



# **ABSTRACT PROCEEDING BOOK**

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**CONFERENCE  
PROCEEDINGS**

**BOOK OF ABSTRACTS  
BESSH-2020**

*Taipei, Taiwan*

*12-13 March 2020*

*International Conference on*

**“Business, Economics, Social Science &  
Humanities”**

# **Book of Abstracts Proceeding**

INTERNATIONAL CONFERENCE ON  
“BUSINESS, ECONOMICS, SOCIAL SCIENCE &  
HUMANITIES”  
**Taipei, Taiwan**

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Proceedings of the International Conference on  
**“BUSINESS, ECONOMICS, SOCIAL SCIENCES &  
HUMANITIES”**  
Taipei, Taiwan

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**International Conference on  
“Business, Economics, Social Sciences & Humanities”  
Taipei, Taiwan**

**Venue: Howard Plaza Hotel Taipei**

**ORGANIZING COMMITTEE**

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## CONFERENCE CHAIR MESSAGE

**Dr. Sharon**

International Conference on “Business, Economics, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

**Dr. Sharon**

Conference Chair

Email: [chair@afaresearch.com](mailto:chair@afaresearch.com)

BESSH-2020



# CONFERENCE SCHEDULE

*CONFERENCE DAY: THURSDAY  
CONFERENCE DATE: MARCH 12 2020*

*VENUE: HOWARD PLAZA HOTEL TAIPEI*

<b>08:30 am – 08:35 am</b>	Welcome Reception & Registration
<b>08:35 am – 08:40 am</b>	Opening Ceremony
<b>08:40 am – 08:45 am</b>	Welcome Remarks – Conference Coordinator AFA Research
<b>08:45 am – 08:50 am</b>	Introduction of Participants
<b>08:50 am – 08:55 am</b>	Group Photo Session
<b>08:55am – 09:00 am</b>	Grand Networking Session and Tea Break



*CONFERENCE DAY: THURSDAY  
CONFERENCE DATE: MARCH 12 202  
VENUE: HOWARD PLAZA HOTEL TAIPEI  
SESSION I: 09:00 AM-11:30 AM*

**TRACK A: BUSINESS, ECONOMICS, SOCIAL  
SCIENCES & HUMANITIES**

<b>TAI-MAR2320-001B</b>	Sustainable Development Strategies of the Execution of Small and Medium-sized Enterprises	Kamthorn Tantivitayatan
<b>BEMHS-MAR20-101</b>	Work Commitment Modes of Temporary Agency Workers in Restaurants	Niko Cajander
<b>BEMHS-MAR20-111</b>	Understanding the Key Successful Factors in University Spin-offs Strategy: A Case Study of Taipei Medical University Taiwan	Yu-Chin Lin
<b>BEMHS-MAR20-105</b>	An Investigation into the Effectiveness of Financial Transparency Communication Mediums Utilized by Local Government Councils in Malawi	Benson Munyenymbe
<b>BEMHS-MAR20-106</b>	The Adaptation and Intertextual Interpretation of Walking Through Lo-chin	Huang Jia-Wen
<b>BEMHS-MAR20-107</b>	The Role of Pre-Entry Factors in Newcomers' Organizational Socialization Processes	Tomokazu Takeuchi
<b>BEMHS-MAR20-107C</b>	The Role of Pre-Entry Factors in Newcomers' Organizational Socialization Processes	Norihiko Takeuchi
<b>BEMHS-MAR20-108</b>	Directing the business analytical capability of information process and knowledge sharing process by influencing the supply chain organization developing operational contingent strategy	Yvonne, Hsiao Ying Cheng
<b>BEMHS-MAR20-109</b>	The Way to Improve Cash Conversion Cycle on Inventory Management in B2B ODM/OEM Business Model	Wen-Lu Wang
<b>BEMHS-MAR20-112</b>	The Adaptation and Intertextual Interpretation of Passage to Lo-Jin	Liu Wan-Yi
<b>BEMHS-MAR20-112C</b>	The Adaptation and Intertextual Interpretation of Passage to Lo-Jin	Huang Jia-Wen

**LUNCH BREAK (11:30 AM – 12:30 PM)  
CLOSING CEREMONY**

**2<sup>ND</sup> DAY: FRIDAY**  
**DATE: 13-MARCH, 2020**

### **City Tour and Shopping Day**

All respective guests are free to conduct their own sightseeing and tour.  
The second day of the event is reserved for this memorable purpose.

