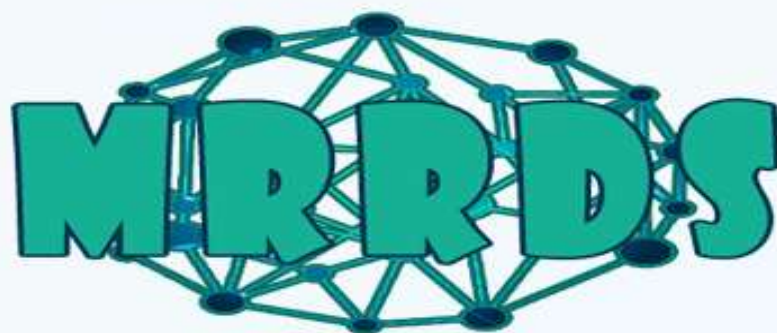


Osaka, Japan



Volume 01, Issue 03

March 27-28, 2018



MRRDS–Osaka, Japan

**International Conference on
Research Approaches in Business
and Social Sciences (RABS)**

March 27-28, 2018

Osaka International Convention Center

Book of abstracts

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Conference Chair Message

Dr. Hungxiz Li

International Conference on “Research Approaches in Business and Social Sciences (RABS)” 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. Hungxiz Li
Conference Chair
MRRDS– 2018

Conference Schedule

DAY 01 Tuesday (March 27, 2018)

Venue: Osaka International Convention Center

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 MRRDS
09:50 am – 09:55 am	Introduction of Participants
09:55 am – 10:00 am	Group Photo Session
10:00 am – 10.30 am	Grand Networking Session and Tea Break

DAY 01 Tuesday (March 27, 2018)

Session I (10:30 am – 12:00 pm)

Session Chair: Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

OSA-538-101B	How to Build Relationship Quality? The Role of Front-Line Employees	Wei Chi Kao
OSA-538-102B	The Effects of Frontline Service Personnel on Consumer Participation in Service Innovation Based on the Perspective of Customer and Employee Exchange Relationship Theory	Jing Yoong Chen
OSA-538-103B	The effects of frontline employee's innovative behavior on relationship quality: The role of customer experience	Yi Han Chen
OSA-538-104B	Delegation Firm and Technology Licensing	Chou Ching Hung
OSA-538-105B	Father's Leadership Style And Child's Perception In The Family	Dr. Salasiah Hanin Hamjah
OSA-538-106B	Socio-Cultural Discourse Of Muslim Society In Social Semiotics Aspect Of Advertising Text In Malaysia	Rosmawati Mohamad Rasit
OSA-538-107B	Local Wisdom for Develop Community Products: Lampang Province, Thailand	Kattiya Kattiyawara

Lunch Break (12:00pm – 1:00 pm)

DAY 01 Tuesday (March 27, 2018)

Session II (1:00 pm – 2:00 pm)

Session Chair: Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

RABS-MAR-102	Innovative Usage of City Public Spaces – Take Street Dance Activities in Tainan as An Example	Yu Chi Chou
RABS-MAR-105	Exploring the Value Co-creation process in Sports-based Entrepreneurship: Cases of emerging communities	Marina Tsujino
RABS-MAR-107	The Hype of Talent Management: A Hoax or Hub of Employee Retention.	Mohammad Bashir Mia Khadem

Track C: Medical, Medicine and Health Sciences

OSA-538-101M	Case Series of Three Gastro-Esophageal Reflux Induced Chronic Cough Patients Treated With Ojeok-San Plus Saengmaek-San	Beom-Joon Lee
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Closing Ceremony (2:00 pm to 2:15pm)

List of Conference Attendees

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1.	OSA-538-104MA	Professor Joseph B. Lessing	Department of Gynecology & Obstetrics, Tel Aviv University, Israel

DAY 02 Wednesday (March 28, 2018)

