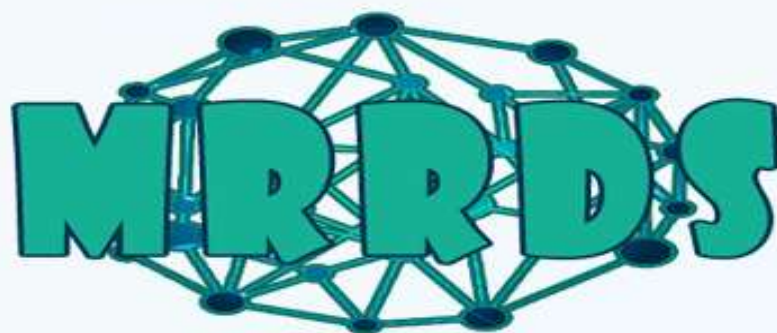


Osaka, Japan



Volume 02, Issue 23

Nov 30-Dec 01, 2019



MRRDS–Osaka, Japan

**2nd International Conference on
Multidisciplinary Academic
Approaches in Business
Management, Entrepreneurship
and Social Science (MABES)**

Nov 30-Dec 01, 2019

Hotel MyStays Shin-Osaka Conference Center

Book of abstracts

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Conference Chair Message

Dr. Hungxiz Li

2nd International Conference on “Multidisciplinary Academic Approaches in Business Management, Entrepreneurship and Social Science (MABES)” 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– 2019

Conference Schedule

DAY 01 Saturday (Nov 30, 2019)

Venue: Room 1

09:00 am – 09:10 am	Welcome Reception & Registration
09:10 am – 09:20 am	Introduction of Participants
09:20 am – 09:30 am	Opening Ceremony
09:30 am – 09:40 am	Grand Networking Session
09:55 am – 10:00 am	Tea Break

DAY 01 Saturday (Nov 30, 2019)

Session I (10:00 am – 11:00 am)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Social Sciences and Humanities

MABES-NOV-101	The Correlation and Impact of Personality Traits, Job Characteristics, Emotional Intelligence toward Emotional Labor – a Study with Nursing Staff as the Subjects	Yang Sheng Yu
IRBEMSH-119 ANI103	The Analysis of Research Hotspot and Frontier of Educational Reform Based on Bibliometric	Jia-Ling Kang
MABES-NOV-102	Adaptation of Thai Women whose husbands migrate to work abroad	Suvimon Khamnoi
MABES-NOV-103	Factors Influencing Work-life Balance of Thai University Staff Members	Nattawat Auraiampai
MABES-NOV-104	Factors related to The Structural Violence in Women's work: A Case of Khon Kaen Province, Thailand	Dusadee Ayuwat
MABES-NOV-105	Relationships among Expectation, Satisfaction and Revisit intention of Tourist: A Case Study of Outbound Vietnam Tourism	Luong The Bao
MABES-NOV-106	Design and pre-implementation assessment survey of an online-based information system for Abdou Moumouni University of Niger	Assao Neino Alu
MABES-NOV-107	International Tourists' Decision Making of Choosing Vietnam as a Travel Destination	Jiin Ling Lin

Lunch Break and Closing Ceremony (11:00 am - 12:00 pm)

DAY 02 Sunday (Dec 1, 2019)

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**

The Correlation and Impact of Personality Traits, Job Characteristics, Emotional Intelligence toward Emotional Labor – a Study with Nursing Staff as the Subjects

Yang Sheng Yu^{1*}, Huang Limin²

Abstract The emphasis of medical service consists of the establishment of good interactive relationship with the clients. When facing clients, positive emotions shall be displayed, while the negative emotions shall be suppressed as to be beneficial for the hospital's image. Comparing to other industries, the medical industry has several differences. In addition to the uncertainty risks of the medical behaviors and the information asymmetry between physicians and patients, the medical staff also undergo through the interference of insurance companies and public policies, the system's limitations on National Health Insurance budgeting as well as the hospital business performances, which may cause the decrease of productivity, care quality and morale. In other words, high pressure and emotional management has a great impact toward the operation of the medical institution. Not only will it result in the decrease of care quality, the increase of training cost but also affect the continuity and care quality for the services provided to the patients. This study aims to explore the correlation and obvious impact of the nursing staffs' personality traits, job characteristics, emotional intelligence toward emotional labor.

