



ABSTRACT PROCEEDING BOOK

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**CONFERENCE
PROCEEDINGS**

**BOOK OF ABSTRACTS
BESSH-2020**

Taipei, Taiwan

13-14 May 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

BESSH-2020



CONFERENCE SCHEDULE

*CONFERENCE DAY: WEDNESDAY
CONFERENCE DATE: MAY 13, 2020*

VENUE: HOWARD PLAZA HOTEL TAIPEI

09:00 am – 09:05 am	Welcome Reception & Registration
09:05 am – 09:10 am	Opening Ceremony
09:10 am – 09:15 am	Welcome Remarks – Conference Coordinator AFA Research
09:15 am – 09:20 am	Introduction of Participants
09:20 am – 09:25 am	Group Photo Session
09:25am – 09:30 am	Grand Networking Session and Tea Break

*CONFERENCE DAY: WEDNESDAY
CONFERENCE DATE: MAY 13, 2020*

*VENUE: HOWARD PLAZA HOTEL TAIPEI
SESSION I: 09:30 AM-11:00 AM*

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

TAI-MAY2520-002B	The Implementation Barriers of Forward Freight Agreement in Taiwan	Chien Yi-Jen
TAI-MAY2520-003B	Applying Data Envelopment Analysis to Evaluate of Operational Efficiency of the Container Terminals	Hsin-Yi, Wei
TAI-MAY2520-004B	Factors Affecting Employee Turnover Intention in R&D Company: The Case of a Software Company in Taiwan	Tseng, Wei-Ting
TAI-MAY2520-005B	Innovation and Evolution of Business Models in Chemical Industry	Yuan-Shen Shih
HSMR-MAY20-103	The Critical Factor of Inefficient Research and Development Investment – The Case of Taiwan	Chih-Chung Wei
HSMR-MAY20-105	The Awareness of Indonesian Companies to Provide Social Disclosure on Website	Fitra Roman Cahaya

**LUNCH BREAK (11:00 AM – 12:00 PM)
CLOSING CEREMONY**

2ND DAY: THURSDAY
DATE: 14-MAY, 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**

The Implementation Barriers of Forward Freight Agreement in Taiwan

Yi-Jen Chien^{1*}, Yu-Yu Chang², Taih-Cherng Lirn³

Abstract Bulk shipping industry is traditionally perceived as a high-risk business in terms of its fierce freight fluctuation. How to hedge the risks occurred from the freight market fluctuation thus become a critical issue for both ocean carriers and bulk commodity traders. In order to reduce the risks of the freight market, bulk carriers and bulk commodity traders use the Forward Freight agreement (FFA) to deal with this problem. FFA is a derivative commodity to avoid the risk of fluctuation of freight rates. Although the popularity of FFA as a risk management tool to hedge the fluctuation of freight rate and trading volume in Europe has been increasing, FFA is not yet widely accepted by the Taiwanese dry bulk ocean carriers listed in the Taiwan Stock Exchange as a risk-hedge tool. Thus, this study focuses on evaluating the degree of importance of the potential obstacles that hinder the popular of FFA in Taiwan. This paper intends to investigate potential barriers that discourage Taiwan's dry bulk carrier operators and commodity traders to use FFA transaction as their risk-hedging tools, by interviewing dry bulk shipping executives, and building up FFA questionnaire in AHP structure. Finally, four major barriers to hinder the popularity of FFA in Taiwan are found which include the lacking of FFA market familiarity, the degree of control on cargo sources, market risk, and the degree of government regulation. These results could be used by the bulk shipping companies or the government agencies to consider and formulate constructive strategies to increase potential possibility of using FFA in Taiwan.

Keywords: Bulk Shipping Industry, FFA, AHP, Semi-Structure Interview, Freight Hedging Tools

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² Pinnacle Maritime Consultancy Co., Ltd.

