

# 2017 IEDRC THAILAND CONFERENCES ABSTRACT

**Phuket Island, Thailand**

**January 23-25, 2017**

**Co-Sponsored by**



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**<http://www.iedrc.org/>**

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## Conference Venue

### The Royal Paradise Hotel & Spa

[www.royalparadise.com](http://www.royalparadise.com)



Play on the beach, swim in the pool, relax in the spa and dine on the finest cuisine. Located in the vibrant heart of Patong, The **Royal Paradise** Hotel & Spa is a contemporary hotel ideal for **holidaymakers**. Welcome to Phuket, and our paradise **playground**.

The Royal Paradise Hotel & Spa is located in famous Patong Beach on the tropical island of Phuket. **Centrally located**, the hotel offers easy access to the vibrant entertainment & shopping district, with the stunning Patong Beach and a variety of memorable tourist attractions just a short walk away.

#### **Travel from Phuket International Airport:**

- Approximately one hour's drive
- 40 kilometers ( 25 miles )

**Address:** 135/23, 123/15-16 Rat-U-Tit 200 Pee Road Patong beach, Phuket 83150

**Tel:** Phuket office 076 340 666

**Contact E-mail:** [rose@royalparadise.com](mailto:rose@royalparadise.com)

## Introductions for Publications

All accepted papers for the Thailand conferences will be published in those journals below.

### **2017 6th International Conference on Economics Marketing and Management (ICEMM 2017)**



International Journal of Innovation, Management and Technology (IJIMT)

ISSN: 2010-0248

DOI: 10.18178/IJIMT

Indexed by: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library; etc.



International Journal of Trade, Economics and Finance (IJTEF)

ISSN 2010-023X

DOI: 10.18178/IJTEF

Indexed by: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory; etc.

### **2017 4th International Conference on Economics and Business Administration (ICEBA 2017)**



Journal of Economics, Business and Management (JOEBM)

ISSN: 2301-3567

Frequency: Monthly

DOI: 10.18178/JOEBM

Indexed by: DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest; etc.

## **Instructions for Oral Presentations**

### **Devices Provided by the Conference Organizer:**

Laptops (with MS-Office & Adobe Reader)  
Projectors & Screens  
Laser Sticks

### **Materials Provided by the Presenters:**

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

### **Duration of each Presentation (Tentatively):**

Regular Oral Presentation: about 15 Minutes of Presentation and Q&A  
Keynote Speech: 40 Minutes of Presentation, 5 Minutes of Q&A

## **Instructions for Poster Presentation**

### **Materials Provided by the Conference Organizer:**

The place to put poster

### **Materials Provided by the Presenters:**

Home-made Posters  
Maximum poster size is A1  
Load Capacity: Holds up to 0.5 kg

## **Best Presentation Award**

One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session on January 24, 2017

## **Dress Code**

Please wear formal clothes or national representative clothing.

# Time Schedule

Day 1:

Lobby	January 23 10:00-16:00	Registration & Conference materials collection
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Day 2:

Grand Ball room A,B,C	January 24 09:00-12:00	09:00-09:20	Opening Remarks Assoc. Prof. Dr. Yip Mum Wai Faculty of Engineering and Built Environment Tunku Abdul Rahman University College Malaysia
		09:20-10:05	Keynote Speech 1 Prof. Piriya Pholphirul National Institute of Development Administration (NIDA), Thailand Title: Does Immigration Promote Innovation in Developing Countries? Evidence from Thai Manufacturers
		10:05-10:35	Coffee Break & Group Photo
		10:35-11:20	Keynote Speech 2 Assoc. Prof. Dr. Yip Mum Wai Faculty of Engineering and Built Environment Tunku Abdul Rahman University College Malaysia Title: Managing Uncertainties by Practicing Knowledge Management
		11:20-12:00	Free Talk
	January 24 12:00-13:00	Lunch	
Grand Ball room A,B,C	January 24 13:00-18:30	13:00-15:30	Session 1 (10 papers) Theme: Economic and Marketing
		15:30-15:45	Coffee Break
		15:45-18:30	Session 2 (11 papers) Theme: Decision Making and Management
	January 24 19:00-21:00	Dinner Banquet	



## Introductions for Keynote Speakers



Assoc. Prof. Dr. Yip Mum Wai

Dean, Faculty of Engineering and Built Environment Tunku Abdul Rahman University College  
Malaysia