**TRACK A: BUSINESS, ECONOMICS,  
SOCIAL SCIENCES & HUMANITIES**

## Sustainable Development Strategies of the Execution of Small and Medium-sized Enterprises

Lien-Fu Chang<sup>1\*</sup>, Shien-Liang Chen<sup>2</sup>, Wen-Cheng Lu<sup>3</sup>

**Abstract** Enterprises must have good management performance for sustainable development, and management performance is from the effective execution of enterprise organizations. Enterprises must develop executable strategies and appoint the people who have execution to perform various functions in organizations, that is, the fitness valued in human resources. In this study, the individual depth interview was used to interview the owners of 9 small and medium-sized enterprises, and the interview outlines focused on the 3 core processes of execution of Bossidy & Ram Charan (2003). Through interviewing with 10 senior professional managers of 9 small and medium-sized enterprises, the study results show that there are 3 key factors influencing execution: (1) personnel processes, (2) strategic process and (3) operation process. Moreover, the 3 processes must be linked effectively to become an effective execution strategy, so that enterprises can develop the achievements of sustainable development. This study discussed the results and proposed theoretical implications and practices, for small and medium-sized enterprises to build organizational executive strategies and to make suggestions on future study directions.

**Keywords:** Small and Medium-Sized Enterprises, Execution, Sustainable

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<sup>1,2,3</sup> Asia University, Taichung, Taiwan

## Work Commitment Modes of Temporary Agency Workers in Restaurants

Niko Cajander<sup>1\*</sup>, Arto Reiman<sup>2</sup>

**Abstract** In this study the focus is on single form of temporary work in order to create added value in comparison to previous well-being research in the temporary work context. Very little research has been conducted on temporary agency work in restaurants. An extensive survey is planned to be conducted in Finland. This study shows the pilot tests results of the survey. Examining the differences and similarities of work commitment between different worker groups in restaurants give insight for planning and targeting measures needed to increase well-being at work and productivity. Data is collected through a questionnaire, which is based, on the Organizational Commitment and QPS Nordic questionnaires, both of which focus on psychological and social factors at work. The data collection for pilot study was conducted as an online survey during a two weeks period. Link to questionnaire was published on a Facebook page for local restaurant workers in the Northern Ostrobothnia area with 130 members. In total 53 workers responded. It was possible to divide the workers into groups by their form of working. Four distinct groups were found, each with their own combination of commitment modes and features. A clear baseline was established by the normal full-time workers against which other groups (temporary agency workers) were compared. There were also controversial findings that should not be legally present in temporary agency work. Being just a pilot study, it is expected that this study has several limitations; sample size was limited, parts of the data were fragmented, many questions were left unanswered, translation problems and locally homogenous participants. However, this pilot test provided important information for a larger questionnaire that will be aimed to a larger audience nationwide in Finland later 2019-2020.

**Keywords:** Employee Well-Being, Temporary Agency Work, Commitment, Employee Behaviour

<sup>1,2</sup> University of Oulu, Oulu, Finland

# Understanding the Key Successful Factors in University Spin-offs Strategy: A Case Study of Taipei Medical University Taiwan

