



**AF RESEARCH  
CENTER**

# **PROCEEDING BOOK**

**Tokyo Japan**

**Volume 03  
Issue 01**

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## Book of Abstracts Proceedings



***Tokyo August 2023 International Conference  
on “Business, Economics, Social Science &  
Humanities”***

**City/Country: Tokyo Japan**

**Date: August 12-13, 2023**

**Venue: Hotel Mystays Ochanomizu Conference Center Tokyo Japan**

**Email: [Info@afaresearch.com](mailto:Info@afaresearch.com)**

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Proceedings of the Tokyo August 2023 International Conference on “Business, Economics, Social Science & Humanities”

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*Tokyo August 2023*

*International Conference on “Business, Economics, Social Science & Humanities”*

**CORE VALUES**

- Inclusiveness and affirmative action
- Promoting the academic and research ethics
- Promoting the individual rights to learning, growth, opportunity and privacy
- Compliance with higher standards of research ethics
- Nurturing and sponsoring positivity in all areas of conduct
- Transparency and trust in all means of conduct



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## **CONFERENCE TRACKS**

- Society For Business, Economics, Social Science & Humanities
- Society For Engineering & Technology, Computer, Basic & Applied Sciences
- Society For Medical, Medicine and Health Sciences





## CONFERENCE CHAIR MESSAGE

**Dr. Adrina**

“AF RESEARCH CENTER” 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 Society For Business, Economics, Social Science & Humanities, Society For Engineering & Technology, Computer, Basic & Applied Sciences, Medical, Medicine & Health 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. Adrina



## CONFERENCE SCHEDULE

**Tokyo August 2023 International Conference on “Business, Economics, Social Science & Humanities”**

**Hotel Mystays Ochanomizu Conference Center Tokyo Japan  
August 12-13, 2023**

**Time: Registration & Kit Distribution (09:30– 10:00 am)**

**Day: Saturday  
Date: August 12, 2023**

|                     |                                  |
|---------------------|----------------------------------|
| 10:00 am – 10:30 am | Introduction of Participants     |
| 10:30 am – 10:45 am | Inauguration and Opening address |
| 10:45 am – 11:00 am | Grand Networking Session         |

**Break (11:00 - 11:15 am)**

### **DAY 01 (August 12, 2023)**

**First Presentation Session (11:15 am – 01:30 pm)**

**Track A: Business, Economics, Social Sciences and Humanities**

| <b>Presenter Name</b>  | <b>Manuscript Title</b>  | <b>Paper ID</b> |
|------------------------|--|-----------------|
| Chih-Hsing Hung        | Analysis of the Optimal Housing Size for Housing Demanders   | EME-AUG23-101   |
| Yue Shen               | Target or Not? Endogenous Advertising Strategy Considering Consumer Privacy Concerns                               | EME-AUG23-104   |
| Xueyu Liu              | The Impact of Offering a Small Monetary Reward for Positive Reviews Considering Consumers' Nonmonetary Motivations | EME-AUG23-105   |
| Nakhun Thoraneenitiyan | Financial Failure Prediction of Agricultural Cooperatives in Thailand  | EME-AUG23-106   |

## DAY 01 (August 12, 2023)

### Track A: Business, Economics, Social Sciences and Humanities

| Presenter Name      | Manuscript Title   | Paper ID         |
|---------------------|--|------------------|
| Phat Pisitkasem     | The Impact of Logistics Management on the Operational Performance of Durian Business of the Agricultural Cooperatives of Chanthaburi Rayong and Trat provinces   | EME-AUG23-107    |
| Gabriela Teodorescu | Internationalization and Research Results Promotion, A Challenge for Romanian Public Universities  | EME-AUG23-108    |
| Chia-Wen Hsu        | Experience, Managerial Capability, and Liability of Foreignness in Emerging Economies  | TOKAFA-AUG23-102 |
| Kimsa Maradan       | From the Informality Approach to the Plurality of Occupational Relationships: The Contribution of Labour to Emerging Economies, Specifically in Ha Tien, Vietnam | TOKAFA-AUG23-104 |

### Closing Ceremony & Lunch (01:30 pm – 02:30 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:** VPA-AUG23-A101  
Prof. Juhyun Song  
Korea University Anam Hospital/Emergency department  
Seoul, Republic of Korea

### CONFERENCE DAY 02 (August 13, 2023)

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

**TRACK A**

**BUSINESS, ECONOMICS, SOCIAL SCIENCES AND  
HUMANITIES**



# FINANCIAL FAILURE PREDICTION OF AGRICULTURAL COOPERATIVES IN THAILAND

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This research aims to study the effects of logistics management in terms of inbound logistics, and outbound logistics on the operational performance of durian business in terms of costs, time, and reliability. 141 questionnaires were sent to selected cooperative members involved in the durian business in Chanthaburi Rayong and Trat provinces, Thailand. Descriptive and inferential statistics were conducted for data analysis including percentages, averages, standard deviations, and multiple regressions. Of 141 Most responders are durian business owner, male, high school, most of the cultivated varieties are Monthong varieties and average age of 47.65 years old with 16.79 years of experiences. Hypothesis tests indicate that outsourcing factor has effect on cost performance, outbound inventory management and warehouse management have effect on time and reliability performance, and forecasting and demand management has effect on time performance.