Assoc Prof Dr. Yip Mum Wai holds a Diploma in Materials Engineering and MSc in Manufacturing Systems Engineering from University of Warwick, United Kingdom. He was awarded an Engineering Doctorate in Engineering Business Management from Universiti Teknologi Malaysia. Dr. Yip holds a position as Dean of Faculty of Engineering and Built Environment, Tunku Abdul Rahman University College. He is a certified Train the Trainer of PBSM Malaysia, certified TRIZ Instructor, certified Knowledge Management Facilitator and Practitioner, Senior Member of International Association of Computer Science and Information (IACSIT), Senior Member of South Asia Institute of Science and Engineering (SAISE) and also a senior member of IEDRC. Dr Yip has presented many papers in the field of management such as Blue Ocean Strategy, TRIZ, innovation management, knowledge management and also in the field of materials engineering such as laser cladding, machining and etc in many international conferences in China, Macau, Malaysia, Japan, Thailand, Korea, Indonesia and Brunei. He is also a reviewer, Editorial Board Member and conference chair and keynote speaker for many International Journals and International Conferences.



Prof. Piriya Pholpirul  
National Institute of Development Administration (NIDA), Thailand

Professor Piriya Pholpirul is Full Professor of Economics of the Graduate School of Development Economics, National Institute of Development Administration (NIDA) and Editor-in-Chief of Development Economic Review. He also serve as Executive Director of the Center for Development Economics Studies, a consultancy research institute under National Institute of Development Administration.

During his tenure work at NIDA (2005-Present), he also served as a Vice Dean and Program Director of the International College of National Institute of Development Administration during 2012-2016, spent three years (2009-2012) on sabbatical leave to serve as an Human Development Economist at the World Bank and served as an Associate Director of the Center of Poverty Studies of NIDA (2005-2009). Before joining NIDA, he was a research specialist (2003-2005) at the Thailand Development Research Institute (TDRI), Researcher (1999-2003) at the Andrew Young School of Policy Studies, Georgia State University (USA), and an international business officer (1997-1998) at the Siam Cement Group.

Professor Piriya Pholpirul received his bachelor's degree in economics from Chulalongkorn University (Thailand), a master's degree in policy economics from the University of Illinois at Urbana-Champaign (USA) and doctorate in economics from Georgia State University (USA). He has been teaching and conducting extensive research in fields of economics, business, and public policy, writing more than 10 economic textbooks, regularly publishing more than 50 research articles in international journals, and writing more than 200 op-ed articles in newspaper. Because of his level of expertise, he has served as a consultant to a number of governmental organizations and international organizations.

# Full Schedule

## Day 1: Registration Only: January 23, 2017 (Monday)

10:00 – 16:00	Arrival and Registration (Venue: Lobby)
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- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Your paper ID will be required for the registration.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on January 24, 2017.

## Day 2: Conference: January 24, 2017 (Tuesday)

Venue: Grand Ball room A,B,C

09:00-09:20	<p>Opening Remarks</p>  <p>Assoc. Prof. Dr. Yip Mum Wai Dean, Faculty of Engineering and Built Environment Tunku Abdul Rahman University College Malaysia</p>
09:20-10:05	<p>Keynote Speech 1</p>  <p>Prof. Piriya Pholphirul National Institute of Development Administration (NIDA), Thailand</p> <p><b>Title:</b> Does Immigration Promote Innovation in Developing Countries? Evidence from Thai Manufacturers</p> <p><b>Abstract:</b> Contrary to studies of other migrant-receiving countries, most of which are developed countries, this paper examines impacts of immigrant workers on innovative capacities in Thailand, which is not only a representative of a receiving country that is a developing country but also a country where the majority of its immigrant workers are unskilled. Analysis of firm-level survey data in Thailand finds that employing unskilled and cheap labor from neighboring countries, namely, Myanmar, the Lao PDR, and</p>

	<p>Cambodia, is like adopting a kind of “labor-saving technology” which actually impedes firms’ R&amp;D investment. Contrary to developed countries in which immigrants are found to boost innovation and promote sustainable growth, in Thailand, even though employing unskilled immigrant workers helps firms maintain their cost competitiveness in the short run, its negative impacts on R&amp;D investment tend to hamper improvements in productivity and thus diminish global competitiveness in the long run. Employing skilled or educated migrants, on the other hand, complements technological progress and encourages firms to innovate more quickly. In addition, the paper finds that providing government incentives and promoting access to financing have become effective tools in facilitating Thai firms’ investment in innovation.</p>
10:05-10:35	Coffee Break & Group Photo
10:35-11:20	<p>Keynote Speech 2</p>  <p>Assoc. Prof. Dr. Yip Mum Wai Dean, Faculty of Engineering and Built Environment Tunku Abdul Rahman University College Malaysia</p> <p><b>Title:</b> Managing Uncertainties by Practicing Knowledge Management <b>Abstract:</b> As the industrial age has shifted into the knowledge age, the global economic is shaped by uncertainties. Oil price plunge, slow market demand with huge competition are scheming for another wave of financial turmoil. In this context, organizations need to face the uncertainties with innovative business thinking and management. Thus, the practice of knowledge management is essential to overcome the uncertainty. Practice of knowledge management can bring forward their propositions on how organizations manage knowledge in times of global uncertainty. Knowledge management (KM) is about identifying, acquiring, applying, sharing, developing, creating, preserving and measuring knowledge within an organisation. Practice of Knowledge Management Model will be presented in details on how KM activities can manage the uncertainty in this chaotic period.</p>
11:20-12:00	Free Talk

