

**2018 8th International Conference on Business and Economics Research
(ICBER 2018)**

**2018 9th International Conference on E-business, Management and Economics
(ICEME 2018)**

Wilfrid Laurier University, Waterloo, Canada

August 02-04, 2018

Sponsored By



Co-organized By



Published By



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

Table of Contents

Items	Pages
Conference Venue Information	3
Introductions of Publication	4
Instructions for Oral Presentations	5
Conference Keynote Speakers	6-9
Time Schedule	10-12
Session 1: E-Business and Information Technology <i>Venue: ILH2064 Time: 13:00-14:30</i>	13-15
EA034: Cloud Adoption: A Conceptual Model to Assess the Maturity of South African Large Enterprises <i>Viresh Moonasar and Visvanathan Naicker</i>	
EA3005: Dropshipping in E-Commerce: A Perspective <i>Gurpreet Singh</i>	
EA007: A Study of Real Estate Demanding Index Based on Massive Website Log Data <i>Chong Zhang, Jie Fang and TingYu</i>	
EA016: A Research of Adoption Process of Mobile APP Based on Massive Log Data <i>Chong Zhang and Min Chu</i>	
EA2001-A: Effective Supply Chain Coordination with Hybrid Demand Forecasting Techniques <i>Gurmail Singh</i>	
RB1003-A: Behaviour of Outsourced Employees' as Sources of Information System Security Threats <i>Oyebisi David Jide</i>	
Session 2: Economics and Financial Management <i>Venue: ILH2064 Time: 14:30-16:30</i>	16-19
EA008-A: Calculation Mode for Popularity of Posts: a Study on Facebook Brand Pages <i>Pin Luarn, Ya-Cing Jhan and Hong-Wen Lin</i>	
RB0006-A: Strict Management of KOSDAQ Listed Firms. Does it Mitigate Firms' Financial Constraint? <i>Ho Lee</i>	
EA3011-A: Real Wages, Inflation and Labour Productivity in Iran <i>Rahim Kialashki and Shamsolla Shirinbakhsh Masoleh</i>	
RB0009-A: Analysis of Social Welfare Expenditures and Financial Soundness: The OECD Before and After the Economic Crisis <i>Honghee Kim and Hyun Kim</i>	

EA035: Entrepreneurship and Economic Growth: a Look from the Perspective of Cognitive Economics <i>Litau Ekaterina</i>	
EA0066: Mobile Money Transfer: The Process Model Perspective <i>Adasa Nkrumah Kofi Frimpong</i> , Ping Li, Safia Anjum and Md Altab Hossin	
RB0014: Impact of Trade Balance on Current Account of ECOWAS member Countries <i>Peter Adamu and Jamila Garba Audu</i>	
EA0067: Mobile Money Transfer: The Customer Perspective <i>Adasa Nkrumah Kofi Frimpong</i> , Ping Li, Safia Anjum and Kenneth Wilson Adjei Budu	
Session 3: Business Management and Sociology <i>Venue: ILH2064 Time:16:40-18:55</i>	20-23
RB1008: Ethical Perception of Hong Kong Accounting Students <i>Steve Chun Cheong Fong</i>	
EA039: Designing Business Incubator Model for Start-up Digital <i>Tifa Noer Amelia, Armanu Thoyib, Gugus Irianto and Ainur Rofiq</i>	
EA017: Determinant Factors of Information Quality in the Malaysian Public Sector <i>Erizamsha Hassan, Zawiyah M. Yusof and Kamsuriah Ahmad</i>	
RB0026: An Empirical Study of Strategic Corporate Governance and Competitive Advantage <i>F. Isada and Y. Isada</i>	
RB0029-A: The Effect of Moving Governments on International Business <i>Banifatemi Seyedsaeid, Eftekhar Maryam, Kiyae Fatemeh, Banifatemi Rouhollah, and Keshavarz Moayyedi Ahmad</i>	
RB0015: Associations between Normative Influences and Adult Alcohol Use <i>Abraham Kojo Brown and Gomaa Agag</i>	
RB0018: Golden Brain Theory (GBT) for Language Learning <i>Tapas Karmaker</i>	
RB0030-A: Designing The Model of Sustainable Architecture in Glocalization <i>Eftekhar Maryam, Banifatemi Seyedsaeid, Kiyae Fatemeh, Banifatemi Rouhollah, and Keshavarz Moayyedi Ahmad</i>	
RB0010-A: Stock Price Manipulation through Spreading False Rumor <i>JaeSung Lee, Se-Hak Chun and Joon Ho Hwang</i>	
Poster Session	24-30
Listeners' List	31
Upcoming Conferences Information	32-35
Note	36-37

Conference Venue



Laurier's School of Business and Economics (Lazaridis Hall).

Add: 75 University Avenue West, Waterloo, Ontario



Wilfrid Laurier University is a leading Canadian university known for academic excellence and a culture that inspires lives of leadership and purpose. With more than 17,000 undergraduate and graduate students, Laurier has a distinct commitment to teaching, research and scholarship combined with a strong student focus, high levels of student satisfaction and a deep sense of community.

The School of Business & Economics has more than 5,500 students enrolled in full-time, part-time, PhD & master's, MBA, Master of Arts in Business Economics, undergraduate and diploma programs. The school's AACSB designation represents, high standard and is the hallmark of excellence in management education.

Transportation:

Toronto Pearson International Airport (code YYZ) is the closest major airport to Waterloo and is located about 1.5 hours away from campus. Before your departure, you should arrange travel from the airport to the university. For example, you can book a seat with Airways Transit, or another shuttle service. There are also several taxi and limousine companies, but these tend to be more expensive options.

Hotel Recommendation for Lodge

<p>Hotel Laurier On-campus hotel 200 King Street North Wilfrid Laurier University, Waterloo, Ontario N2L 3C5, Canada Phone: 1-519-884-0710 ext. 2771 Email: hotel@wlu.ca https://accommodations.laurierconferences.ca/</p>	<p>The Waterloo Hotel 2 King St N, Waterloo, Ontario N2J 2W7, Canada TF phone: 1-877-885-1890 Phone: 1-519-885-2626 Email: info@thewaterloohotel.ca http://thewaterloohotel.ca/</p>	<p>University of Waterloo Hotel University of Waterloo on campus 200 University Ave W, Waterloo, Ontario N2L 3G1, Canada 519-888-4700 https://uwaterloo.ca/future-students/visit-waterloo/staying-waterloo</p>
---	--	--

Introductions for Publications

All accepted papers for the Waterloo conferences will be published in those proceeding/journals below.