Applying Data Envelopment Analysis to Evaluate of Operational Efficiency of the Container Terminals

Shih-Liang Chao¹, Hsin-Cheng Kang^{2*}, Hsin-Yi Wei³

Abstract Container transportation had become an important way for carrying cargos in the world because containers can be transported between ports and delivered to destinations conveniently by intermodal services. Container transportation is not only accomplished by only ships, but also various handling operations at terminals, and other vehicles such as trains and trucks. In the liner shipping industry, container terminals are playing important roles, which are responsible for handling, storage, and loading/ unloading containers at shipside. In response to handling the large number containers brought by modern huge ships, most container terminals have been devoting to improve operating efficiency and the capacity of facilities, and enhance the whole service quality, in order to keep their competitiveness in the shipping industry. Therefore, the efficiency of terminal operations is crucial because the results can directly reflect the status of the terminal operation, and indicate the direction for operators to take measures for improvement. This study intended to evaluate the efficiency of container terminals in a same port. The Data Envelopment Analysis (DEA) approach was used to measure the efficiency in terms of CCR and BCC models to examine the relative efficiency and the scale efficiency. We defined container terminals in a Taiwanese port as the decision making units (DMUs), and the items used in the models included six input items (number of berths, length of berth, design draft, number of gantry cranes, annual rental, and container terminal area) and five output items (container throughput, number of services, number of vessels in below 5500 TEU, number of vessels in 5500-10000TEU and number of vessels in more than 10,000 TEU) to estimate the efficiency of terminals. The result indicates useful information which is helpful for terminal operators to adjust their input items for reducing waste, and increase the output in an appropriate direction.

Keywords: Container Terminal, Data Envelopment Analysis (DEA), Performance Evaluation, Container Terminal Operation

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Factors Affecting Employee Turnover Intention in R&D Company: The Case of a Software Company in Taiwan

Tseng, Wei-Ting^{1*}, Hsu, I-Chieh²

Abstract In recent years, the rapid development of technology industry has resulted in fierce competition for enterprises' talents. Business owners usually say: "Good talents are difficult to find.", "It is even more difficult to retain talents." The high mobility of knowledge workers is a common phenomenon in high-tech industries. In addition to the loss of recruitment and training costs, it is also difficult for employees to improve and impart their knowledge, skills and experience. How to keep the talents is a serious problem which occur in current enterprises. In order to solve the above problems, this project delves into the factors that influence knowledge workers' turnover intention. This project summarizes the factors that affect the turnover of knowledge workers, and conducts a questionnaire survey on the case companies using the forced ranking method. The questionnaire's effective recovery rate was 94.29 percent. Based on the analysis of the results, three future feasible suggestions are provided for the reference and application for the case companies. 1. Pay employees according to their abilities; 2. Establish a personal career development plan for employees; 3. Give employees immediate and positive feedback to reduce the loss of talent.

Keywords: Turnover Intention, Knowledge Worker, Forced Ranking

^{1,2}National Taiwan Ocean University, Taiwan

Innovation and Evolution of Business Models in Chemical Industry

Wen-Hong Chiu¹, Yuan-Shen Shih^{2*}

Abstract With the advent of meager profit age in globalized economy, demographic dividends have disappeared along with rising energy costs. As such, traditional chemical enterprises are impacted by technological and digital innovation. Besides, increasing competitive pressure has led many enterprises to shift their production to focus onto low-cost areas. Therefore, it is critical if enterprises can continue to survive with sustainable developments by improving business profits. To this end, this study has explored the business model development of a chemical company. The business model comprises of customer value proposition, key resources, key processes and profit model. The study aims to appreciate the business model development, strategic choice, and future trend of the case from the initial stage, innovation stage, and to expansion stage. As found in the study, the case that triggers the development of its business models has placed emphasis on the key resources and key processes in the initial stage. In the innovation stage, the case that emphasizes profit orientation has created and upheld high profits as well as rapid growth and innovation. Finally, the case that stresses customer value proposition has strived towards the goal of factory integration and profit sharing in the expansion stage.