<p><b>January 24, 2017</b></p> <p><b>12:00 – 13:00</b></p>	<p><b>Lunch</b></p> <p><b>(Restaurant)</b></p>
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# Authors' Oral Presentations

## Session 1

13:00-15:30

Venue: Grand Ball room A,B,C

Theme: Economic and Marketing

Session Chair: Prof. Piriya Pholphirul

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

ID	Title+ Author's Name
EM0006-A 13:00-13:15	<p>The Influence of Outbound FDI through Acquisitions on Knowledge Spillover and Entrepreneurship in the High-tech Industry</p> <p><b>Teck Y. Eng</b> University of Southampton, United Kingdom</p> <p><b>Abstract:</b> The debate on global economic growth often focuses on China's economic growth trajectory. As China approaches the Lewisian tipping point, Chinese growth is unlikely to return to the last three decades of an average annual rate of 10 percent GDP. In recent years, Chinese firms have been investing more aggressively in overseas high-tech industry as domestic markets slow down. One motivation behind Chinese outbound foreign direct investment (OFDI) is to acquire firms with the necessary resources needed for success in the high-tech industry such as technologies, brands and distribution channels. This has significant implications for outbound flows of global FDI in terms of influencing growth by monetizing technology assets. This study aims to examine the benefits of OFDI to firms in the United States particularly concerning entrepreneurial activity and knowledge spillover. The Thomson one database provides access to mergers and acquisitions data for overseas deal in high-tech industries based on the US SIC codes. In order to examine knowledge spillover and entrepreneurship, the data on patent counts and global entrepreneurship and development index (GEDI) operationalized new knowledge and level of entrepreneurship respectively. The data analysis was performed using R to test relevant hypotheses on the extent of knowledge spillover and level of entrepreneurship. The main results suggest that although OFDI has been shown to promote entrepreneurial activity in an economy, this effect on the level of entrepreneurship is moderated by human capital. The potential benefits of capital inflow to major economies need to be considered in relation to investment in human capital.</p>
EM0014 13:15-13:30	<p>Tonnage Tax Selection as a Means of Overcoming Economic Growth Problems</p> <p><b>Bahar Berberoğlu</b> Anadolu University and Open Education Faculty, Eskişehir, Turkey</p> <p><b>Abstract:</b> Generally, all the countries have economic growth problems despite the growth in the world economy and globalization today. Low annual Real Gross Domestic Product (Real GDP) increases and insufficient investment rates are the most important problems. As a result of the growth in the world economy, the volume (tonnage) of foreign trade and marine transportation is continuously increasing. Many countries select the Tonnage Tax, which is a special tax regime, to develop the marine transportation sector with the purpose of increasing the insufficient growth and investment rates because of the strong positive relation between the tonnage demand of the</p>