2018 8th International Conference on Business and Economics Research (ICBER 2018)



Journal of Economics, Business and Management (JOEBM) is an international academic open access journal which gains a foothold in Singapore, Asia and opens to the world. It aims to promote the integration of economic, business, and management.

ISSN: 2301-3567

Frequency: Quarterly (2013-2014); Monthly (Since 2015)

DOI: 10.18178/JOEBM

Abstracting/ Indexing by: Electronic Journals Library, Doi System, Google Scholar, Crossref, and ProQuest, etc.



International Journal of Trade, Economics and Finance (IJTEF) is an international academic open access journal which gains a foothold in Singapore, Asia and opens to the world. It aims to promote the integration of Trade, Economics and Finance which will be included in.

ISSN: 2010-023X

Frequency: Bimonthly

DOI: 10.18178/IJTEF

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

2018 9th International Conference on E-business, Management and Economics (ICEME 2018)



International Conference Proceedings Series by ACM, which will be archived in the **ACM Digital Library**, and sent to be **indexed by EI Compendex and Scopus** and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

ISBN: 978-1-4503-6514-7



International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE) is an international academic open access journal which aims to promote the integration of e-Education, e-Business, e-Management and e-Learning and opens to the world.

ISSN: 2010-3654

Frequency: Quarterly (Since 2015)

DOI: 10.17706/IJEEEE

Abstracting/ Indexing: Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET)

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):

Opening Remark: 10 Minutes
Keynote Speech: 40 Minutes of Presentation, including 5 Minutes of Q&A
Regular Oral Presentation: 15 Minutes of Presentation and 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, portrait direction
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 August 3rd, 2018.

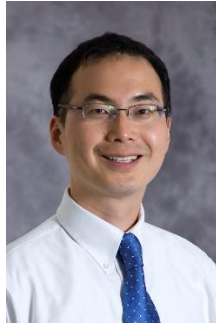
Dress Code

Please wear formal clothes or national representative clothing.

Warm Tips:

Get your presentation PPT prepared and print out the notification letter before you leave for Prague, Czech Republic. Copy your PPT to the conference computer before your session begins. One best presentation will be selected from each session, and the best one will be announced and awarded at the end of each session. Session group photo will be taken after the award.

Introductions for Keynote Speakers



Prof. Tim Huh

University of British Columbia, Canada

Tim Huh is expert in operations management, supply chain management and dynamic pricing. He has worked with companies in the semiconductor industry, health care organizations, insurance companies, and manufacturing facilities both in Canada and the United States. In particular, his work with semiconductor companies was on capacity expansion and configuration when both the production technology and demand for products are subject to high uncertainty. He has conducted workshops on operational effectiveness for various audiences. He is in several editorial boards for leading journals in operations management. He received PhD from Cornell University. He received multiple teaching awards.

Speech Title: Data Analytics: Methodology and Issues

Abstract— Data analytics is increasingly becoming an important part of decision making process in applications ranging from management, technology, policy analysis and sports. Key decisions that have been traditionally made by humans are now partly made or at least recommended by analytics platforms. We will discuss different types of analytics, and how they have emerged from and are related to traditional academic disciplines. Several examples will be discussed. We will also address social issues associated with the use of analytics such as privacy and technological determinism.



Prof. Basu D. Sharma
University of New Brunswick, Canada

Basu D. Sharma, Professor in the Faculty of Business Administration at the University of New Brunswick in Canada since 1985, earned his Ph.D. from the University of Illinois at Urbana-Champaign in U.S.A. He has held appointments at the National University of Singapore, Tribhuvan University (Kathmandu, Nepal), and University of Saskatchewan. He has been a consultant for the International Labour Organization, the Singapore National Employers Federation, and the Singapore Institute of Labour. He has held the position of president of the Atlantic Schools of Business Society thrice-in 2005, 2006 and 2016. He has served the Administrative Sciences Association of Canada, the flagship association of the profession, at different times in different capacities such as member of the Executive, Awards Chair, division Chair for Management Education division, and for International Business division as recently as 2018. Dr. Sharma is the founding editor and editor-in-chief of the Journal of Comparative International Management. And he has been or was on the editorial boards of many academic journals including: the Journal of Management, the International Journal of Management Literature, Labour and Management in Development, Research and Practice in Human Resource Management, Canadian Journal of Administrative Sciences, Workplace Review, and Transnational Corporations Review. Professor Sharma's wide-ranging research interests include: human development, foreign capital resources and developing countries, comparative-international employment relations; executive compensation in international context; and cross-cultural negotiation. He has published papers in a variety of academic journals such as Applied Economics, ASEAN Economic Bulletin, Asian Economies, Asian Pacific Journal of Human Resource Management, Canadian Journal of Administrative Sciences, Economics Letter, Euro-Asia Business Review, Industrielle Beziehungen, Industrial Relations, Journal of Labour Research, Journal of Asian Business, Studies in Comparative International Development, and Total Quality Management Journal. He has contributed chapters to more than a dozen edited volumes. He is the author of Aspects of Industrial Relations in ASEAN-also translated into Japanese by Professor Kagawa and published in Japan by Doshisha University in Tokyo.

Speech Title: Work and Employment Relations in the Platform Economy

Abstract— The new digitally transforming economy goes by various names, depending upon one's assessment of its potential to create economic and social benefits. It is the creative economy, or the sharing economy for optimists; for pessimists, it is the gig economy or the precariat or the 1099 economy. And for neutral observers, it is the platform economy (Kenney and Zysman, 2016). Whatever way it is branded, the new economy has begun to influence and challenge old modalities of organizing economic activities and relations in a profound way. And companies such as Uber, Airbnb and TaskRabbit--to name a few--are at the forefront of this revolution. The new technology has created online marketplaces for labour where an open bidding is made possible with the marriage of an algorithm revolution and cloud computing. Applications have been developed to broker the labor markets in the platforms of respective employers. Workers are rebranded as freelancers, contractors, temps, taskers, and project workers. In fact, the spectrum of the changing landscape covers the gamut from proletariats to pricariates (Standing, 2013). These developments have presented to workers and employers with new prospects as well as problems in their relationships. The objective of this paper is to delineate these emerging phenomena with a view to deriving some policy recommendations such that the transition becomes painless for all parties concerned.



Assoc. Prof. Bixia Xu
Wilfried Laurier University, Canada

Dr. Xu obtains her Ph.D. from Concordia University in 2012. Her research interests are in the fields of R&D investments, stock valuation, corporate disclosure, corporate social responsibilities and information science. She has publications in number of journals including a couple of top journals such as Contemporary Accounting Research and Journal of Business Research. Her teaching focuses on financial accounting theory, advanced financial reporting and management accounting.