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 and
Humanities**

How to Build Relationship Quality? The Role of Front-Line Employees

Yu Chi Wu^{1*}, Wei Chi Kao²

Abstract At present, there is little research on the relationship between frontline employee service competencies and customer word-of-mouth. In addition, how frontline employee service competencies influences customer's word-of-mouth is still unexplained by existing literature. The purpose of this study is to investigate the mediating role of relationship quality between front-line employee service capabilities and customer word-of-mouth. 300 participants were recruited from International Beauty Exhibition. This study utilized structural equation modeling to verify the research framework and hypotheses. Structural equation modeling includes the analysis of the measurement model and the structural model. Structural equation modeling includes the analysis of measurement models and structural models. In theory, this study attempts to provide a reasonable explanation for how the service capabilities of front-line employees affect customer word of mouth by investigating the mediating role of relationship quality. In practice, the study may provide some suggestions to help companies improve their customer's word of mouth, thus helping companies attract customers and gain a good reputation.

Keywords: Front-Line Employee Service Competencies, Relationship Quality, Word-Of-Mouth

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The Effects of Frontline Service Personnel on Consumer Participation in Service Innovation Based on the Perspective of Customer and Employee Exchange Relationship Theory

Jing Yoong Chen^{1*}, Yu Chi Wu²

Abstract Prior study suggested that there is a positive relationship between customer participation in the development process and the degree of commercial success of service innovations. At present, how employee innovative behavior affects consumers involving in service innovation is still unexplained by the existing literature. The purpose of this study is to investigate the mediating role of customer-employee exchange between employee innovative behavior and consumers involving in service innovation. Through interviews and questionnaires, we recruited 300 participants in two international cosmetics exhibitions from Taipei and Kaohsiung. Structural equation modeling includes the analysis of the measurement model and the structural model. Theoretically, this study tried to provide the rational explanation for how employee innovative behavior may affect consumers involving in service innovation by investigating the mediating role of customer-employee exchange. Practically, this study may provide some suggestions to help corporations improve the level of consumers involving in service innovation and help them succeed in attracting customers more effectively through co-creation in service innovation.

Keywords: Employee Innovative Behavior, Customer-Employee Exchange, Consumers Involving In Service Innovation, Co-Creation In Service Innovation

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The Effects of Frontline Employee's Innovative Behavior on Relationship Quality: The Role of Customer Experience

Yi Han Chen^{1*}, Yu-Chi Wu²

Abstract In an increasingly competitive environment, service firms are immersing themselves in developing their capabilities for change and innovation. The frontline employee service quality are far more importance than before because it is the first place to interact with customer. However, the resulting of customer's experiences will deeply affect the long-term customer relationships .Therefore, how to bridge the customer perceived value, the frontline employees will play a crucial role in the process. 300 participants were recruited from International Beauty Exhibition. This study utilized structural equation modeling to verify the research framework and hypotheses. Structural equation modeling includes the analysis of the measurement model and the structural model. Theoretically, this study tried to provide the rational explanation for how frontline employee's innovative behavior may affect customer relationship quality by investigating the mediating role of customer service experience. Practically, this study may provide suggestions to help managers to encourage frontline employees engage in innovative behavior to raise customer experience which may help corporations to create long- run relationship quality.

Keywords: Frontline Employee, Innovative Behavior, Customer Experience, Relationship Quality

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Delegation Firm and Technology Licensing

Ya Po Yang^{1*}, Chou Ching Hung²

Abstract This paper sets up a delegation model to discuss the licensing strategies of a patent holder and its related effects. In the model, there are three firms—firm U, firm 1 and firm 2, where firm U is both the input supplier and share holder of the downstream firm 1, and firm 2 is a patent holder and vertical integrated firm, firm 1 and firm 2 produce homogenous goods and play Cournot competition in the final good market. It is a three stage game, in the first stage, firm 2 offers a licensing contract for firm U/firm 1 and firm U/firm 1 decides to accept the offer or not, in the second stage, firm U determines the input price for firm 1, and in the third stage, firm 1 and firm 2 determine the profit maximizing output, respectively. We find, when firm U holds 100% of firm 1, if firm 1 licenses his cost reducing technology to firm U, the optimal licensing contract for firm 2 is a royal contract, whereas, if firm 1 licenses his cost reducing technology to firm 2, then the optimal licensing contract is a fixed fee contract.