	<p>countries and the economic growth rates. In our study, we therefore investigated the tax selections of 31 countries for marine transportation. We have chosen the Logit Model as the most significant of the models, which we formed by using the annual Real GDP increases and investment rates, according to the classification percentages. Thus, we have discovered that the countries without insufficient economic growth and investment rates don't feel the need to select the tonnage tax regime, but the countries with such problems use the tonnage tax.</p>
<p>EM0015 13:30-13:45</p>	<p>Modeling the Structural Shifts in Gross National Product, Imports and Exports with Cubic Spline Regression  <b>C. Necat Berberoğlu</b> and Bahar Berberoğlu  Anadolu University, Open Education Faculty, Yunusemre Campus, Eskişehir, Turkey  <b>Abstract:</b> In all the countries in which economic crisis were experienced, the economic problems faced in the years of these crisis cause big changes particularly in economic time series of the country. These time series are usually affected by various internal or external events. In some cases such as wars, political and economic crisis, sharp changes and breaks occur in all the economic data collected in their periods, but these time series usually keep their continuity with some structural shifts or structural changes. In this study our attempt was to shed light on the question that, how the economic parameters such as Gross National Product, Exports and Imports which are in interaction, change in the years of economic crisis? Do same structural changes or shifts occur in these parameters always occur at the same time or similarly?  In order to investigate this issue, we used cubic spline regression technique in modeling the relationship between GNP, Exports and Imports, then we showed that how prediction sum of squares residuals statistics can improve the analysis in spline models. So, in the study we exposed that the structural shifts and structural changes occur with same time lags on the chosen economic parameters in Turkey.</p>
<p>EB0007 13:45-14:00</p>	<p>Tax Evasion in the Lao PDR: Evidence from Missing Imports with China and Thailand  <b>Ka Phaydanglobriayao</b>  <b>Abstract:</b> Many [low-income] developing countries face difficulties in tax revenues mobilization due to various reasons, amongst others tax evasion seems to be evident. This paper explores the relationship between trade gap, defined by the difference between export values and import value reported by the exporting partners and importer country as a proxy for tax evasion, and tax rates. This study uses trade data at HS 6 and 8 digits and constructed tax rates (MFN tariff rates plus VAT and excise tax rate) in 2009 and 2011. On the other hand, tax evasion presents in quantities, this paper also covers that type of evasion. Although discrepancies in trade statistics are common and seems to be problematic, this paper also shows the fact that import values are not always greater than export values as noted in a number of earlier studies. The findings of this paper confirm that there is evidence for under-reporting of unit value leading to tax evasion in order to pay lower taxes over time. On the other hand, most cases in this study have no evidence for mislabeling, which is considered part of tax evasion. The case between Laos and People's Republic of China, the evasion presents in form of under-reporting of unit value since the coefficients of tax rate are 1.561 and 3.036 in both 2009 and 2011, respectively. However, there is no evidence for mislabeling for both years. For the case between Laos and Thailand, there indicates that evasion presents in form of under-reporting of unit value because the coefficients of tax rate are 0.973 and 1.515 for both 2009</p>

	and 2011, respectively, while the evasion in mislabeling exists only in 2009 with the coefficient of 1.542, but no evasion in mislabeling in 2011.
EB2001 14:00-14:15	<p>Remittances and Competitiveness: a Study Case of Vietnam</p> <p><b>Phuc Hien Nguyen</b></p> <p><b>Abstract:</b> The paper examines impact of remittances on the real effective exchange rate which undermines Vietnam's competitiveness. The results showed Vietnam facing a symptom of Dutch disease impacted by the huge remittances. Our findings indicate that a ten percent increase of remittances led to appreciate three percent of the real effective exchange rate by which Vietnam's competitiveness is undermined.</p>
EB3001 14:15-14:30	<p>Government Policy, Human Capital and Regional Economic Growth-Taking the Shandong Province as an Example</p> <p><b>Yang Jian</b></p> <p><b>Abstract:</b> By using the theoretical model and practical data analysis, the relationship between Shandong province's human capital and economic growth was researched systematically. The results indicate that the current public education system has simulative effect on human capital accumulation and economic growth; material capital and opening up is helpful for the talent aggregation and flow, promoting human capital accumulation, which is conducive to economic growth; Fiscal decentralization is conducive to economic growth and human capital accumulation; excessive financial burden has the opposite effect. Finally, the suggestion of accumulating of human capital and promoting economic growth was given from the perspective of the government.</p>
EM0013 14:30-14:45	<p>What Determines Viral Phenomenon? Views, Comments and Growth Indicators of TED Talk Videos</p> <p><b>Archana Anand Boppolige</b> and Anjula Gurtoo Indian Institute of Science, India</p> <p><b>Abstract:</b> Viral phenomenon drives the business and marketing world to achieve an exponential growth through word-of-mouth diffusion process. The diversity of occurrence of the phenomenon, where a product, online videos, or information, technology, an idea or an event could go viral, pose challenge in measuring which performance measure truly captures viral phenomenon. We performed a measurement study using TED talk videos to identify which of the two performance measures, namely views and comments, truly captures and drives a viral phenomenon. We hypothesized that video comments would be a stronger indicator than video views to measure viral phenomenon. Our results reveal a strong correlation between the two video performance measures. However, video views better represents viral videos and therefore a valid indicator for the measurement of viral phenomenon. The insights can help business strategists and marketing managers in decision making on which performance measure needs business focus in driving virality.</p>
EM0010-A 14:45-15:00	<p>The Search for Creativity in Branded Content Marketing: An Exploratory Study on Turkish Brands</p> <p><b>Mehmet Sinan Ergüven</b> Anadolu University Eskisehir, Turkey</p> <p><b>Abstract:</b> This study will focus on branded content marketing efforts of Turkish brands and their challenge of achieving creativity. Marketing communication literature supports the importance of creativity. Creative marketing campaigns have positive effects of recall, interest, word of mouth and</p>