Speech Title: The Customer Type, IT Usage and Firm Innovation Success

Abstract— This study investigates whether firm customer type can moderate the relationship between innovation investments and innovation success. It theorizes the roles customer type plays in this relationship and empirically test them. We find customer type can significantly reshape the relationship especially for small firms. We suggest managers need to consider this effect when allocating their resources for innovation investments, and investors need to map it into firm value when anticipating firm innovation success.



Assoc. Prof. Tao Zeng
Wilfrid Laurier University, Canada

Dr. Tao Zeng is an associate professor at Lazaridis School of Business and Economics, Wilfrid Laurier University. She has many publications in the fields of economics, management, and taxation. Her research interests include theoretical and empirical study of corporate governance and ownership structure, corporate tax, and capital market. She is Associate Editor of Journal of Economic and Administrative Sciences.

Speech Title: A Review of Family Firm Studies

Abstract— In recent years, increasing economics and management studies turn their attention to the family dimension and examine the characteristics of these firms. Prior literature shows that family firms consist of an important part of global economy. Given the significant presence of family firms around the world, a growing body of literature studying these firms, including firm performance, corporate governance, financing, managerial activities, and so on. Motivated by the growing attention to and research on the family firms, this study reviews the highly relevant researches of family firms in the accounting and finance areas. It brings together a number of aspects of family firms and pays particular attention to the definition, theories, methodologies, findings, and topics that are addressed by the existing accounting and finance literature on family firms.

Time Schedule

Day 1: Registration: August 02, 2018 (Thursday)

10:00-17:00	Arrival and Registration Venue: Outside of LH1001
-------------	--

- (1) Certificate of Participation can be awarded after the session.
- (2) Your paper ID will be required for the registration.
- (3) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (4) 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 August 3rd, 2018.

Day 2: Conference: August 03, 2018(Friday)

	Opening Remarks
Venue:	Conference room ILH2064
9:00-9:05	<p>Opening Remark</p>  <p>Assoc. Prof. Tao Zeng Wilfrid Laurier University, Canada</p>
	Keynote Speeches
9:05-9:45	<p>Keynote Speech I</p>  <p>Prof. Tim Huh University of British Columbia, Canada</p> <p>Speech Title: Data Analytics: Methodology and Issues</p>

9:45-10:25	<p>Keynote Speech II</p>  <p>Prof. Basu D. Sharma University of New Brunswick, Canada</p> <p>Speech Title: Work and Employment Relations in the Platform Economy</p>
10:25-10:40	Coffee Break & Group Photo
10:40-11:20	<p>Keynote Speech III</p>  <p>Assoc. Prof. Bixia Xu Wilfried Laurier University, Canada</p> <p>Speech Title: The Customer Type, IT Usage and Firm Innovation Success</p>
11:20-12:00	<p>Keynote Speech IV</p>  <p>Assoc. Prof. Tao Zeng Wilfrid Laurier University, Canada</p> <p>Speech Title: A Review of Family Firm Studies</p>
12:00-13:00	<p>Lunch Time Lazaridis Hall</p>
13:00-18:55	Authors' Presentations

13:00-14:30	<p>Session 1</p> <p>Theme: E-Business and Information Technology (PP13-15)</p>
14:30-16:30	<p>Session 2</p> <p>Theme: Economics and Financial Management (PP16-19)</p>
16:30-16:40	<p>Coffee Break</p>
16:40-18:55	<p>Session 3</p> <p>Theme: Business Management and Sociology (PP20-23)</p>
19:00	<p>Dinner Banquet</p>

Session 1

Theme: E-Business and Information Technology

Venue: ILH2064

Session Chair **Assoc. Prof. Bixia Xu**
Wilfried Laurier University, Canada

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

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
EA034 13:00-13:15	<p>Cloud Adoption: A Conceptual Model to Assess the Maturity of South African Large Enterprises Viresh Moonasar and Visvanathan Naicker University of South Africa (UNISA), South Africa</p> <p>Abstract—Cloud adoption has gained momentum recently, however cloud adoption is still a maturing concept. Cloud maturity frameworks are therefore required by organizations to assess their cloud maturity. This study focuses on the business impact and management of cloud adoption rather than on the technical aspects of server virtualization, optimization and integration. The aim of this study to propose a framework, which enterprises could use to evolve their cloud maturity to a higher level, improving business efficiency and effectiveness. Higher levels of maturity allows organizations to leverage the benefits of cloud by aligning technology adoption to business requirements, whilst managing the risks. This theoretical model could aid IT managers and decision makers use evidence-based management principles determine their maturity of cloud adoption i.e. support managers of large enterprises close the ‘research-practice gap’ by basing business management practices on research evidence. The method of this study is to use an in-depth, qualitative approach. We are studying South African large enterprise cases by interacting with respondents associated with the cloud adoption journey (i.e. CIOs, CTOs, technology heads, and IT managers). A semi-structured questionnaire has been prepared and is being administered through in-depth interviews. The researcher has completed 12 in-depth interviews and it is still necessary to shortly address the testing and evaluation of the model. The test results phase is still being conducted and is not being presented in this contribution. This paper presents the conceptual model of the study.</p>
EA3005 13:15-13:30	<p>Dropshipping in E-Commerce: A Perspective Gurpreet Singh Beant College of Engg.&Tech, India</p> <p>Abstract—This paper discusses value and role of e-commerce in the global economy. A brief introduction to e-commerce business model and how to startup e-commerce business based on Dropshipping. In recent years there is a boom in the business sector by E-commerce. A revolution has occurred in the businesses which have totally changed the conduct of business. E-commerce term means Electronic commerce which involves buying and selling of goods online over the internet with a number of payment options cash on delivery, debit cards, credit cards, net banking and payment wallets. This change in business model leads to a tremendous growth of business and provides numerous benefits to the consumers such as huge availability of goods at lower cost, in short time and with a wide range of selection. Many companies and organizations are adopting the model of e-commerce. The major player behind the success of e-commerce is the internet</p>