*Keywords: Agricultural, Cooperatives, Thailand*

# **THE IMPACT OF LOGISTICS MANAGEMENT ON THE OPERATIONAL PERFORMANCE OF DURIAN BUSINESS OF THE AGRICULTURAL COOPERATIVES OF CHANTHABURI RAYONG AND TRAT PROVINCES**

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This research aims to study the effects of logistics management in terms of inbound logistics, and outbound logistics on the operational performance of durian business in terms of costs, time, and reliability. 141 questionnaires were sent to selected cooperative members involved in the durian business in Chanthaburi Rayong and Trat provinces, Thailand. Descriptive and inferential statistics were conducted for data analysis including percentages, averages, standard deviations, and multiple regressions. Of 141 Most responders are durian business owner, male, high school, most of the cultivated varieties are Monthong varieties and average age of 47.65 years old with 16.79 years of experiences. Hypothesis tests indicate that outsourcing factor has effect on cost performance, outbound inventory management and warehouse management have effect on time and reliability performance, and forecasting and demand management has effect on time performance.

***Keywords: Logistics Management, Performance, Durian Business, Agricultural Cooperatives***

# ANALYSIS OF THE OPTIMAL HOUSING SIZE FOR HOUSING DEMANDERS

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Based on the extension of the model of Campbell and Cocco (2015), we use the data of Taiwan to explore the factors that affect the consumers' demand for housing size. Results revealed that loan-to-value (LTV) ratio, total income and age are positively correlated with the optimal housing size. We also find that consumption has only a marginally positive effect on the optimal housing size. Income tax rate, however, is found to be negatively correlated with the optimal housing size.

**Keywords:** *Optimal housing size, LTV, Income, Consumption, Age*

# TARGET OR NOT? ENDOGENOUS ADVERTISING STRATEGY CONSIDERING CONSUMER PRIVACY CONCERNS

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The explosion of information technology has enabled firms to collect data about consumers in novel ways. With massive data, firms can build consumer profile and conduct targeted marketing. Because targeted advertising is more related to consumer demand, it is considered to be able to effectively save advertising cost and improve advertising effectiveness. Hence, targeted advertising is the most prevalent choice for firms; however, its effectiveness is affected by an increase in consumer privacy concerns. When considering consumers' privacy concern, whether targeted advertising is the optimal option for firms? Hence, we want to explore the effect of consumers' privacy concern on firms' advertising strategies. In order to solve the research questions, we establish a dynamic game model in which each firm can endogenously choose its advertising strategy, and analyze how do firms choose between mass and targeted advertising. There are a number of interesting findings. Regardless of the size of the competitive market, when consumers' privacy concern is high, both firms would adopt mass advertising. When consumers' privacy concern is moderate, or consumers' privacy concern is low while the competitive market is large, firms would employ asymmetric strategies with one firm choosing mass advertising while the other adopting targeted advertising. Only when the competitive market is not large and consumers' privacy concern is low, would both firms choose targeted advertising. Additionally, under certain conditions, the two firms may fall into the prisoners' dilemma, which means even if choosing mass advertising is beneficial to both firms, they would choose targeted advertising. Hence, firms should not only pay attention to the effectiveness of targeted advertising, but also be aware that targeted advertising can activate concerns about privacy. Firms should carefully assess consumers privacy and adjust their advertising strategies, or they can adopt some privacy protection measures to mitigate consumers' privacy concern.

**Keywords:** Advertising, Strategy, Consumer



# THE IMPACT OF OFFERING A SMALL MONETARY REWARD FOR POSITIVE REVIEWS CONSIDERING CONSUMERS' NONMONETARY MOTIVATIONS

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Offering a small monetary reward to buyers in return for positive reviews is widely implemented by online sellers. Considering the roles of the monetary reward, consumers' nonmonetary motivations and the product quality in consumers' review-posting behavior, we develop a two-period model capturing consumers' product-purchase and review-posting decisions to investigate an online seller's reward offering and product pricing decisions. We find that the effectiveness of the reward in raising product ratings is significant for products with medium quality, while less significant for products with low or high quality. Offering a small monetary reward for positive reviews is not always profitable to the seller. The seller can benefit from offering such a reward only when consumers' nonmonetary benefit satisfies certain constraints and its product is of medium quality. The introduction of a reward leads to an increase not only in the second-period price but also in the first-period price. When the seller offers a reward, a change in consumers' nonmonetary benefit affects the optimal prices in the two periods differently. Specifically, as consumers' nonmonetary benefit increases, the seller should increase the first-period price to reduce the waste on reward offering, while it should decrease the second-period price to stimulate consumers to purchase.