Keywords: Innovation, Business Model, Chemical Industry, Case Study

^{1,2} Asian University, Taiwan, Taiwan

The Critical Factor of Inefficient Research and Development Investment – The Case of Taiwan

Chih-Chung Wei^{1*}, Wen-Hsiang Lai, Ph.D.²

Abstract Will positive investment in research and development achieve the equal value return? This study from Taiwan's research and development-related statistics data observation found that research and development and innovation investment is not equal to the value of the return and competitiveness, many countries also show similar situation of inefficient R&D investment, in many industry-level research has also observed the same situation as well, Throughout the literature review on research and development investment and performance, whether at the national or industrial level, most of the research is focus on explore the correlation between individual variables of research and development investment and economic growth, industrial added value, or corporate performance, and the conclusions of many studies are limited to the correlation verification of research and development innovation and economic growth. There seems to be a lack of further research to explore why the key factors in research and development investment and inefficient return, there is a research opportunity for a comprehensive measure of the discourse and perspective to assess this topic. This study is conducting the exploratory research to explore the key factors that lead to inefficient research and development investment, can also provide follow-up researchers with a more comprehensive research basis, or can be the results of related research by way of series integration. The root cause of inefficient research and development investment involves a lot of variables and possibilities, the choice of control variables is also very complex, this study is based on the PRIDE policy database, OECD statistical database, The USPTO patent database, IMD's Annual Report on World Competitiveness, as well as research and development and economic data from the Ministry of Science and Technology, the Ministry of Economy, the Institute of Industry and Research, etc., and further review the possible variables and correlations between research and development investment and output performance in relevant literatures, This study is try to define the key factors affecting the inefficient research and development investment, and through the interviews of senior experts from different territory to confirmed the hypothesis of this study. The conclusion of this study found that: the strategy of government research and development policy, patent development strategy in the industrial sector, cross-border industrial and academic cooperation in the higher education sector, and the results of new business incubation in the research institution sector are the four key factors affecting the inefficient of research and development investment; Drive the country's research and development growth, further enhance the country's economic growth, industry changes the model

of research and development innovation, enhance the commercial value of patents by full IP bundle, thereby enhancing the unique competitiveness of the industry. The opportunity for the higher education sector to expand the result of basic research investment and industrial cooperation will further enhance the insufficient part of the industry in basic research, and research institutions play the role of the fundamental and enabler of research and development innovation and develop core technology for the potential startup companies through the mechanism of ventures incubation. Through the improvement of these four key influencing factors, it will be able to improve the research and development investment effectiveness and provide valuable advice and reference to related studies.

Keywords: R&D Investment, R&D Performance, Economic Growth

^{1,2} Feng Chia University

The Awareness of Indonesian Companies to Provide Social Disclosure on Website

Fitra Roman^{1*}, Irsyad Adin²

Abstract This paper aims to investigate the extent of corporate social disclosure (CSD) by Indonesian companies on their website and the determinants of that extent. Managerial stakeholder theory is adopted as the underlying theoretical framework. Website reporting of 100 Indonesia Stock Exchange (IDX) listed companies are analyzed during April 2018. General Reporting Initiative (GRI) guidelines are employed as the disclosure checklist. The statistical results reveal that, on average, there is a low level of CSD on Indonesian companies' website (10.15%). The regression results show that company size and international operations significantly influence the extent of CSD on website in a positive direction, highlighting that managerial stakeholder theory partially explains website social reporting phenomenon in Indonesia. The results imply that bigger Indonesia companies interact with a greater number of influential stakeholders who actively access and read corporate social responsibility information on website. The findings also imply that Indonesian companies attempt to attract foreign stakeholders through CSD on website so that their operational activities, including sales, can always be supported by those stakeholders.

Keywords: Corporate Social Disclosure (CSD), GRI, Managerial Stakeholder Theory, Website Reporting, Indonesia

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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

<http://afaresearch.com/engineering-applied-conferences/>

Medical, Medicine & Health Science

<http://afaresearch.com/medical-health-conferences/>



TAIPEI, TAIWAN

VISION

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