	its penetration into this sector has benefitted many established and start-up businesses and it has shown a tremendous growth all over the world with the increasing number of internet users. The current research is focused on how to set up a successful e-commerce business through dropshipping.
EA007 13:30-13:45	<p>A Study of Real Estate Demanding Index Based on Massive Website Log Data Chong Zhang, Jie Fang and TingYu Beijing Language and Culture University, China</p> <p>Abstract—As an intention database of hundreds of millions of consumers, web log data provide effective quantitative indicators for the study of consumer demand fluctuations. This study using Beijing second-hand housing as an example collects the web log data of 15 million users from about 300 real estate website. Also, this study uses different types of real estate website pageview (PV), the number of unique users (UV) to measure the concerns and demand fluctuations of buyers and construct the lead, consistent and lag index of real estate transaction volume and test their relationship. The real estate index constructed in this paper is a supplement to the existing index system.</p>
EA016 13:45-14:00	<p>A Research of Adoption Process of Mobile APP Based on Massive Log Data Chong Zhang and Min Chu Beijing Language and Culture University, China</p> <p>Abstract—The rapid development of Mobile APP market has attracted many developers to pursuit wealth and to bring a large amount of supply, but the scarcity of user attention and the limited resources of mobile phones allow users to access and use only a small number of APPs. This paper describes the whole process adopted by mobile APP users qualitatively and quantitatively and explores the characteristics of user behavior in the adoption process: First of all, build APP's "User Adoption Process Concept Model" through deep researches of 76 users and condense the adoption process of APP users into four stages, three decisions and three losses; Secondly, by analyzing and mining about 20 million mobile APP user behavior log data, reveal the basic distribution characteristics of mobile APP users' life cycle, determine the period and critical time nodes in different stages of the adoption process and analyze the user churn rate and characteristics of two phases of adoption process.</p>
EA2001-A 14:00-14:15	<p>Effective Supply Chain Coordination with Hybrid Demand Forecasting Techniques Gurmail Singh Lovely Professional University Jalandhar, India</p> <p>Abstract—Effective supply chain is the main priority of every organization which is the outcome of strategic corporate investments with deliberate management action. Value-driven supply chain is defined through development, procurement and by configuring the appropriate resources, metrics and processes. However, responsiveness of the supply chain can be improved by proper coordination. So the Bullwhip effect (BWE) and Net stock amplification (NSAmp) values were anticipated and used for the control of inventory in organizations by both discrete wavelet transform-Artificial neural network (DWT-ANN) and Adaptive Network-based fuzzy inference system (ANFIS). This work presents a comparative methodology of forecasting for the customers demand which is non linear in nature for a multilevel supply chain structure using hybrid techniques such as Artificial intelligence techniques including Artificial neural networks (ANN) and Adaptive Network-based fuzzy inference system (ANFIS) and Discrete wavelet theory</p>

	(DWT). The productiveness of these forecasting models are shown by computing the data from real world problems for Bullwhip effect and Net stock amplification. The results showed that these parameters were comparatively less in case of discrete wavelet transform-Artificial neural network (DWT-ANN) model and using Adaptive network-based fuzzy inference system (ANFIS).
RB1003-A 14:15-14:30	<p>Behaviour of Outsourced Employees' as Sources of Information System Security Threats</p> <p>Oyebisi David Jide University of Johannesburg, South Africa</p> <p>Abstract—In recent times, organizations in developing countries rely heavily on information systems to successfully execute their daily activities. These systems are essentially the life-blood of organizations. Anecdotal discourse traces information systems threats to insiders and in the recent past, outsourced employees. There is therefore an increased need for information systems to be protected against unauthorized access and retrieval particularly from legitimate 'insider' outsourced employees. Recent studies have presented useful methodologies and technologies which examine information system vulnerabilities and threats from insider perspectives. While most of the studies have focused on organizations' employees as threats few have focused on the role the outsourced employees' play as a potential threat. This study uniquely seeks to investigate the behavioral motive behind outsourced employees' as security threats to information systems by virtue of privileged access. The study adopts the social bonding theory for this purpose. A conceptual framework has been developed and tested in order to best represent the security threat posed to information systems by outsourced employees. The research is quantitative with hypotheses formulated and tested. The research sample was purposive while placing focus on outsourced employees. Close-ended questionnaires were used to collect data. Data processing and analyses procedures will be carried out using SPSS prediction analytics software. The outcome of the proposed model may be used to provide insights regarding how management might mitigate the security threat to information security posed by outsourced employee.</p>
16:30-16:40	Coffee Break

Session 2

Theme: Economics and Financial Management

Venue: ILH2064

Session Chair: **Prof. Pin Luarn****National Taiwan University of Science & Technology, Taiwan**

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

**After the session, there will be a group photo for all presenters in this session.

EA008-A 14:30-14:45	<p>Calculation Mode for Popularity of Posts: a Study on Facebook Brand Pages Pin Luarn, Ya-Cing Jhan and Hong-Wen Lin National Taiwan University of Science and Technology, Taiwan</p> <p>Abstract—With the concept development of Web2.0, community websites have gradually gained popularity among Internet users. In order to ensure closer ties among users, Facebook has set up Fan Page to construct interactive Internet environment. Many personal users, proprietors, performing artists, storeowners, and welfare groups prefer setting up fan pages to advocate their concepts. Facebook Fan Page features different modes of interaction such as “like” “message”, and “share”, forming a community of strong ties. This study is intended to collect a large quantity of popular posts on fan pages and to carry out research analysis in three stages, namely category analysis, K-means cluster analysis, and logistic regression analysis, which will be used to establish computing models for high, medium, and low popularity degree articles. A total of 40,175 brand-related posts from July 11th, 2015 to July 23rd, 2016 were collected in this study. Logistic regression analysis was adopted to establish the calculation mode for brand management related posts. The post with low popularity served as the reference group, while logical regression calculation mode for high and medium popularity were established. The numbers of likes, messages, and shared posts were substituted into logistic regression calculation mode to calculate the probabilities of the popularity of posts. The research results will be provided to operators to look into the fan page business model and achieve a more flourishing development of community media and the community commerce industry.</p>
RB0006-A 14:45-15:00	<p>Strict Management of KOSDAQ Listed Firms. Does it Mitigate Firms’ Financial Constraint? Ho Lee Korea Institute of S&T Evaluation and Planning, South Korea</p> <p>Abstract—Theoretically, a firm choose the optimal levels of investment regardless of its capital structure in the perfect capital market (Modigliani and Miller; 1958). But in the real economy with asymmetric information, a firm is likely to pay the lemons premium for external financing. In the marketplace for financing R&D and innovation, information asymmetry could be increase. In sum, an external fundraising for innovative investment is subject to difficulties and that makes a firm mainly rely on internal funds as in the pecking order theory(Hall, Castello, Montresor and Vezzani; 2015). Moreover the situation could be severe for the young and/or small firms which hard pressed for cash-flow and have more information asymmetry – have to pay more lemons premium – than others. In other words, innovative, small and/or young firms are likely to face financial constraint. In Korea, KOSDAQ is the stock market for innovative, small and/or young firms. KOSDAQ established in 1996 to facilitating IPOs but it hadn’t been draw</p>