	<p>attitude towards the brand on consumers. On the other hand, creativity is a major problem in Turkish marketing communication sector for years. Turkish brands and advertising agencies are not dominant actors in global creativity contests. Branded content marketing is the new battlefield for the brands where consumer engagement and participation is the key factors. In today's world, branded content activity is positively correlated with financial performance of the brands. People need to post contents that portray images about themselves and brands have to provide favorable items. Creativity is not only related to advertising anymore but it needs a more detailed understanding towards branded content marketing. In order to explore the dimensions of creativity in content marketing of Turkish brands, a content analysis will be employed. Award winning campaigns of Crystal Apple 2016 (Turkey's most prestigious marketing communication creativity festival) will be analyzed. The liaison between the advertising campaign and content marketing of the award winning brands will be clarified. The creative strategies and execution formats will also be analyzed.</p>
<p>EM0001-A 15:00-15:15</p>	<p>How may Political Marketing Affect Youngsters' Online Political Participation? Youngsters' Usage of Facebook, Twitter and Their Interest on Politics <b>Nihat Kamil ANIL</b> Kirkklareli University, Vize Occupational College, Kirkklareli-Turkey <b>Abstract:</b> This study recommends the application of political marketing into political participation on the basis of usage of Facebook, Twitter, and youngsters' interest on politics. In the month of October 2015, a week before the national election, the survey was administrated to the students at Vize Vocational Colleges of Kirkklareli University, Kirkklareli-Turkey. A survey composed of 38 questions was asked to 320 university students by convenient sampling method. The data were analyzed with exploratory factor analysis and structural equation modelling using IBM SPSS 20 and LISREL 8.7 programs. The findings have suggested that all three factors positively affect youngsters' political participation. The best indicator is determined as usage of Facebook followed by youngsters' political interest and Twitter. At the end of the study, the application of political marketing into political participation has been discussed.</p>
<p>EM0002-A 15:15-15:30</p>	<p>A Political Marketing Phenomenon: No need for Celebrities in Promoting a Candidate or Party in the Case of Election <b>Ayse ANIL</b> Kirkklareli University, Vize Occupational College, Kirkklareli-Turkey <b>Abstract:</b> This study examines the role of celebrities in promoting a candidate or a party in the election. The survey was administrated to the students at Vize Vocational College of Kirkklareli University, Kirkklareli-Turkey a week before the November 1, 2015 National Election. A 20 question survey was administered to 186 university students by convenient sampling method. The data were analyzed with IBM SPSS 20 program. The findings have suggested that young adults -here, college student eligible to vote- get information about politics heavily from news channels such as CNN, believe that the candidate him/herself is the most trusted information source about a candidate or party, do not vote a celebrity as a candidate, do not pay attention to opinion of a celebrity that they like most on deciding which party or candidate to vote, almost half of the college students agree that celebrities never deal with politics, and celebrities do not have any significant effect on youngsters' electoral decision on national election.</p>



<b>15:30 – 15:45</b>	<b>Coffee Break</b>
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**Session 2**

15:45-18:30

Venue: Grand Ball room A,B,C

Theme: Decision Making and Management

Session Chair: Assoc. Prof. Dr. Yip Mum Wai

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

ID	Title+ Author's Name
EM0003-A 15:45-16:00	<p>The study of the Determinants of Intention to Purchase Paid App  <b>Jyh-Jeng Wu, Shu-Hua Chien, Kang-Ping Liu and Chi-Hsiang Wen</b>                      National United University, 1, Lien-Da, Kung-Ching Li, Miaoli, 36003, Taiwan  <b>Abstract:</b> This study investigates the case that smart devices users download paid App. Exploring the impact of smart devices users' core self-evaluation, online consumer conformity, social identity on their positive emotion, the impact of positive emotion on trust, and the impact of trust on intention to purchase paid apps, co-production. In the research methods, this study explores the relationship between core self-evaluations, online consumer conformity, social identity and intention to purchase paid apps, co-production through questionnaire survey method. This study's questionnaires and data are collected by online-survey. The main objects of this study are smart devices users. The results of this study show that core self-evaluations, online consumer conformity, social identity can positively influence smart devices users' positive emotion, and positive emotion can positively influence smart devices users' trust. Finally, trust has an impact on intention to purchase paid apps and co-production.</p>
EM0004-A 16:00-16:15	<p>Investigating the Effects of Co-production and Image congruence on Trust, Impulsive purchase, and Recommendation Intention in Tourism Factory  <b>Shu-Hua Chien, Jyh-Jeng Wu , and Chen Yun Chen</b>                      Department of Insurance and Finance, National Taichung University of Science and Technology in Taiwan  <b>Abstract:</b> The purpose of this research is to investigate the effects of consumer's co-production and image congruence on trust and impulsive purchase in food tourism factories. This study first discusses how co-production and image congruence affects trust and impulsive purchase, and then continues to discuss how the consumer's recommendation intention is affected by trust and impulsive purchase. We use tourism-factory-consumers as the targeted research population, and questionnaires to collect evidence based data. 552 effective questionnaires are being collected and results show that consumer's co-production and image congruence has a positive effect on trust and impulsive purchase.</p>
EM0012 16:15-16:30	<p>Factors Affecting Foreign Tourist's Word-Of-Mouth toward Ho Chi Minh City-A Mediation Analysis of Destination Image</p>

