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Seoul May 2020

International Conference on

"BUSINESS, ECONOMICS, SOCIAL SCIENCE & HUMANITIES"

Book of Abstracts Proceeding

INTERNATIONAL CONFERENCE ON

"BUSINESS, ECONOMICS, SOCIAL SCIENCE & HUMANITIES"
Seoul

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Seoul

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International Conference on
"Business, Economics, Social Sciences & Humanities"
Seoul, South Korea

Venue: Crown Park Hotel Seoul

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CONFERENCE CHAIR MESSAGE

Dr. Sharon

International Conference on "Business, Economics, Social Sciences & 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
BESSH-2020

CONFERENCE SCHEDULE

CONFERENCE DAY: FRIDAY
CONFERENCE DATE: MAY 15, 2020

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:40 am	Opening Ceremony
09:40 am – 09:50 am	Welcome Remarks – Conference Coordinator AFA Research
09:50 am – 09:55 am	Introduction of Participants
09:55 am – 10:00 am	Group Photo Session
10:00am – 10:30 am	Grand Networking Session and Tea Break

SESSION I: 10:30 AM–11:30 AM

TRACK A: BUSINESS, SOCIAL SCIENCES AND HUMANITIES

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

2ND DAY: SATURDAY
DATE: May 16, 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

Targeted Industrial Poverty Alleviation in China's Rural Areas: Evidence From Yulin Township

Yu Chen[*]

Abstract The main topic of this paper is to briefly introduce the history of poverty alleviation programmes in China and focus on investigating targeted industrial poverty alleviation programme in Yulin Township (Mingshui County) as well as assessing the effectiveness of its methods. The data in this paper comes primarily from the poverty alleviation office in Yulin Township and contains both individual-level and aggregated variables. The aim of this paper is to present a detailed description of the targeted industrial poverty alleviation programme and explain how it differs from other similar programmes. The main findings are: first, the programme is successful in reducing poverty and increasing incomes; second, among the individual measures that comprise the programme, reward for working and transportation subsidy seems to achieve the highest success in increasing incomes for a large number of households; third, the other measures may be better-suited for various segments of the population.

Keywords: Poverty Alleviation, Industrial, Targeted, Income

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Unravelling Paradoxical Effects of Leader-Rated Performance on Follower Turnover Intention: A Regulatory Focus Perspective

Herbert Kin Shing Leung[*]

Abstract To leaders in the workplace, followers with superior performance have more potential to be retained for development than those who perform less well. To followers, however, performing better may not correspond with more intention to stay. Indeed, evidence relating leader-rated performance to follower turnover intention has not been consistent. Concluding a meta-analysis of sixty-five studies on the relationship, Zimmerman and Darnold (2009) have called for more efforts to explain such inconsistencies. As yet, more clarity is needed. To contribute, I address the question by applying the regulatory focus theory (Higgins, 1997, 1998) which distinguishes individuals as leaning toward either a promotion focus (i.e. advancement seeking orientation) or a prevention focus (i.e. instability-avoiding orientation). From this theoretical perspective, I surmise that leader-rated performance may prompt a follower's promotion focus to seek better jobs or prevention focus to secure the present job, thus encouraging or discouraging a follower's intention to leave for another job. Insofar as these opposite influences offset each other, impact of leader-rated performance on followers' turnover intention will remain paradoxical unless it is understood in the light of followers' regulatory focus as an explanatory mechanism. Hence, I hypothesize that leader-rated performance is positively related to followers' promotion focus or prevention focus, which in turn will affect their turnover intention positively or negatively. If so, the direct effect of leader-rated performance on followers' turnover intention will be insignificant and fully mediated by the pair of regulatory focus. With data collected from 133 supervisor-subordinate dyads in a mix of companies in Hong Kong, the hypotheses were supported. Contribution to literature, implications for managers and researchers are discussed.