	<p>attention of investors at first. KOSDAQ hit highest in 1999 with support programs and economic recovery after 1997 Korean financial crisis. But stock price manipulation scandal in 1999 and dot-com bubble burst in 2000 made KOSDAQ lose trust of investors and have stagnated until recently. To restore investors' trust, operators of all stock market in Korea integrated to the KRX (Korea Exchange) in 2005 and management of listed firms on KOSDAQ – including listing requirements, delisting conditions and accounting fraud monitoring - had been changed more strictly. I analyzed effect of the changes on R&D financing. First, firms I analyzed had financial constraint, and listing on KOSDAQ helped to mitigate their financial constraint. Second, the changes had a positive effect on mitigating firms' financial constraint. Results implies the integration and strict managements helped firms' external financing for R&D through improving reliability of KOSDAQ listed firms – Although critics blame the strict rules and the integration as a cause of the long slump of KOSDAQ.</p>
<p>EA3011-A 15:00-15:15</p>	<p>Real Wages, Inflation and Labour Productivity in Iran Rahim Kialashki and Shamsolla Shirinbakhsh Masoleh Alzahra University, Iran</p> <p>Abstract—We model the rate of inflation, unemployment and labour productivity in Iran since the early 1960s within the Phillips curve framework. The productivity growth is the driving force representing real wage in the Phillips curve. This macroeconomic variable tested as a predictor of real wage growth with the involved time series ended in 2016. Since our empirical methodology relies heavily on impulse response analysis, it represents a synthesis of the vector autoregressions (VAR). The estimated model implies that the labour productivity and unemployment are real driving forces of real wages. When applied to evaluate of the inflation and unemployment, the Philips Curve successfully explained that the productivity gains are translated into wage increases.</p>
<p>RB0009-A 15:15-15:30</p>	<p>Analysis of Social Welfare Expenditures and Financial Soundness: The OECD Before and After the Economic Crisis Honghee Kim and Hyun Kim Statistical Research Institute, South Korea</p> <p>Abstract— Recently, social welfare has taken on greater importance all over the world. However, there is not very much empirical research on the economic and social relationships between social welfare and national financial soundness. This paper aims to empirically analyze the relationship between social welfare expenditures and national financial soundness among the OECD member countries. This paper's analysis uses data collected from the OECD and IMF. From 1990 to 2016, time series data were constructed for each country and used to analyze the variables affecting social welfare expenditures. In addition, social welfare expenditure by country is divided into two sectors (social consumption and investment) and the changes in the expenditures in these three sectors (economic, social and financial) before and after the economic crisis of 2008 are compared to verify the impact of structural changes made. As a result of analyzing OECD member countries, structural changes in social welfare expenditures were found to diverge before and after the economic crisis. Social welfare expenditure aimed at consumption has a positive impact on financial soundness while social welfare expenditures targeted at investment were less effective. As a result, social welfare expenditure of the investment type has played an important role in social welfare, economic growth and financial soundness. As a result, social welfare expenditures of both the consumption and investment types have played an important role in social</p>

	welfare, economic growth and financial soundness.
EA035 15:30-15:45	<p>Entrepreneurship and Economic Growth: a Look from the Perspective of Cognitive Economics Litau Ekaterina ITMO University, Russia</p> <p>Abstract—The paper presents a concept of basic psychological types of economic agents, which was developed with a cross-disciplinary perspective uniting management theory and psychology. We start with the role of entrepreneurs as drivers of economic development and highlight the significance of these individual innovators in the current economy, often referred to as transforming from a “managerial” to an “entrepreneurial” regime. The entrepreneurial ventures and SMEs (small and medium-sized enterprises) are now widely regarded as the primary innovation engines and the main providers of employment and economic growth. Leaving behind large, long-established firms, they come to play a decisive role in the transformation of knowledge-based economies. Turning to the characteristics of individual players, we look at three conventional types of economic agents (the Entrepreneur, the Manager and the Investor) and then introduce into the business vocabulary a new category — business “Epigones”. We describe the distinctive features of the four types and show that Epigones fall in between Entrepreneurs and Managers personality types. Finally, we conclude that “epigonous entrepreneurship” as an important factor of economic growth offers a high potential for developing economies such as Russia and that this promising trend should be considered when designing government policies and programs to support entrepreneurship.</p>
EA0066 15:45-16:00	<p>Mobile Money Transfer: The Process Model Perspective Adasa Nkrumah Kofi Frimpong, Ping Li, Safia Anjum and Md Altab Hossin University of Electronic Science and Technology of China, China</p> <p>Abstract—Mobile Money Transfer (MMT) started in Kenya as MPESA. It has been so successful and widely cited as a highly innovative service with important effects. The service has received significant attention from academic circles including its acceptance, extent of access, awareness, adoption, Infrastructure levels, impact, politics and regulations, Comparing the service. However, scholars have failed to notice the process model perspective: the exact details of the service are missing. In this paper, based on a proposed MMT Customer Journey, we define MMT processes: the tasks that altogether create the MMT customer gains. We focus on the functional communication model and provide a graphical notation for specifying the processes as used in MMT. Again, we show Mobile Money Transfer Research hitherto.</p>
RB0014 16:00-16:15	<p>Impact of Trade Balance on Current Account of ECOWAS member Countries Peter Adamu and Jamila Garba Audu Glasgow Caledonian University, United Kingdom</p> <p>Abstract—This study attempts to investigate the impact of trade balance on current account of member state in a panel framework using a traditional panel. Data for 15 member countries were used for the period 2000-2016. The random effect model was used to draw a conclusion based on the outcome of the hauman test. The results revealed that trade balance significantly impacts on the current account balance. Specifically, the merchandise export shows that more export improves current account balance while imports in merchandise reduce current account balance. Given the unchanged structure</p>