Keywords: Delegation, Technology Licensing, Homogenous Goods

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Father's Leadership Style And Child's Perception In The Family

Dr. Salasiah Hanin Hamjah*¹, Izzah Nur Aida Zur Raffar², Rosmawati Mohamad Rasit³, Zuliza Mohd Kusrin⁴

Abstract A father's leadership style plays an essential role in bringing up children and building a happy family. Generally, there are three types of father's leadership styles practised in the home: authoritative (democratic), authoritarian (control) and laissez faire (permissive). Nevertheless, there are some fathers who fail to be good leaders in the family and are unable to be exemplary models for their children due to their being coarse in attitude, easily irritable, inconsiderate, failure to provide maintenance, physically or sexually abusive, and the like. Hence, this research is conducted to study children's perception of their father's leadership style. This research is designed as a survey study with questionnaire as the main research instrument. There are 454 research respondents randomly selected from among Form four students in five schools at Hulu Langat District, Selangor. Data obtained from the questionnaire were descriptively analyzed using SPSS version 22. Research results find that item 'My father gives me the freedom to choose my own friends so long as they could invite me to goodness' scored the highest mean (mean=3.53), followed by item 'My father is someone who is caring and takes responsibility for myself (mean=3.51) and item 'My father gives me the freedom and guides me to choose my ambition and career' (mean=3.51). These findings show that an authoritative leadership style is mostly practised by fathers in this research. The implications of this research assist fathers to strengthen their leadership style and guide their children in building their potential toward excellence.

Keywords: Leadership Style, Perception, Child, Authoritative

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Socio-Cultural Discourse of Muslim Society in Social Semiotics Aspect of Advertising Text in Malaysia

Rosmawati Mohamad Rasit^{1*}, Assoc. Prof. Salasiah Hanin Hamjah², Azimah Misrom³, Nur Hikmah Yahya⁴

Abstract The national advertising industry contributes to the Gross Domestic Product (GDP) and to its direction as a strategic industry in supporting national aspirations. However, the National Advertising Policy has yet to strengthen the structure of the advertising industry which is seen as biased such that it can be said to be giving more opportunities to proxies of foreign companies. Similarly, in developing local media, advertisement content does not observe locality, culture and religion so much so that advertising fails to fulfill the ethics of consumerism.. This study analyses the element of social semiotics in ad text which constructs the socio-cultural discourse of Muslim society. This is a qualitative study using the method of content analysis. Selection of research sample is by purposive sampling. Data is obtained from coding form and analyzed by critical discourse analysis. Results of research find that advertising in Malaysia is still not clear on the locality issue of local culture. Analysis of results proves that the structure of advertising in Malaysia is neglectful of social semiotics so as to cause erosion of religious and socio-cultural values.

Keywords: Socio-Cultural Discourse, Muslim Society, Social Semiotics, Aspect of Advertising

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Local Wisdom for Develop Community Products: Lampang Province, Thailand

Kattiya Kattiyawara*

Abstract This research is the participatory action research. The purposes of this research were to find the local wisdom in creating the community products and to transmit the value of local wisdom in the community products. The youth group from Ban Pong Yang Kok School and the group of community enterprise were the participants in this research study. In doing so, the social network was used to create the channels of marketing communication. The researchers had collected the data by observing, recording and workshop. Then, the researchers checked the data according to the research purposes and conceptual framework. The results from this study concluded that finding information of the local wisdom was important in using of information to develop the learning process of community. Learning for thinking and planning as well as searching and storing of information was important that the people in the community should participate in this learning process.