Hsiang-Tsai Chiang<sup>1\*</sup>, Yu-Chin Lin<sup>2</sup>

**Abstract** Due to the dramatic decline of birth rate, universities are terminated with the shortage of tuition caused by fewer students. The sustainability of universities, in Taiwan, are facing the difficulty. The commercialization of university research and technology, form spin-offs to increase the revenue, has become a prominent issue in higher education policy agenda. Adoption of the Bayh-Dole Act, the government of Taiwan has issued the Fundamental Science and Technology Act 1988. The Act is for the purpose of establishing guidelines and principles for promoting scientific technology development, and boost national competitiveness. The Act decentralized ownership of inventions funded with government grants, allowing universities that received government grant funding to maintain ownership of such invention. It is advantageous to university with spin-offs. The purpose of this study is to attempt to investigate spin-offs from the universities worldwide, analyze their key successful factors for university spin-offs to cross the "valley of death". Using Taipei Medical University, is developing a policy to link medical device, new medicine and industries with the university spin-offs, as an example, to examine the factors. These may provide holistic understanding of the successful factors for the medical university. We suggest that university should have a professional and experienced technology transfer office (TTO) manager team, right timing to form a spin-off, innovate new medical technology to meet industry need, upgrade the reward system to provide incentives for university professor, raise the research funds, and the funds for the spin-offs also. Reinvest the money to the research and university, then form an academic and entrepreneurial ecosystem.

**Keywords:** University Spin-Off, Technology Transfer, Valley of Death

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<sup>1,2</sup> Feng Chia University, Taiwan

# An Investigation into the Effectiveness of Financial Transparency Communication Mediums Utilized by Local Government Councils in Malawi

Benson Munyenembe<sup>1</sup>, Asiyati L. Chiweza<sup>2</sup>, Ying-Yu Chen<sup>3</sup>

**Abstract** In Malawi, transparency and accountability of local counties remain key pillars of the Constitution as the authority to exercise state power is conditional upon the sustained trust of the people of Malawi and that trust can only be maintained through open, accountable and transparent government and informed democratic choices. Local counties are employing a set of communication mediums through which financial information is being disseminated to the local masses. Despite employing such a variety of communication mediums, financial transparency remains low in local counties as the general perception among community members and local leaders reveal that they have no information about their local counties' allocation of resources as well as how funds are managed. Out of this background, this study sought to establish if prevailing low levels of financial transparency in local counties were a reflection of the effectiveness of the communication channels being currently employed. Using a case study approach employing both qualitative and quantitative techniques, the results indicated both low awareness levels as well as low utilization levels by the local masses for the financial communication mediums being currently utilized by local counties in Malawi. The study results also brought to light a number of critical challenges associated with the local masses' access to the financial communication mediums being utilized by local counties. The ineffectiveness of the financial communication channels thus explains the state of low financial transparency in Malawi local counties.

**Keywords:** Financial Transparency, Financial Communication Mediums, Local Counties, Malawi

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<sup>1,2,3</sup> National Dong Hwa University, Hualien, Taiwan (ROC)

## The Adaptation and Intertextual Interpretation of Walking Through Lo-chin

Huang Jia-Wen<sup>1</sup>, Liu, Wan-Yi<sup>2</sup>

**Abstract** This study tracks the adaptation and transformation of *Walking Through Lo-chin*, analyzes the narrative strategy employed by the playwright, explores how contemporary literary theater interprets and performs the original work, and examines the experimental format and effectiveness of intertextuality between literature and opera. This paper focuses on four aspects when discussing the play. First, it deconstructs the Big History framework and immigrant experience to transform the narrative “mimicry” in the original text to the theater context, by way of abridging the cultural and historical background of Lo-chin while focusing on the narrative and lyric sides of the characters. Second, the adaptation’s arrogation of the meaning in the original, along with its intertextual dialog with *Ih-Chen Left Umbrella*, serve as a metaphor of the come and go of immigrants and reversion of life. Third, it explores gender confusion and gender identity, as well as the obedience and confinement of Chinese geishas to “patriarchy,” which led to their fallen lives. The erotic feelings of the original work have been transformed to tantalizing acts in the theater. Fourth, the blending of Nankuan opera, experimental drama, and literary theater presents a new cross-field interpretation and performance in contemporary theaters. The juxtaposition of actual and virtual scenes between Nankuan opera and literary theater is not only an intertextual dialog but also the creative combination of the traditional and the contemporary on stage. The analysis of the presentation of *Walking Through Lo-chin* on Nankuan experimental theater and the connotation of the play can help us identify the performing strategy of contemporary literary theater and its gain and loss, expanding creative approaches for literary theater.