	<p>of the current account of the Balance of Payments, we conclude that an improvement of the trade balance is a precondition to the improvement of the current account balance. This can be done through long-term and sustainable substitution of imports with domestic production and also with effective export promotion. Increasing foreign direct investment and export promotion can be considered, in the longer term, the main way to improve the Trade Balance of member state.</p>
<p>EA0067 16:15-16:30</p>	<p>Mobile Money Transfer: The Customer Perspective Adasa Nkrumah Kofi Frimpong, Ping Li, Safia Anjum and Kenneth Wilson Adjei Budu University of Electronics Science and Technology of China, China</p> <p>Abstract—Mobile money transfer (MMT) started in Kenya as MPESA. “M” for mobile and “Pesa”; the Swahili word for cash. It has often been cited as highly innovative. Recent studies have focused on comparing the service in terms of its acceptance, extent of access, awareness, adoption, Infrastructure levels, impact, the politics, and regulations, etc. Studies on customer journey to depict exactly what customers do, what they get, and how they feel remain unclear, real examples of managerial interpretation remain scarce in general. In this paper, based on MMT in Ghana, we propose a 5-phase MMT Customer Journey and show the sequence of events through which MMT customers interact with MNOs during the entire MMT transaction process. Through a sample of 250 MMT users, we identify and categorize MMT touchpoints in the service exchange processes. Not only is this unique, but also categorizing them in the 5-phase customer journey proposed. We build on previous studies and outline real managerial interpretation of MMT Customer Journey Map.</p>
<p>16:30-16:40</p>	<p>Coffee Break</p>

Session 3

Theme: Business Management and Sociology

Venue: ILH2064

Session Chair: **Steve Chun Cheong Fong**
Macao Polytechnic Institute, Macau

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

**After the session, there will be a group photo for all presenters in this session.

<p>RB1008 16:40-16:55</p>	<p>Ethical Perception of Hong Kong Accounting Students Steve Chun Cheong Fong Macao Polytechnic Institute, Macau</p> <p>Abstract—This studies examines Hong Kong accounting students’ perceptions when presented in ethical dilemmas in internal auditing and finds out whether the factors of “enrollment in Ethics courses” and “enrollment in Auditing courses” affect their reasoning. Data from 189 accounting students at tertiary level are collected through survey. Respondents’ attitude towards the six vignettes of ethical dilemmas that internal auditors may encounter when performing their jobs is analyzed. The vignettes are adopted from Uniform Certified Internal Auditor examinations. Results report that students with enrollment in ethics courses or auditing courses response more ethically than the ones without such studies.</p>
<p>EA039 16:55-17:10</p>	<p>Designing Business Incubator Model for Start-up Digital Tifa Noer Amelia, Armanu Thoyib, Gugus Irianto and Ainur Rofiq Perbanas Institute, Indonesia</p> <p>Abstract—Business incubator is a company or institution which provide a program that designed to nurture and accelerate start-up business success. Start-up business is a company that later called as incubate. In this research, start-up company specify on those which produce digital product that accessible through mobile or desktop platform. The purposes of this research are to define the components in every stage required in business incubator that consist of pre-incubation, incubation and post-incubation. There are three results focus 1) Pre-incubation stages refers to defining the sourcing, business idea development and business plan of a business incubator; 2) Mid-incubation stages consist of evaluation and benchmarking process, 3) Post-incubation stages stressing on the value creation phase of a business incubator. This qualitative research concludes that even though the core process in business incubator is not similar towards each other, there are red-line or minimum requirement that must be fulfilled for a decent quality of business incubator. A good business incubator for start-up digital-based company is an incubator that 1) provide preparation (before-during-after) concept to incubate a start-up business 2) design incubation model and 3) create value related to regulation, market dynamic, macro-environment and related factors explained in detail in the chapters bellow.</p>
<p>EA017 17:10-17:25</p>	<p>Determinant Factors of Information Quality in the Malaysian Public Sector Erizamsha Hassan, Zawiyah M. Yusof, and Kamsuriah Ahmad Universiti Kebangsaan Malaysia, Malaysia</p>

	<p>Abstract—Information has always been deemed as essential and forms the core of continuity and relevance in any organization. Information quality plays a significant role in decision-making apart from fulfilling the users' information requirements to meet their respective needs. It is also key in mitigating certain risks. Organizations that do not practice information quality management are seen as “unethical” and thus, could face repercussions in their performance. This study aims at identifying factors that influence the quality of information in public organizations in Malaysia and how these determining factors give impact to the quality of information in the Malaysian public services. Hence, it has constructed 13 hypotheses in order to examine the relationship between factors that influence the quality of information and the quality of the information itself. The data were collected using the questionnaire which was then analyzed using the PLS-SEM approach. The findings indicate that organizational leadership should give priority to ten factors that have been proven to influence the quality of information in order to empower the information quality management practices, thereby enhancing the delivery performance of public services.</p>
<p>RB0026 17:25-17:40</p>	<p>An Empirical Study of Strategic Corporate Governance and Competitive Advantage F. Isada and Y. Isada Kansai University, Japan</p> <p>Abstract—Although corporate governance is necessary for a company, it tends to be considered as a negative factor in terms of profit. In this research, corporate governance-related activities were redefined and classified in a broad sense, and the pathways from each different type of corporate governance leading to the revenue were explored. As a research methodology, a company questionnaire was used. In conclusion, the relationship between each corporate-governance activity, competitive advantage and triple bottom line became clear.</p>
<p>RB0029-A 17:40-17:55</p>	<p>The Effect of Moving Governments on International Business Banifatemi Seyedsaeid, Eftekhari Maryam, Kiyaei Fatemeh, Banifatemi Rouhollah, and Keshavarz Moayyedi Ahmad</p> <p>Abstract—It is assumed that for the first time in the world the origins of the formation of Moving Governments should be searched in Libya. Its inclusive insecurity forced governors to rehabilitate the government cabinet on a ship deck. Although that ship may was not really moving, it made floating or Moving Government mentality in our mind. In the past, France made its government in exile through an innovative design. But Sectarian wars that are now as wide as religious or regional wars, have taken a new form. Group activities of BOKO Haram, AL-Shabab, Taliban and ISIL or Islamic Government are some species of Moving Government formations in the third millennium. Not only did this event have direct effect on Geopolitics, geographical boundaries, political conflicts, native and cultural changes, but also on debilitation of national, regional, and international economics, entrepreneurship and business. Regarding the business transformation in the emergence of the fourth generation industrial revolution and reliance on the artificial intelligence which is tried to empower the customers themselves, as the manufacturers of the artificial intelligence, how much is the effect of Moving Governments on the international business and the fourth generation industrial revolution? This paper has been theorized in terms of conceptual and methodological methods but in the analysis of examples, is experiential.</p>