Keywords: Local Wisdom, Community Products, Community Participation

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Innovative Usage of City Public Spaces – Take Street Dance Activities in Tainan as An Example

Yu Chi Chou*

Abstract Street dance has been in Taiwan for more than 30 years, and has been affected by the globalization of popular and idol groups. The number of participation has increased year by decade, the demand for street dance space is also associated increasing. The past street-dance-related research more focuses on the development and cultural aspects of street dance, seldom talked about public space. What's more, most of the studies taking street dance development in Taipei as an example. This study attempts to understand the development of Tainan street dance public space usage and the analysis of adolescent culture and to understand the relationship between the restricted of public space of street dance development. On the one hand, to explore the attitude of the stakeholders involved in the use of public space, on the other hand, to clarify the way dancers use this street dance space and recreate the meaning of street dance public space. I also hope that this research can develop a set of innovative application mode of urban public space to achieve effective management of urban public space. And extending to encourage the development of creative cities, with the development of public space research, to help the minority arts and creative groups from bottom to the whole city to promote the development of arts and creativity.

Keywords: Street Dance, City Public Space, Subculture, Hip-hop Culture

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Exploring the Value Co-Creation process in Sports-based Entrepreneurship: Cases of Emerging Communities

Marina Tsujino*

Abstract This research paper attempts to add to the understanding of value co-creation through sports entrepreneurship and emerging sports communities, and how interaction between stakeholders contribute to enhancing sustainable community development. There are some existing research covering value co-creation in sports context, but often in the context of mega events or online platform communities between fans and athletes. Therefore, through empirical investigation, this paper will narrow the gap by focusing on sports at micro-level and investigate its implication within the realm of community-based sports. The research will take a case study approach exploring sports entrepreneurs based in southern Taiwan, and examine how they collaborate between partners and their sports participants in co-creation process.

Keywords: Co-creation, Value co-creation, Sports Entrepreneurship, Community

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The Hype of Talent Management: A Hoax or Hub of Employee Retention

Mohammad Bashir Mia Khadem*

Abstract This paper is based on the idea that how and why talent management is important for employee retention. In addition, it also explored how talent management programme plays critical role in a bank in Bangladesh. Further, organizational benefits also measures by introducing a talent management initiative, and finally conclusion has been drawn.

Keywords: Talent Management, Employee Retention, Retention of Bank Employees

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Track B: Medical, Medicine and Health Sciences

Case Series of Three Gastro-Esophageal Reflux Induced Chronic Cough Patients Treated With Ojeok-San Plus Saengmaek-San

Jun-Hwan Lee¹, Yeon-Hee Bhang², Jae-Hyo Kim³, Ha-Yoon Do⁴, Kwan-Il Kim⁵, Hee-Jae Jung⁶, Beom-Joon Lee⁷

Abstract Ojeok-san (goshaku-san in Japan) has been used to treat common cold, fatigue and gastrointestinal disorders. Saengmaek-san (shomyaku-san in Japan) has been used for cough (especially dry cough) and recent study reported that it affected gastro-intestinal motility. Gastro-esophageal reflux induced chronic cough is one of the main cause of chronic cough and not easy to diagnose and treat. In this case, we reported 3 cases of gastro-esophageal reflux induced chronic cough patients treated with Ojeok-san plus Saengmaek-san. 3 cases of patients with chronic cough were suspected of gastro-esophageal reflux based on symptoms and abdominal examination. They were treated with herbal medicine, Ojeok-san plus Saengmaek-san. To evaluate the effect of treatment, we checked them with Cough Visual Analogue Scale (VAS) for severity of cough and with Leicester Cough Questionnaire Korean version (LCQ-K) for their quality of life. As a result, severity of cough of patients were decreased through Cough VAS score and quality of life of them were also improved through the LCQ-K score. In conclusion, we could find out that Ojeok-san plus Saengmaek-san could be a potent therapeutic agent for gastro-esophageal reflux induced chronic cough.

Keywords: Gastro-Esophageal, Chronic Cough

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