**Keywords:** Literary theater, Doctrina Christiana, *Ih-Chen Left Umbrella*, Gang-a Tsui Theater, Gender identity, Patriarchy

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<sup>1,2</sup> National Taiwan University



## The Role of Pre-Entry Factors in Newcomers' Organizational Socialization Processes

Tomokazu Takeuchi<sup>1\*</sup>, Norihiko Takeuchi<sup>2</sup>, Yuhee Jung<sup>3</sup>

**Abstract** Prior studies on newcomer adjustments have documented factors promoting organizational adjustments by exclusively focusing on newcomers' "post-entry" experiences. Nevertheless, there is a lack of scholarly understanding as to how newcomers' "pre-entry" experiences affect their work adjustments after their organizational entry. Given the continuity of an individual career development before and after employment, we expect that individuals' career exploration behavior during their job search would constitute an important pre-entry factor affecting their post-entry adjustment processes. Applying a person-environment fit perspective to newcomers' career development and adjustment contexts, the present study proposes a sequential mediation model wherein newcomers' career exploration behavior leads to their work adjustments via the person-vocation (P-V) fit and its resulting level of expected utility of present job for attaining career growth opportunities. To test this hypothesized model, we used time-lagged data of 111 newcomers, collected via four waves of surveys over nine months, who worked for privately-owned firms in Japan. Our structural equation analysis demonstrated the significant paths initiating from career exploration at Time 1, through P-V fit at Time 2 and expected utility of present job for attaining future career growth opportunities at Time 3, to three adjustment outcomes at Time 4 (including affective organizational commitment, job satisfaction, and reduced turnover intentions). Indirect effect tests using a bootstrap resampling method confirmed that P-V fit at Time 2 and expected utility of present job at Time 3 acted as sequential mediators, providing support for our hypotheses. Based on these findings, theoretical and practical implications are discussed.

**Keywords:** Organizational Socialization, Career Exploration, Newcomers, Longitudinal Analysis

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<sup>1,2,3</sup> Gakushuin University Tokyo, Japan

# Directing the Business Analytical Capability of Information Process and Knowledge Sharing Process by Influencing the Supply Chain Organization Developing Operational Contingent Strategy

Shihui Zhang<sup>1\*</sup>, Yvonne<sup>2</sup>, Hsiao Ying Cheng<sup>3</sup>

**Abstract** Supply chain management nowadays facing more complicated situations after the local market goes globalized. The market globalization syndrome leads supply chain management more and more difficult to face the suppliers' support and customers' demand accuracy. Under the requirements of agile, accuracy, and customer satisfactions, customers' request are more difficult for suppliers to fulfill. Especially for the industries those who are not familiar with to use tools and have the difficulty to collect the proper data for analysis to support their supply chain management tactics. This paper aim is to find a proper path for organization in industrial supply chain to develop analytical capability to direct the business analytical capability of information process and knowledge-sharing process by influencing the supply chain organization developing operational contingent strategy to face the operational uncertainties.

**Keywords:** Analytical Capability, Operational Contingency Strategy, Informational Processing Capability, Knowledge-Sharing Process

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<sup>1,2,3</sup> National Chengchi University-Taipei City, Taiwan, R.O.C.

