed to be a successful government service model in Europe. Thus, our findings can apply to broader geographical locations to improve public e-service for citizens. If citizens' priorities on using government e-services are met, the usage intention will considerably grow in Azerbaijan and other countries.

Art of Tea(Chanoyu)as Women’s Lifelong Study

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Keywords: Chanoyu, Synthetic Art, Zen Spirit, Soldiers Status, Womens Lifelong Study.

My presentation is about Chanoyu (Japanese tea ceremony) as womens lifelong study. The influence of Chanoyu upon people has been changing since its beginnings. I mainly focus on the diversity of womens motivation to practice Chanoyu. As a conclusion I found that the modern women are willing to be successors of ancient wisdom. These descriptions are derived from a lot of references of books and papers, my questionnaire survey, and my experience as a practitioner of Chanoyu for 31 years. First, I want to introduce Chanoyus unique characteristics as a synthetic art, referring to its procedure of a tea party, the architecture of a tea room in a garden, and a number of utensils including ceramics, incense, metal crafts, textile works, wooden crafts, Japan the lacquer). Secondly, I want to describe the history of Chanoyu, especially to analyze the change of womens role in Chanoyu. I divide the history into 3 parts. The first part is mens Chanoyu. In the 15th century when Chanoyu was established, it was mainly practiced by men. Chanoyu was a symbol not only to represent the Zen spirit but also to show the soldiers high status. The second part is in the modern era after the Meiji Restoration. Women became active in Chanoyu. In Japanese society at that time women should be modest and polite. So women practiced Chanoyu to be skillful and wise wives. And now, as the third part, Chanoyu has changed its meaning of the existence. Women comes to be a main stream in Chanoyu. It is now womens lifelong study full of useful knowledge in their daily lives. Women may have started Chanoyu as hobbies, but in fact they practice Chanoyu to learn the traditional performing art and highly sophisticated classics.

An Empirical Analysis of Firms Endogenous Growth Measures

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Keywords: Firm Growth Measures, Endogenous Growth Factors, Financials, Operations, Capabilities.

This study attempts to standardize firm endogenous growth measures by performing exploratory factor analysis on nine firm endogenous growth measures (equity book value, equity market value, working capital, stock R&D investments, stock advertisement investment, stock capital asset investment, operating expenses, sales revenue, and number of employees) using data generated by pooling a panel dataset of 116 firms and 13 years timespan data. The result of the analysis reveals three underlying firm growth factors (namely firm financials, operations, and capabilities) representing the initial nine growth measures. Further analysis of these three factors shows that firm financials, operations, and capabilities are cointegrated, implying the existence of a long run relationship between these three growth factors and an internal mechanism of continuous adjustment of levels firm financials, operations, and capabilities towards a balanced growth path.



TRACK B

ECONOMICS, FINNCE AND ACCOUNTING

Financial integration in Asian equity market before, during, and after the 2008-9 financial crisis

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Keywords: Financial Crises, Market Integration, Investors

A prominent feature of the 2008-9 financial crisis is that the crisis started in the US financial sector and rapidly spread, spilling over into other sectors of the economy as well as other countries. As a result, there are collapses of the financial institutions, stock market crashes, liquidity problem on the credit market. Furthermore, this crisis affected economies as well as financial markets in the world. The equity prices in the world, for instance, dropped more than 20 percent in three months following September 15, 2008. Capital market integration or contagion has been one of the important issues in international finance that interest both international investors and policymakers. In fact, knowing the level of market integration allows investors to improve their portfolio performance through diversification with less correlated assets, and helps the policy-makers to plan adequate policies for internal capital markets in the event of global economic and financial crisis. In addition to higher growth rates, these economies play an increasingly influential role in the global financial system with their rapidly developing financial markets. As a result, it is interesting to examine how these markets are affected during the current global financial crisis. In view of the increasing interest for information on the degree of stock markets integration in the aftermath of the 2008-9 financial crisis, the objective of this study is to investigate the transmission of the US financial crisis to financial markets in China, Hong-Kong, Korea, Singapore, Taiwan, analyzing before, during, and after the 2008-9 financial crisis period. In particular, the study aims to empirically examine whether the cross-market linkages between these markets change due to the crisis over the period of August 2007 to December 2010 using daily data. This paper employs unconditional correlation coefficients and DCC - GARCH model to answer the above question. The results show that there is no regime shift in mean equation of the correlation coefficient during the financial crisis. It may imply there are no mean spillover effects of the US financial crisis on the NIEs stock markets except the case of Singapore. However, there are volatility spillover effects of the financial crisis sparked in 2008 from the US and NIEs markets.

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

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