	<p>Mai Ngoc Khuong and <b>Nguyen Truong Minh Bao</b> International University-Vietnam National University</p> <p><b>Abstract:</b> This paper aimed to identify key factors affecting foreign tourists' word-of-Mouth as well as destination image of Ho Chi Minh City destination. Through path analysis, the study determined factors with significant direct and indirect effects toward tourists' word-of-mouth. These factors included culture, history and art; local cuisine; recreation and entertainment; safety and security; natural environment; negative attributes; infrastructure; and perceived price. Quantitative approach was majorly used, with statistical techniques applied including factor, multiple regression, and path analyses. Result of the research showed that all of eight factors had significant impact on Tourists' Word-of-Mouth, in which Recreation and Entertainment had the strongest effect. There was also significant relationship between destination image and foreign tourists' word-of-mouth. Through its finding and recommendations from tourists and tour guides, the research provided practical suggestions to improve Ho Chi Minh City's tourism industry.</p>
<p>EM0017 16:30-16:45</p>	<p>Technological Innovation In The Pharmaceutical Firms: The Role of Entrepreneurial Orientation and Network Capability</p> <p><b>Yan Zhang</b> School of Economics and Management, China University of Petroleum</p> <p><b>Abstract:</b> We know little about the relationship between entrepreneurial orientation(EO) and technological innovation. Moreover, the intermediate mechanisms of how entrepreneurial orientation transfers into technological innovation is not yet clear. This study attempts to integrates the resource-based view, dynamic capability theory and network theory in order to address four questions. Specifically, the entrepreneurial orientation(EO) is considered as a kind of key entrepreneurial-based asset, the network capacity is a kind of critical capability, which enables corporates transferring their entrepreneurial assets into technological innovation. We focus on the mechanism of how entrepreneurial orientation and networking capabilities work to achieve corporates' technological innovation. The first one is what's the impact of entrepreneurial orientation on technological innovation. the second question is what's the impact of network capacity on technological innovation. Third, the moderating effect of network capability on the relationship between entrepreneurial orientation and technological innovation. Fourth, the moderating effect of environmental uncertainty on the main effect relationship. This paper uses an empirical research methods to test our theory model. Finally, our paper has two main contributions, first, it has identified and examined the network capability of enterprises, that enables enterprises to respond to market signals and uncertain environment effectively. Second, the article also identified two moderating variables on the relationship between EO and technological innovation.</p>
<p>EB0001 16:45-17:00</p>	<p>Information Adoption Model, a Review of The Literature</p> <p><b>Yu Wang</b> Tohoku University, Japan</p> <p><b>Abstract:</b> Along with the popularity of electronic word of mouth (eWOM) communication, the issue about how individuals adopt online information becomes one of the hottest topics in the research fields related to consumer behavior. Obviously, understanding the relevant mechanism contributes greatly to utilizing the influential factors to affect the information adoption process of</p>

