

MBSHR-2017

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

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February 13,14 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 Management, Business, Social
and Humanities Research (MBSHR)**

Hong Kong
February 13-14, 2017

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***5th International Conference on Management, Business,
Social and Humanities Research (MBSHR)***

Venue: The Charterhouse Causeway Bay, 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

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CONFERENCE SECHDULE

ANISSH-2017

Venue: The Charterhouse Causeway Bay, Hong Kong

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

Day: Monday

Date: Monday 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 (February 13, 2017)

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

Venue: Room 1

Session Chair: Dr Sukri Plauttri

Track A: Economics, Finance and Accounting

Presenter Name	Manuscript Title	Paper ID
Suapat Kitprasarn	The Effect of Rice Pledging Scheme on Thai Export and the Conformity with Domestic Support Regulation Under Agreement on Agriculture of World Trade Organization (WTO)	MBSHR-027-ANI108

Track B: Social and Community Studies

Fang Peiyuan	Selection on the Path of Civil-Military Integration in the Medical Resources	MBSHR-027-ANI105
Xie Xiaobei	Selection on the Path of Civil-Military Integration in the Medical Resources	MBSHR-027-ANI105C
Chien, Shu Hua	Discussion Online Streaming on Consumption Willingness from Different Countries	MBSHR-027-ANI118

Lunch Break: (12:00-01:00pm)

Track A: Economics, Finance and Accounting

Naser M Abughazaleh	Determinants of the Decision to Capitalize or Expense Research & Development Expenditures in European Firms After the Mandatory Adoption of IAS 38: Intangible Assets	MBSHR-027-ANI103
Vincent OConnell	The Influence of Environmental Uncertainty on Cost Stickiness	MBSHR-027-ANI104

(Ending Note 02:00 to 03:00 pm)

Participants Registered As Listener Observer

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

Official ID: MBSHR-027-ANI120A
David Bertolini
Hirslanden Clinic Geneva, Switzerland

Official ID: MBSHR-027-ANI121A
DongHae Lee
Areospace University, South Korea

Conference Day 02 (February 14, 2017)

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



TRACK A

ECONOMICS, FINANCE and ACCOUNTING

The Effect of Rice Pledging Scheme on Thai Export and the Conformity with Domestic Support Regulation Under Agreement on Agriculture of World Trade Organization (WTO)

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Keywords: Trade, Export, Agriculture, Domestic Support

Rice is primary and economic product of Thailand having a lot of in common as of agricultural products as it is perishable goods, the product is always harvested and entered to market at the same time that cause a surplus in supply and lead to the decline of the price. Two-fifths of Thai work in agriculture, most of them as rice farmers so Thai Government must provide any form of assistant like subsidy or loan. The decline in price of rice is a longstanding problem and the Government introduce the rice pledging scheme for 30 years to tackle a slump in price rice. In principle, price under pledging scheme must be below the market price to avoid market distortion by setting the price and quantity with in curtain period of time was only 8,000 baht per ton. The government spent budget around 670,000 million Baht with pledging rice around 43.5 million tons which were all rice volume in the market. This project leads to important problem to Thai rice market as a higher price causes a decreasing in export volume and competitiveness of Thai exporters There is Agreement on Agriculture under World Trade Organization (WTO) which is international agreement determining WTO members to reduce domestic support which causes trade distortion from final bound total Aggregate Measurement of Support (AMS). Many WTO associate members who adopt this agreement oppose Thai rice subsidy project because it affects World market price and World supply when releasing stockpiles in the future. This paper is a study about an effect of volume and price of Thai rice export and Thai competitiveness ranking during 2012-2013 caused from price intervention under Thai rice pledging scheme. In addition, it concerns that this scheme is domestic support which leads to unfair trade practice with other WTO members.

The Influence of Environmental Uncertainty on Cost Stickiness

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Keywords: Cost, Enviroment, Anti-Stickiness

The objective of this paper is to explore the impact of environmental uncertainty on both cost stickiness and cost anti-stickiness. Building on prior literature, we hypothesize that one of the root causes for both phenomenon is environmental uncertainty. Drawing on data from a sample of US companies over the 1970-2012 period our empirical findings confirms this expectation. Furthermore, we discover that cost stickiness is not the exact opposite to cost anti-stickiness with respect to their association with environmental uncertainty.



TRACK B

SOCIAL AND COMMUNITY STUDIES

Selection on the Path of Civil-ilitary Integration in the Medical Resources

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Keywords: Medical Resources, Military-Into-Civilian, Civilian -Into- Military, Service Procurement

The civil-military integration is a significant element of the economy and the development of the country. Thus it becomes the hotspot of the military medical and health care system transform. Recently, achievements have been made in the development of the military medical and health care. However, there are still some problems in the medical support of the civil-military integration, such as the disconnection with the national planning of health care service, excessive military-into-civilian proportion and obvious civilian-into-military deficiency. According to the direction of the civil-military integration reform from the CMC, relying on the Internet plus to make up a brand-new management mode is clearly in order on the basis of the result of the ten-year governmental medical transform. The new mode includes the integration of medical security system, the civil-military channel of medical security system, order-purchasing medical security service and network-expanding medical security mode. The more integration is, the more development is. The earlier civil-military integration starts, the more benefits will be gained.

Discussion Online Streaming on Consumption Willingness from Different Countries

^{1*} Chien, Shu Hua, ² Wu, Jyh-Jeng

³ Lin, Po-Yu ^{1,3} University of Science and Technology Taichung Taiwan

² National United University, Taiwan

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Keywords: Playfulness, Familiarity, Trust, Purchase Intentions, Cultural Identity

The purpose of this study was to examine users online media-streaming preferences and elucidate the effects of playfulness and familiarity on trust, cultural identity, and purchase intention. An online questionnaire was designed for data collection. The study findings reveal that playfulness and familiarity positively influenced users trust and cultural identity and users trust and cultural identity demonstrated a moderating effect. An online questionnaire survey was used for data collection. The survey period was 108 days, from May 15, 2016, to August 31, 2016. In this period, 958 valid questionnaires were returned. The demographics of the respondents are tabulated in Table 1. Of the respondents, 16.4% were from Malaysia, 18.2% were from Hong Kong and Macau, 15.0% were from India, 17.1% were from Vietnam, 16.2% were from the United States, and 17.1% were from Taiwan; 56.7% were men and 43.3% were women; and 43.5% were aged between 19 and 23 years. To survey the online media-streaming preferences of users in different countries, items relating to online streaming were incorporated into the Profile section. Issues concerning cultural identity are widely applied in social psychology research. They have been often and widely examined and applied in the field of organizational behavior, but rarely in marketing. This study examined the association between cultural identity and consumers online streaming preferences. Empirical results revealed that trust and cultural identity moderated consumers preferences. The study results verified the relevance of trust and cultural identity in online streaming platforms. According to the findings, online streaming service providers should endeavor to not only enhance consumers perceived playfulness when they stream movies and TV shows and their familiarity with the platform interface but also garner consumers trust in the platform. Moreover, these providers are recommended to analyze the market and launch new products by considering cultural identity to provide consumers with a wider variety for selection, thus increasing the consumer base, purchase intention, and economy of scale.

UP COMING EVENTS

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

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