<p>RB0015 17:55-18:10</p>	<p>Associations between Normative Influences and Adult Alcohol Use Abraham Kojo Brown and Gomaa Agag Nottingham Trent University, England</p> <p>Abstract—Despite evidence showing that normative influences can impact excessive alcohol use, the mechanisms underlying such influences on drinking intention and behaviour are not well documented. We examined the extent to which the effect of perceived prevalence on drinking intention, which in turn affects alcohol use, will be strengthened by perceived approval and benefits. A representative sample of 617 adult drinkers in the UK were randomly selected to participate in online survey. Structural equation modelling tested hypothesised relationships between perceived prevalence, and drinking intention, which was moderated by perceived approval and perceived benefits. Results showed that a third of adults thought that they engage in excessive drinking. Those who thought that they drink regularly were just over two-thirds whereas about a third were occasional drinkers. Majority of respondents, around three-quarters, said they most commonly drink with their partner, friends or family members. Independent paths from perceived prevalence and perceived approval significantly affected adults' intention to drink, which in turn affected drinking behaviour. Injunctive norms heightened the relationship between descriptive norms and intention to drink. Our results suggest that adults might be drinking excessively because of greater perceptions of prevalence and approval. Interventions aimed at reducing alcohol use patterns among adults would benefit from including normative influences to help reduce drinking norms that drive them to act.</p>
<p>RB0018 18:10-18:25</p>	<p>Golden Brain Theory (GBT) for Language Learning Tapas Karmaker Fatima Foundation, Bangladesh</p> <p>Abstract—Centuries ago, we came to know about “Golden Ratio” also known as Golden Angle. The idea of this research is based on this theme. Researcher perceives ‘The Golden Ratio’ in terms of harmony, meaning that every single item in the universe follows a harmonic behavior. In case of human being, brain responses easily and quickly to this harmony to help memorization. In this theory harmony means a link. This study has been carried out on a segment of school students and a segment of common people for a period of three years from 2003 to 2006. The research in this respect intended to determine the impact of harmony in the brain of these people. It has been found that students and common people can increase their memorization capacity as much as 70 times more by applying this method. This method works faster and better between age of 8 and 30 years. This result was achieved through tests to assess memorizing capacity by using tools like words, rhymes, texts, math and drawings. The research concludes that this harmonic method can be applied for improving the capacity of learning languages, for the better quality of lifestyle, or any other terms of life as well as in professional activity.</p>
<p>RB0030-A 18:25-18:40</p>	<p>Designing The Model of Sustainable Architecture in Glocalization Eftekhar Maryam, Banifatemi Seyedsaeid, Kiyae Fatemeh, Banifatemi Rouhollah, and Keshavarz Moayyedi Ahmad</p> <p>Abstract—Sustainable architecture is known as a kind of architecture with the characteristics of Ecothec architecture, Green architecture, and sustainable development that was created due to the development of growing knowledge and beginning of</p>

	<p>industrial revolution. But, from the onset of this thought, as the scope of this revolution increased, the specialization and knowledge-based sciences could not control the new damages which are harmful for the sustainable architecture. In other words, damages are ahead of the sustainable architectural knowledge. The importance of this research is to design a model that is empowered with the elimination of all the damages the sustainable architecture is affected with - especially those architectures that have historic age and are immensely valuable in intangible values and should be protected. Such architectures are in the world that is their own native world. Parthenon architecture, Incas architecture, Leeches, Persepolis, Hegmataneh, Taq Bostan, Temples of China, Japan and India, the Egyptian Pyramids, the Sumerian and Babylonian architecture, the American skyscrapers, the Red Square of Russia ... all are in their Glocalization and are encountered with their own local damages. Therefore, the research look of this study represents that to achieve a sustainable architecture, we need to design a sustainable architectural model in Glocalization. Our past five-year study of lots of architectures around the world, from terrorist attacks to Middle East wars, from radical believes to ethnic prejudices, moreover, regarding the daily events that the world has experienced, represents that communities with this model design can achieve the sustainable architecture. This model design has a "theory building" approach and has used Grounded Theory in the methodology. In this model, there are seven main factors: sustainable knowledge, sustainable culture, sustainable psychology, sustainable sociology, sustainable economy, sustainable security, and sustainable government. Enclosed with the subcategories related to the conceptual variables, they form the design of the sustainable architectural model in the local world. The concept of the sustainable architecture is the core of this model design.</p>
RB0010-A 18:40-18:55	<p>Stock Price Manipulation through Spreading False Rumor JaeSung Lee, Se-Hak Chun, and Joon Ho Hwang Korea University, Korea</p> <p>Abstract—This paper analyzes stock price manipulation through spreading false rumor. We present a model where the manipulator can spread either an honest but uncertain rumor or an outright false rumor. We have four types of players; informed traders, manipulators, followers, market makers, who are behaving to optimize their profits. We find that the profit from the manipulator is higher in illiquid stock market. Further, followers have incentives to trade in the market even if the stock price can be manipulated with a certain probability. We also show the effects of the changes in the probabilities of informed trades or manipulation on the followers' and manipulators' demands and their profits.</p>
19:00	Dinner Banquet

Poster Session

*The posters will be displayed in the conference room from 14:00 to 16:00 on August 3, 2018.

EA005	<p>Node Risk Propagation Capability Modeling of Supply Chain Network based on Structural Attributes Weiming Yi, Peiwu Dong and Jing Wang Beijing Institute of Technology, China</p> <p>Abstract—This paper firstly defines the importance index of several types of nodes from the local and global attributes of the supply chain network, analyzes the propagation effect of the nodes after the risk is generated from the perspective of the network topology, and forms multidimensional structural attributes that describe node risk propagation capabilities of the supply chain network. Then the indicators of the structure attributes of the supply chain network are simplified based on PCA (Principal Component Analysis). Finally, a risk assessment model of node risk propagation is constructed using BP neural network. This paper also takes 4G smart phone industry chain data as an example to verify the validity of the proposed model.</p>
EA040	<p>The Impact on the China's participation of RCEP :Evidence from Gravity model Jingxian Liu, Yingyu Wu and Fang Yu Southeast University, China</p> <p>Abstract—In the context of deglobalization, international trade faces the growing uncertain circumstances. The general agreement in literature is that in Regional Comprehensive Economic Partnership (RCEP hereinafter) dominated by ASEAN, China plays an important role in the RCEP business negotiation, especially in the area of merchandise exports. In order to describe long-term main influences of business cooperation among China and other member countries in RCEP, we put the panel data of 16 countries of RCEP from 2001 to 2016 into gravity model to explain the role of China in RCEP and how RCEP will be influenced by the relationships between these countries. The results show that China, Japan and South Korea have more trade attraction among them and further improvement could be conducted among China, Australia and New Zealand. Moreover, the main factors affecting the trade flow of RCEP member countries are people's income level and the spatial distance.</p>
EA045	<p>Sources and Solutions of Revenue leakage in E-commerce due to Cyber Frauds and System/Support failures Menachem Domb, Sujata Joshi and Modi Rageshree Ashkelon Academy, Israel</p> <p>Abstract—E-commerce sector has been the most promising one since its inception in the 1970's. E-commerce ecosystem is a complex arrangement of different tools and systems making the entire system full of complexities. The higher the rate of a complex system in any business operations, the higher are the stakes of risk. The E-Commerce sector is no exception and is constantly barraged by risks due to strategic, operational, and financial hiccups. The Internet has not only accelerated the E-Commerce ecosystem but has also given a new set of threats which requires dynamic detection and Fixes. The major challenge faced by this sector is related to a risk of revenue loss due to revenue leakages in the area of network /system security and cyber frauds. Hence the objective</p>