# The Way to Improve Cash Conversion Cycle on Inventory Management in B2B ODM/OEM Business Model

Wen-Lu Wang\*

**Abstract** The CCC (Cash Conversion Cycle), also called the net operating cycle, is the key measured indicator to express by how long, the time (days) that company to convert its investments into cash flow from keeping all kinds of inventory, selling inventory and collecting on invoices to customers. It helps evaluate the efficiency of a company's operation, other than this, CCC is also the SCM (Supply Chain Management) and financial KPIs that support enterprise to generate cash needs. CCC evaluated by three elements and formula is: Days of Sales Outstanding Plus Days of Inventory Outstanding then Minus Days of Payable Outstanding. Under ODM/OEM B2B business models, the major investment is to place order to vendor for buying raw material, then manufacture into finished goods as inventory holding cost, then sell to ODM/OEM customer and get the payment. Since payment days to vendors (AP) and payment days from customer (AR) is a business terms and not easy to change at any time, the key impact factor is inventory days. This is a case study by a Taiwan base Electronic ODM/OEM B2B company whose production base is in mainland China. In order to meet the branded customers dynamic order requirement but invisible demand forecast, how to define inventory service level will be the most important supply chain strategy. Since the inventory holding pipeline from raw material, semi-finished goods, WIP (Work In Process) to finished goods is long, the inventory holding cost on financial cash burden is huge. This company, by developing several ways on inventory management, such as: VMI and JIT, can both reduce inventory days so as to enhance CCC and fulfill customer order's with on time deliver.

**Keywords:** Cash Conversion Cycle, Supply Chain Management, B2B, ODM/OEM Inventory Management, SCM KPIs, VMI, JIT

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\* National Chengchi University, Taipei

## The Adaptation and Intertextual Interpretation of Passage to Lo-Jin

Huang Jia-Wen<sup>1\*</sup>, Liu Wan-Yi<sup>2</sup>

**Abstract** Wu Ming-Lun's *Passage to Lo-Jin* was adapted from the fiction work of the same name written by Shih Shu-Ching. The adaptation, taking the Xiqu (Traditional opera) Troupe's encounter during their performance of God-worshipping opera in Lo-Jin (today's Lugang) and the magistrate Chu Shi-Kuang's revision and editing of *Tale of Lychee Mirror* as the warp and weft, weaved together the vicissitude of this immigration region. It presented the story of the child actor, Hsu Ching, moving among the rich, the powerful, and Taiwanese geishas, searching for self-identity out of disruptive gender identity. This study tracks the adaptation and transformation of *Passage to Lo-Jin*, analyzes the narrative strategy employed by the playwright, explores how contemporary literary theater interprets and performs the original work, and examines the experimental format and effectiveness of intertextuality between literature and opera. This paper focuses on four aspects when discussing the play. First, it deconstructs the Big History framework and immigrant experience to transform the narrative "mimicry" in the original text to the theater context, by way of abridging the cultural and historical background of *Lo-Jin* while focusing on the narrative and lyric sides of the characters. Second, the adaptation's arrogation of the meaning in the original, along with its intertextual dialog with *Withholding the Umbrella*, serve as a metaphor of the come and go of immigrants and reversion of life. Third, it explores gender confusion and gender identity, as well as the obedience and confinement of Chinese geishas to "patriarchy," which led to their fallen lives. The erotic feelings of the original work have been transformed to tantalizing acts in the theater. Fourth, the blending of Nankuan opera, experimental drama, and literary theater presents a new cross-field interpretation and performance in contemporary theaters. The juxtaposition of actual and virtual scenes between Xiqu (Traditional opera) and literary theater is not only an intertextual dialog but also the creative combination of the traditional and the contemporary on stage. The analysis of the presentation of *Passage to Lo-Jin* on Nankuan experimental theater and the connotation of the play can help us identify the performing strategy of contemporary literary theater and its gain and loss, expanding creative approaches for literary theater.

**Keywords:** Literary Theater, *Tale of Lychee Mirror*, *Gang-a Tsui Theater*, Gender Identity, Patriarchy

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<sup>1,2</sup> National Taiwan University of Arts

## FUTURE EVENTS

**You can find the Details regarding our future events by following below:**

**Business, Economics, Social Science & Humanities (BESSH) Conferences:**

<http://afaresearch.com/business-social-conferences/>

**Engineering & Technology, Computer, Basic & Applied Science**

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**Medical, Medicine & Health Science**

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**TAIPEI, TAIWAN**

**VISION**

**Our vision is to promote  
research excellence  
through networking  
Platform.**