Keywords: Personality Traits, Emotional Intelligence, Job Characteristics

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The Analysis of Research Hotspot and Frontier of Educational Reform Based on Bibliometric

Jia-Ling Kang*

Abstract The research literature included in the Web of Science (WOS) database from 2015 to 2019 was selected. Using advanced bibliometric methods such as word frequency analysis, co-word analysis, and data visualization, the scale of education reform of higher education research, published journals, regional output distribution, major research institutions, leading authors and their cooperation networks, high-frequency keywords and significant research the thematic structure, the source of knowledge, etc. were analyzed by bibliometric and visualized, and a series of knowledge maps of higher education research were drawn. To a certain extent, the degree of attention in higher education research, the main content of the research, and the output model of higher education research found to some extent and some phenomena and laws that are difficult to find by traditional research methods found.

Keywords: Educational Reform, Bibliometric, Intellectual Base, Research Frontier

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Adaptation of Thai Women Whose Husbands Migrate to Work Abroad

Suvimon Khamnoi¹, Dr.Dusadee Ayuwat^{2*}

Abstract This article investigates the adaptation of women whose husbands migrate to work abroad. The qualitative research method was employed. In-depth interview was the tool and conducted with the key informants, including 20 Thai women who left behind international migration for more than one year and 10 key informants. Data were collected from April to May 2019 in Tumbon Kho Tai, Sawang Dandin district, Sakon Nakhon province; there is a district with the highest number of international migration. Content analysis method was applied to data analysis. The results showed that women whose husbands migrate to work abroad as a person who left behind have to adapt themselves by changing the way of agricultural production, household expense plans, and career. Thought involves the husband's migration patterns.

Keywords: Adaptation, Migration To Work Abroad

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Factors Influencing Work-life Balance of Thai University Staff Members

Nattawat Auraiampai¹, Wanichcha Narongchai², Nattawat Auraiampai^{3*}

Abstract This article aims at explaining the factors influencing the work-life balance of Thai University staff members. The quantitative research method was applied based on the analytical unit at an individual level. The data was collected from January to February, 2018 using the questionnaire that measures people's happiness with the sample group comprising 2,873 Khon Kaen University staff members (72.1% of the total of 3,898 members). The descriptive analysis and the multiple regression statistics were applied with the data in order to find the factors influencing the work-life balance of Thai university staff. The findings show female majority among the respondents (65.6%). Most of the sample group (44.4%) were at the Gen X age range (39-53 years), whereas 18.3% were at the Gen B age range (54 years old and over). Most (42.1%) hold a bachelor's degree, 78% are supporting staff and 22.0% are academic staff members. The analytical results show the majority (64.8%) have the work-life balance while 35.2 percent do not. Age, absence of congenital disease, being supporting staff, perception of organization culture, job satisfaction, attitudes toward work and organization, and organization engagement are the factors significantly influencing the work-life balance at the level of 0.01. The factors studied explain the variation of the work-life balance of the staff at 41.7% ($R^2=0.417$).

Keywords: Work-life balance; Job satisfaction; Attitude toward work; Organization Culture; Engagement

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Factors related to The Structural Violence in Women's work: A Case of Khon Kaen Province, Thailand