	<p>consumers and their final purchase decision. Among relevant researches, the researches based on the Information Adoption Model (IAM) are comparatively new, valuable and practical. Consequently, this article analyzes and summarizes the existing studies on IAM by dividing them into three categories: studies by using original IAM, studies by adding variables in IAM and studies by building up complex models based on IAM. Further, the research perspectives, model variables, research conclusions and others of every relevant research are analyzed. Finally, implications are provided for future research and applications of IAM.</p>
<p>EB0002 17:00-17:15</p>	<p>A Study of Needle stick injury (NSI) among the nursing staff in a 300 bedded Tertiary Care Pediatric Specialized Teaching Hospital in North India. <b>Ashok Kumar</b>, Yatin Talwar and Ranjana Singh Postgraduate institute of medical education and research, Chandigarh, India <b>Abstract:</b> Needle-stick injuries (NSI) pose one of the common occupational health hazard in an occupational health hazard, in a health care setting. Though preventable, are usually dealt covertly, thereby causing less reporting. The Aim of this study was to determine prevalence, incidence of NSI, and also to identify the situations which increase the NSI.</p>
<p>EB0003 17:15-17:30</p>	<p>An Empirical Review of Integrated Project Delivery (IPD) System <b>Lim Shin Yee</b>, Chai Chang Saar, Aminah Md Yusof, Loo Siaw Chung and Chong Heap-Yih Universiti Teknologi Malaysia; <b>Abstract:</b> The demand of industry towards project collaboration and systematic integration had resulted in the development of Integrated Project Delivery (IPD). IPD is served as an innovative project delivery method in the industry which able to improve project performances in terms of time, cost, quality and productivity. However, the awareness and adoption of IPD in construction projects are still below satisfaction level. This paper aims to evaluate IPD integration in construction industry. In order to achieve the aim, the principles, level of IPD integration and barriers are determined to accommodate different industry players. Meta-analysis had been exercised in this study to validate information and to realise the actuality of this study. The IPD principles are re-categorized in accordance to IPD integration level. Besides, IPD implementation barriers are identified. This study is significant for the stakeholders to demonstrate the proactive ways in fostering IPD collaboration; while barriers mitigation and avoidance will maximize the efficiency of IPD in construction projects. This study attempts to develop a conceptual framework of IPD integration in the construction industry.</p>
<p>EM0022 17:30-17:45</p>	<p>The Competency Development of Multimodal Transportation Management for Logistics Professional in Thailand <b>Anothai Ngamvichaikit</b> Sukhothai Thammathirat Open University, Nonthaburi, Thailand <b>Abstract:</b> this research aimed to develop the competency multimodal transportation management in logistics professionals of Thailand. The research methodology used qualitative approach to conduct focus group with entrepreneurs of logistics firms in Thailand. The transcript was analyzed by functional analysis. The results suggested that the key functions of multimodal transportation management composites of 3 functions; 1) offering multimodal transportation services, 2) managing multimodal transportation services and 3) developing multimodal transportation services. The units and elements of competency were extracted and found the 10 units of competency (UOC)</p>

	<p>and 27 elements of competency (EOC). The detailed findings were validated with the panel of 20 international freight forwarding experts and association representatives. Final competency model was transferred to assessment tools which were tested with practitioners. Further training and assessment with certification process will be executed with logistics professionals to improve the effectiveness of managing multimodal transportation in Thailand.</p>
<p>EM0023 17:45-18:00</p>	<p>A Study of Analyzing on Online Game Reviews using a Data Mining Approach: STEAM Community Data  <b>Ha-Na Kang</b>, Hye-Ryeon Yong, Hyun-Seok Hwang          University of Hallym  <b>Abstract:</b> As the internet environment evolves and new media emerge, consumers start to share their opinions and reviews of products on the web. There is also growing demands for analyzing such online reviews and identifying consumers' true minds to meet these emerging trends while a large number of studies have been made on online reviews in a wide range of academic fields including marketing, MIS and computer science. However there has been little research conducted on video game industries dealing with typical experiential products. Thus, this study was intended to analyze community data in games domain available on STEAM, a world-wide game platform, using a data mining approach. Several machine learning techniques such as Classification and Regression Tree (CART), Artificial Neural Network (ANN) were applied to community data collected from STEAM games to analyze factors that have impact on helpfulness of game reviews. We also conduct sentiment analysis of review comments to mashup sentiment results to original data set. We will provide analysis results and interpretation of the results with further research directions.</p>
<p>EM0024 18:00-18:15</p>	<p>A Study of Evaluating of Game Review Data using Multiple Regression  <b>Lee-Sac Lee</b>, Sang-Hyun Lee, Hyun-Seok Hwang          University of Hallym  <b>Abstract:</b> As the use of the Internet increase, online reviews also become popular. Usefulness of the reviews can help people to decide product purchase. Many previous researches show that if the quality of reviews was high, the sales volume of that product would increase. Therefore, we investigated that what factors in the reviews can affect the reviewer's evaluation results. We perform a case study of popular online game reviews, STEAM community review, to identify the influencing variables in review data set using multiple regression method. We also conduct sentiment analysis of review comments to mashup sentiment results to original data set. We will provide analysis results and interpretation of the results with further research directions.</p>
<p>EM0007 18:15-18:30</p>	<p>Managerial Motivational Practices and Motivational Differences between Blue- and White-Collar Employees: Application of Maslow's Theory  <b>Dora Najjar</b> and Pascale Fares          University of Balamand, Lebanon  <b>Abstract:</b> This study aims at investigating the motivational practices of management and the differences of motivational factors, based on the applicability of Maslow's theory, between blue- and white- collar employees. Empirical data was collected through semi-structured interviews held in Lebanon. The various motivational factors of blue- and white-collar employees were explored. The interpretation of the findings manifests compliance and inconsistency with the theory.</p>

