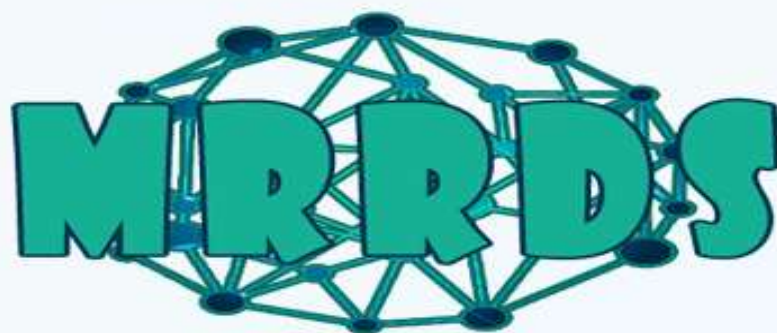


Osaka, Japan



Volume 02, Issue 24

December 21-22, 2019



MRRDS–Osaka, Japan

**2nd International Conference on
Economics Business Banking and
Finance, Social Science
(EBFS)**

December 21-22, 2019

Hotel MyStays Shin-Osaka Conference Center

Book of abstracts

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Contents

DISCLAIMER	3
ORGANIZING COMMITTEE	4
CONFERENCE CHAIR MESSAGE	6
CONFERENCE SCHEDULE	7
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES	10
Researching on Creating Influences to Explore Customer Participation versus Value from Customers' and Employees' Perspectives: Taking Bank Professional Services as an Example	11
The Effect of Corporate governance on Financial Performance of Financial Companies in The Stock Exchange of Thailand	12
Understanding the Chronology of Organisations – Some Strategic Perspectives	13
Factors Influencing Work-life Balance of Thai University Staff Members	14
Factors related to The Structural Violence in Women's work: A Case of Khon Kaen Province, Thailand	15
Relationships between Expectation, Satisfaction and Revisit Intention of Tourists: A Case Study of Outbound Vietnamese Tourists	16
Design and pre-implementation assessment survey of an online-based information system for Abdou Moumouni University of Niger	17
International Tourists' Decision Making of Choosing Vietnam as a Travel Destination	18
CONTACT US	19
VENUE	20

Conference Chair Message

Dr. Hungxiz Li

2nd International Conference on “Economics Business Banking and Finance, Social Science (EBFS))” 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 (Dec 21, 2019)

Venue: Room 1

09:30 am – 09:40 am	Welcome Reception & Registration
09:40 am – 09:50 am	Introduction of Participants
09:50 am – 10:10 am	Opening Ceremony
10:10 am – 10:20 am	Grand Networking Session
10:20 am – 10:30 am	Tea Break

DAY 01 Saturday (Dec 21, 2019)

Session I (10:30 am – 11:30 am)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Social Sciences and Humanities

EBFS-DEC-106	The Effect of Corporate governance on Financial Performance of Financial Companies in The Stock Exchange of Thailand	Pornpawee Worasatepongsa
EBFS-DEC-110	Understanding the Chronology of Organisations – Some Strategic Perspectives	Sayan Banerjee
EBFS-DEC-102	Researching on Creating Influences to Explore Customer Participation versus Value from Customers’ and Employees’ Perspectives: Taking Bank Professional Services as an Example	Chia-Wen Hung
EBFS-DEC-107	Factors related to The Structural Violence in Women's work: A Case of Khon Kaen Province, Thailand	Dusadee Ayuwat
EBFS-DEC-108	Relationships among Expectation, Satisfaction and Revisit intention of Tourist: A Case Study of Outbound Vietnam Tourism	Luong The Bao
EBFS-DEC-109	Design and pre-implementation assessment survey of an online-based information system for Abdou Moumouni University of Niger	Assao Neino Alu
EBFS-DEC-110	International Tourists’ Decision Making of Choosing Vietnam as a Travel Destination	Jiin Ling Lin