Dusadee Ayuwat^{1*}, Piyakamon Mahiwan²

Abstract This research aims to examine factors related to structural violence in women's work. The quantitative methodology was employed with individual level as a unit of analysis. The sample consisted of 398 women who are working in government agencies and private enterprise. The samples were randomly by multi-stage sampling technique in 9 municipalities of Khon Kaen province. The data were collected using the interview schedule from May to June 2018 and analyzed by descriptive statistics and Chi-square. The results found that most of women samples were in Generation Y (19-38 years old). 51.3% of women sample were married, and 43.7% got a bachelor's degree or higher degree. Most of women sample was worked in large organizations and 40.7% of the women samples have worked more than 10 years. The result showed that 23.9% of women samples were subjected to the structural violence in work at a rather high level and high level (combined). When analyzing factors related to the structural violence in women's work with Chi-square, it was found that the characteristics of women (age and education level), work condition factors (the understanding of women's labor rights), and social and gender factors (socialization of gender roles and self-efficacy in work) are the factors that related to the structural violence in women's work at the low level of relationship at 0.265 0.214 0.270 0.315 and 0.224 respectively at statistically significant 0.01 level.

Keywords: Structural Violence, Women's work, Violence in work

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Relationships between Expectation, Satisfaction and Revisit Intention of Tourists: A Case Study of Outbound Vietnamese Tourists

Luong The Bao¹, Jiin-Ling, Lin*²

Abstract This research focuses on the relationship between expectation, satisfaction and revisit intention of outbound Vietnamese tourists. The research study sets with the individual unit of analysis. Data was collected from 256 outbound Vietnamese tourists who are living and working at Ho Chi Minh City, Vietnam. Outbound tourist guides and travel agency staff helped in the collection of data. The survey questions includes four parts; demographics, tourist behavior, expectation, satisfaction and revisit intention. The research instrument is a questionnaire to measure the perception of respondents through a five-point Likert Scale. The research model was tested using the SPSS software. Study results revealed that: (1) outbound Vietnamese tourists' expectations significantly predicted their satisfaction; (2) outbound Vietnamese tourists' satisfaction significantly predicted their revisit intention; (3) outbound Vietnamese tourists' expectations also significantly predicted their revisit intention. Based on the findings of this study, suggestions were made for travel agencies, tour operators, and the Vietnamese government (national and local).

Keywords: Expectation, Satisfaction, Revisit Intention, Outbound Vietnamese Tourists

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Design and pre-implementation assessment survey of an online-based information system for Abdou Moumouni University of Niger

Assao Neino Alu*¹, Tomokazu Nagata², Yukiko Muller³

Abstract This work proposes to digitize the Abdou Moumouni University of Niger information system based on the socioeconomical situation of students and the challenges they face each time during the manual registration process as well as to enable the University in manipulating data records easily. The project targets to develop a complete web-based Information system with students e-registration process. It also uses the latest local available transaction systems which is the Mobile Banking system through mobile network operators in parallel with the banking system to enable students do their registration exercise from their resident, town or country at appropriate time without spending lot of time and resources. Furthermore, the work was based and followed by a survey which evaluate and appreciate the impact by the students for its implementation. The results obtain from the survey show that if implemented, the system will positively impact in time and resources management also will creates a business environment opportunity in which all involved actors (University, students & corporates) will be benefiting from.

Keywords: Niger, Abdou Moumouni University, Information System, Mobile Banking System, Online Registration System

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International Tourists' Decision Making of Choosing Vietnam as a Travel Destination

Jiin Ling Lin^{1*}, Tran Tuan Anh², The Bao, Luong³

Abstract International tourism in Vietnam grew by 29.1% in 2017. This increase brought a focus to investigating international tourists' travel decision making for the region. Previous studies show that destination image influence tourists' satisfaction and their after-sales behavior (Hui, Wan & Ho, 2007). In addition to destination image, perceived risks impact tourist's decision making (Kim & Seo, 2018; Lepp, & Gibson, 2003). According to Saechau and Yu (2015), tourist's perceived risks differ between destination selections. This study examines the relationships between destination image, tourists' overall satisfaction, and their revisit intention, and the mediating effect of perceived risks on the relationship between destination image and revisit intention for tourists visiting Vietnam. Data was collected from 293 international tourists departing from Hanoi. The results revealed that destination image and satisfaction significantly predict tourists' revisit intention. Additionally, tourists' perceived risks significantly mediate the impact of destination image on their revisit intention.

Keywords: Destination Image, Overall Satisfaction, Revisit Intention, Perceived Risks

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