**Keywords:** *Monetary, Consumer, Motivations*

# INTERNATIONALIZATION AND RESEARCH RESULTS PROMOTION, A CHALLENGE FOR ROMANIAN PUBLIC UNIVERSITIES

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The internationalization process in Romanian public universities involved and still involves an amount of challenges and risks. Among the challenges, we can highlight, first of all, the ability to mobilize the appropriate human and financial resources in order to build a sustainable internationalization strategy leading to a growing internationalization of the university. Opinions are still issued about the forms of internationalization of the Romanian higher education and risks associated with this process also emerge. One risk is the possibility of losing, as a result of migration, important resources of human capital (brain drain). Another risk is that of losing cultural identity. In spite of this, "Valahia" University of Târgoviște undertakes its mission of internationalization in view of the fact that the international dimension of teaching and research adds value to the higher education system. The international activities should become the catalysts of major institutional revisions and planning, and they help reinforce the institutional construction by strengthening the human, technical or/and infrastructure capacities. It is the promoter of actions designed to contribute to the change of human mentalities, and of technological and innovative transformations capable of laying the grounds for a sustainable and responsible society. In order to reach this goal, the university takes firm steps towards the implementation of its yearly *operational plans*, as well as *internal policies* and *strategies*. This contributes to the constant improvement of our university's management, with the aim of effectively and efficiently managing the allocated resources for administrative activities, education, and research, and of diversifying our services for Romanian and foreign students. As a sustainable university is shaping, through education, a man aware of the desired behavioural changes for a new way of life, a man capable of having a positive impact on the economic, social, cultural and informational environment with the intention of helping in the development of a human society tailored for long-term development. Demonstrating its openness to the world, "Valahia" University of Târgoviște is involved in the fashioning of a multicultural Europe and contributes to the affirmation of its humanistic and democratic values.

**Keywords:** *Internationalization, Research, Strategies, Challenges*

# EXPERIENCE, MANAGERIAL CAPABILITY, AND LIABILITY OF FOREIGNNESS IN EMERGING ECONOMIES

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Drawing on the firm experience, managerial capabilities and liability of foreignness literature, this study explores the contingencies relating firm's international experience and managerial capability to mitigate the liability of foreignness. Using a sample of 207 Taiwanese MNCs from 2011 to 2020, the empirical results indicated that exploitative experience and explorative experience both significantly help firms to mitigate liability of foreignness. In addition, this study also found that managerial capability positively moderates the relationship between the experience and liability of foreignness, suggesting the effect is contingent on a firm's capability to deal with the mitigating of foreignness during international expansion. This study emphasizes the importance of international experiences and managerial capabilities in overcoming the liability of foreignness in international expansion. Theoretical implications of these results and suggestions for future research are also discussed.

**Keywords:** *Explorative Experience, Managerial Capability, Liability of Foreignness*

# FROM THE INFORMALITY APPROACH TO THE PLURALITY OF OCCUPATIONAL RELATIONSHIPS: THE CONTRIBUTION OF LABOUR TO EMERGING ECONOMIES, SPECIFICALLY IN HA TIEN, VIETNAM

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The role of the labour market in developing economies has largely been posited as a process of transition from informal work, linked to a traditional economy of low productivity, agriculture and trade, to a formalized labour market, offering more productive jobs and recognized by the state and social security institutions. It is a vision of development supported by well-established, often international, companies working on the basis of the Fordist wage relationship. Based on research in the Ha Tien region of southern Vietnam, this article proposes the concept of occupational relationships (OR) to characterize the way in which workers now contribute to economic activities and their development. The concept of territorial mobility channels (TMC) accounts for the socio-economic and geographic mobility of workers through the succession of positions they occupy during their lives. Thus, in the Ha Tien region, the tourism sector is largely dominated by national companies operating on the basis of traditional wage relationships, while using family networks for recruitment and for the mobility of employees within the groups. These TMCs allow for the acquisition of different skills (including language skills) that can be used for progression within the company. In such a context, the distinction between formal and informal jobs is no longer effective in accounting for the development process. Indeed, some TMCs move not only from formal to informal, but also in the other direction, without losing productivity or wages. Some informal jobs even appear to be springboards for entrepreneurial positions. Finally, business creation, small family businesses or even self-employment appear in southern Vietnam as particularly attractive outcomes of most mobility channels. This shows that the vision of development and success in South Vietnamese society does not necessarily involve stable and formal jobs provided by international companies. Participation in the region's diffuse and vigorous growth through entrepreneurship, supported and strengthened by family networks, is a particularly mobilizing goal.

**Keywords:** *Labour, Economies, Vietnam*



**AF RESEARCH  
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# ***VISION***

Our vision is to promote research excellence through networking platforms.