Lunch Break and Closing Ceremony (11:30 am - 12:30 pm)

DAY 02 Sunday (Dec 22, 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**

Researching on Creating Influences to Explore Customer Participation versus Value from Customers' and Employees' Perspectives: Taking Bank Professional Services as an Example

Chia-Wen Hung^{1*}, Albert Jing-Fuh Yang², Siao-Fen Huang³

Abstract Emerging marketing perspectives show that customer engagement creates new opportunities for value creation. This study describes and develops hypothesis verification. In the context of Taiwan's professional financial services, it explores the impact of customer engagement on value creation and satisfaction from the perspective of customers and employees, and analyzes the effects of different customers' abilities and employees' emotional intelligence. Using data collected from 383 pairs of customers and professional financial advisors from several public sectors banks and private banks in Taiwan, this research examines (1) how customer engagement affects customer satisfaction and employee job satisfaction through relationship value creation; (2) how customer capabilities affect value creation and Satisfied with the relationship between the two; (3) How the employee's emotional intelligence affects the relationship between relationship value creation and job satisfaction. The empirical tests that this research uses to examine the hypotheses are Amos 18.0 of Structural Equation Modeling (SEM) and SPSS 18.0 to examine the hypothesis. The research findings are as follows: 1.Customer participation influences customer satisfaction through relationship value creation.2.Customer involvement does not fully create positive employee relationship values, which may increase work stress. 3.Interference results show that customer ability can promote customer satisfaction; but employee emotional intelligence does not necessarily affect the relationship between employee relationship value creation and job satisfaction.

Keywords: Customer Participation, Customer Satisfaction, Employee Job Satisfaction, Loyalty, Organizational Commitment, Emotional Intelligence

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The Effect of Corporate governance on Financial Performance of Financial Companies in The Stock Exchange of Thailand

Pornpawee Worasatepongsa^{1*}, Suchart Prakhayanon²

Abstract Corporate governance is an important part of creating good corporate culture of transparency and openness. The purposes of this study was to investigate the impact of corporate governance mechanisms on the financial performance of companies listed on SET. The study uses a sample that consists of 70 financial companies; bank 11 companies and non-bank 59 companies for the period 2013-2018. Multiple regression was used for data analysis. The results revealed that board accountability (BA) transparency (TP) and audit committee (AC) have a significant impact on firm's performance measured by ROE. Moreover, the audit committee (AC) has insignificant impact on firm's performance measured by Tobin's Q was statistically significant level at 0.05.

Keywords: Corporate Governance, Financial Performance, SET

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Understanding the Chronology of Organisations – Some Strategic Perspectives

Sayan Banerjee*

Abstract Purpose – The aim of this paper is to give future researchers in the field of management specifically strategic management and organisational designing to understand the evolution of theories pertaining to understanding of organisations. **Introduction** - The first distinction of organisations based on their intent of selling their products in different countries irrespective of any trajectory, was given by Bartlett & Ghoshal (1989) whereby a clear cut delineation was understood by their conceptualisation of multinational ,global and international companies. However because of increase in competition or other extraneous factors the distinction between MNC 's , global etc got blurred and as Ghemawat opined through triple A's that it was a combination of both aspects of multinationalism or globalism or internationalism that got incorporated into each A in triple A or Triple D which is a natural advanced correlate of Triple A .Thus this paper is about understanding how the framework by which we understand organisations have also changed in strategic management literature. **Methodology** - The paper is still in the pre writing stage whereby an attempt will be made to co relate the different facets as discussed above with different aspects of organisational designing.Hence the methodology as of now is to scavenge the literature and from existing literature an attempt has been made to understand the evolution of the same . **Results** – This is a non empirical conceptual paper whose main intent is to provoke the researchers to have a wider perspective while collating variables from strategy and organisational designing .

Keywords: Understanding the Chronology of Organisations – Some Strategic Perspectives

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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 3,998 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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