Moreover, the originality of the study stems from the application of Maslow's theory on the investigation of potential differences in motivational factors regarding the job status.
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## Listeners' List

Listener 1	<b>Leo Palmberg</b> Cercurus AB, Sweden
Listener 2	<b>Tatsushi Yamamoto</b> Osaka University, Japan
Listener 3	<b>Yu Binbin</b> Zhejiang Sci-Tech University, China
Listener 4	<b>Heesun Chung</b> Sejong University, Seoul, Korea

<b>January 24, 2017</b>  <b>19:00</b>	<b>Dinner Banquet</b>  <b>(Restaurant)</b>
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## Call For Paper



2017 3rd International Conference on Management and Behavioral Sciences—ICMBS 2017, will be held during April 7-9, 2017, in Jeju Island, South Korea. ICMBS 2017, organized by IEDRC, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Management and Behavioral Sciences, and discuss the practical challenges encountered and the solutions adopted.

## Publication

International Journal of Innovation, Management and Technology (IJIMT)

ISSN: 2010-0248

Frequency: Bi-monthly

DOI: 10.18178/IJIMT

Abstracting/ Indexing: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.

## Important Dates

Submission Deadline	Before February 5, 2017
Acceptance Notification	Before February 25, 2017
Registration Deadline	Before March 15, 2017
Conference Date	April 7-9, 2017



2017 International Conference on E-Business and Internet (ICEBI 2017) will be held in Taichung, Taiwan during May 25-27, 2017. ICEBI 2017 focuses on cutting-edge results in E-Business and Internet. It aims to bring together scientists, researchers and students to exchange novel ideas and results in all aspects of E-Business and Internet.

## About Publication

1. Publication in Proceedings. Submissions will be peer reviewed by conference committees, and accepted papers will be International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and indexed by Ei Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).
2. Publication in Journal. Submissions will be peer reviewed by conference committees, and accepted papers will be International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE), (ISSN: 2010-3654), which will be indexed by Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).
3. For those who're NOT looking to publish their papers, it's acceptable to submit your abstracts to the conference, which will be sent to at least two technical committees for a brief review, and it will take about 5 working days.

## Important Dates

Submission Deadline	Before February 5, 2017
Acceptance Notification	On February 25, 2017
Registration Deadline	Before March 15, 2017
Conference Date	May 25-27, 2017



2017 International Conference on E-commerce, E-Business and E-Government (ICEEG) will be held in Turku, Finland during June 14-16, 2017. ICEEG 2017 focuses on cutting-edge results in E-commerce, E-Business and E-Government. It aims to bring together scientists, researchers and students to exchange novel ideas and results in all aspects of E-commerce, E-Business and E-Government. It will include the participation of renowned keynote speakers, oral presentations, posters sessions and technical conferences related to the topics dealt with in the Scientific Program.

## Keynote Speaker

**Prof. Juha Kettunen**

*Turku University of Applied Sciences, Finland*

Dr. Juha Kettunen is the Chancellor of the Turku University of Applied Sciences, after serving 14 years as University Rector. He is also an Adjunct Professor of the University of Jyväskylä in Finland. He was previously the Director of the Vantaa Institute for Continuing Education of the University of Helsinki and Director of the Advanced Management Education Centre of the University of Jyväskylä. He holds a PhD (Econometrics) from the University of Bristol in the UK, a DSc (Economics and Business Administration) from the University of Jyväskylä in Finland and a DSc (Technology) from the University of Oulu in Finland.

## Important Dates

Submission Deadline	Before January 25, 2017 (Full paper)
Acceptance Notification	February 15, 2017
Registration Deadline	Before March 10, 2017
Conference Date	June 14-16, 2017





2017 7th International Conference on Financial Management and Economics (ICFME 2017), will be held in Beijing, China during July 23-25, 2017.

ICFME aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Financial Management and Economics, and discuss the practical challenges encountered and the solutions adopted.

## Publication

All accepted papers will be selected and published according to the paper theme in the following Journals:

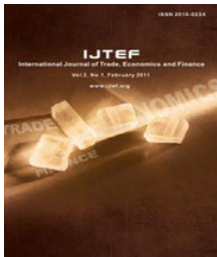


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Abstracting/ Indexing: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, EBSCO, and Ulrich's Periodicals Directory

## Important Dates

Submission Deadline	Before March 5, 2017
Acceptance Notification	On March 25, 2017
Registration Deadline	Before April 15, 2017
Conference Date	July 23-25, 2017