Keywords: Radiologists, implementation, Pathology

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Poverty Assessment Using DMSP/OLS Nighttime Light Satellite Imagery at Provincial Level in Thailand

Krittaya Sangkasem[*]

Abstract Poverty is an internationally conventional phenomenon, including the case of Thailand. Poverty is also a multi-dimensional problem, influenced by a combination of socio-economical and geographical factors. Therefore, the comprehensive and accurate assessments of poverty are essential. However, the household survey data tends to generally be infrequent and requires substantial collection costs. Hence, the nighttime light density captured by satellites is one of alternative sources of data representing a good proxy for socio-economic conditions. This study constructed the Integrated Poverty Index (IPI) at provincial level in Thailand using Principal Component Analysis (PCA) and verified the statistical relationship between the nighttime average light index (ALI) and IPI. The results show that this relationship has a statistical significance, affirming that the nighttime light data can be used as a proxy for socio-economic conditions in Thailand. Moreover, applying ALI to the spatial statistical analyses indicated the spatio-temporal patterns of poverty clusters in Thailand, especially among rural provinces. With the public accessibility and the timely availability of nighttime-light data, these outcomes suggest the potential application of using ALI and spatial statistical analyses as the alternative data and methods for both academic research and policy formulation.

Keywords: Poverty, DMSP/OLS, Nighttime Light, Provincial Level, Principal Component Analysis, PCA, Poverty Index, Spatial Statistical

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Legal Institutions Encourage Economic Growth?

Çağdaş Gündüz*

Abstract It is widely considered that economic growth in a country cannot be separated from its legal institutions. Some of the literature on legal institutions and economic growth addresses institutions as determinants of economic growth. Despite these studies are definitely valuable, many of them emphasize the analysis of particular institutional variables such as protection of property rights, enforcement of contract or rule of law. This study reviews the effect of legal institutions integrating with various socioeconomic indicators on economic growth of nations. In this study, the effect of legal institutions on economic growth has been analyzed in emerging European country group composed of 11 nations from 2005 to 2016 by using panel data analysis. These selected countries have been based on IMF classification. In the study, GDP per capita growth is defined as dependent variable and particular mix of legal institutional variables enhanced with various socioeconomic indicators are defined as independent variables. Based on our findings, there is a negative and statistically significant relationship between institutional variables regarding legal system and economic growth in the model.

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The Effect of Self-Efficacy on Social Media Attitude: A Field Study

Pinar Erdogan[1*], Ilknur Çevik Tekin[2], Yasemin Şanli[3]

Abstract This study was conducted to determine the effect of self-efficacy perceptions of university students on social media attitudes and to contribute to the literature in this field. For this purpose, the question "Does self-efficacy perceptions of university students affect social media attitude and the need for sharing social competence, communication with lecturers, and social isolation which are the sub dimensions of social media attitude?" was tried to be answered. The scope of the study consists of students studying at the Faculty of Health Sciences of Karamanoglu Mehmet Bey University. The number of students studying in the Faculty of Health Sciences is 450. A total of 346 usable questionnaires were obtained and the data were collected between 02.05.2019 and 31.05.2019. Students who agreed to participate in the study were required to have at least one social media account and smartphone. The data of the study was analyzed by using SPSS (22.0) program. To collect research data, the self-efficacy scale developed by Sherer et al. (1982), and whose Turkish version was made by Yildirim and Ilhan (2010), which was composed of 17 items. Social media attitude was measured using the "social media attitude scale", which is composed of 23 items developed by Otrar and Argın. As a result of the analysis; while the students' self-efficacy perceptions and social media attitude sub-dimensions of social competence, the need to share, and social isolation dimensions are found to be statistically significant, there was no statistical significance with the communication with the lecturer's dimension. Also, the effect of self-efficacy on social competence, sharing needs and social isolation dimensions, which are among the sub-dimensions of social media attitude, were statistically significant, the effect on the dimension of communication with lecturers is statistically insignificant. There was no statistical significance between students' self-efficacy perception and general social media attitude.

Keywords: Social Media Attitudes, Self-Efficacy

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FUTURE EVENTS

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VISION

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