	of this paper is to explore sources of revenue leakages happening because of cyber frauds and technical failures and proposes probable solutions to mitigate the revenue loss.
EA0056	<p>Selection of Market Window Size in Portfolio Strategies Jia-Yi Lie, Hong-Yu Duan, Yu-Luan Chen and Zhao-Rong Lai Jinan University, China</p> <p>Abstract—We propose a feasible selection method of market window size for four state-of-the-art portfolio strategies. Market window size is a common parameter in the machine learning strategy for portfolio selection. However, in previous researches, the selection of market window size often lacks the guidance of scientific theories. In this paper, we analyze the sensitivity of market window size for four strategies on six benchmark data sets respectively. We study the distribution rule of the best market window sizes, which bring the peak total wealth, and then present the market window size selection method that is effective whether there is ample history data or not. What's more, to appraise the result of our method, we divide the benchmark data sets into two parts. We select the appropriate window size in the first part by our method, while the second part is used to test. By comparing with the wealth achieved in the second part using original method, we find that our selection method can effectively optimize the final results.</p>
EA0060	<p>College Students' Behaviors of Net Loans: Status, Problems and Countermeasures- Based on 486 questionnaires of 6 universities Zhang Yanying and Yu Qian Wuhan University of Science and Technology, China</p> <p>Abstract—Recently, College students' net loans developed rapidly, but with various college students' online loans scandals explosion, we realize that there are some problems with college students' net loans. After investigation(486 questionnaires of 6 universities), we drawn the following conclusions: rapid development of college students online loans exist problems such as insecure information, vacancies in government supervision, imperfect social credit system, immature laws & regulations, and confusion & image crisis in market. The reason why these problems exist is because of the common cause of college students themselves, companies and governments: college students have insufficient understanding of the campus network loan, unreasonable use of loan, not good college students' personal credit, and other factors; Low corporate lending threshold, information asymmetry with students, and uneven quality of lending company; Government lacks legal construction for regulating the market and the construction of credit information system is incomplete. In order to solve the current difficulties, college students should fully understand the campus online loan, develop integrity personality; enterprises should strengthen their own normative construction and operate their business within the framework of laws and regulations; the government should hold the notion of "dredge it rather than block it" to protect it development healthy.</p>

EA0061	<p>Taiwan IT Engineers' Perceptions toward Organizational Justice and Individual Work Performance Chiang Hsing Tien Fuzhou University, China</p> <p>Abstract—The purpose of this study was to investigate IT engineers' perceptions toward organizational justice and individual work performance. The study conducted a quantitative study, and the participants were IT engineers. Random sampling was used. The questionnaires were conducted online. The cover of the questionnaire explained the purposes of the study. 161 copies of questionnaires were sent and viewed and 84 copies were returned. One participants indicated that she was in charge of the financial consultant, and therefore was excluded from analysis, resulting in a final sample of 83 engineers. All respondents completed the questionnaire on their personal computers, and returned their responses via the online survey system. The response rate was 51.5%. The data was analyzed by descriptive statistics, One-way ANOVA and Pearson's Correlation Coefficient in IBM SPSS 22. The findings of the study show that (1) position grade and profession have a significant influence on individual work performance, (2) distributive justice is positively associated with individual work performance, (3) procedural justice is positively associated with individual work performance, and (4) informational justice is positively associated with individual work performance.</p>
EA0065	<p>Value-added Tax Dilemma and Governance Path Analysis of Highway Transport Industry in China Huakun Yan, Lei Zhao and Daoli Zhu Shanghai Jiaotong University, China</p> <p>Abstract—As a basic industry of the national economy, the highway transport industry is one of the first batches of pilot industries in the taxation reform of the “replacing business tax with value-added tax (RBT VAT)”. One of the bottlenecks in the orderly development of the tax system and the healthy development of the industry is the problems occurred in the value-added tax (VAT) implementation process, such as tax credit deficiency, falsely making out invoice for VAT, and serious national tax revenue losses. This paper studies the VAT implementation mechanism of the scientific design, effective management of "Internet plus taxation" and scientific construction of VAT tax service system, providing new ideas for the tax dilemma and governance path analysis of highway transport industry. The results of this paper also have important reference value for the RBT VAT governance in other industries.</p>
EA1001	<p>Research on Distributed R&D Strategy of High-end Equipment Manufacturing Industry Fei Peng, Yu Liu and Bin Lu CRRC Industrial Institute Corporation Limited, China</p> <p>Abstract—This paper aims at the R&D process in high-end equipment manufacturing industry, summarizes the current situation and the characteristics of technology research stage, product design stage and simulation verification stage, then analysis the strategy of distributed R&D in enterprises, and puts forward some suggestions for enterprises who carrying out distributed R&D.</p>

EA2003	<p>Research on Distributed Innovation Network Ability Collaboration Space Fei Peng, Yu Liu and Bin Lu CRRC Industrial Institute Corporation, China</p> <p>Abstract—As the division of research becomes more and more precise, innovation ability presents decentralization and specialization. In order to enhance the innovation efficiency of distributed R&D system, we need to put out a more effective collaborative organization theory. The concept of ability collaboration space of distributed innovation network will be able to better explain the innovative innovation activities in distributed innovation network. Through the integration and combing of distributed innovation, collaborative innovation, ability collaboration and information sharing space theory, this paper puts forward the distributed innovation network ability collaboration space, constructs the technological architecture and operation mechanism, and looks forward to the future research.</p>
EA2005	<p>On Theory and Application Studies of Online to Offline Platform Business Model in Upgrading and Transforming Traditional Industries Gaoyi Wu Guangxi University of Finance and Economics, China</p> <p>Abstract—Given current e-business models, information asymmetry constantly appear in which sellers know more about the products than buyers, such as in terms of product quality, information and after-sales service, thus the market for lemons occurs. This paper analyses the games among participants on the O2O platform, constructs gaming model on O2O platform which the paper believes can take the risks of information asymmetry. Pareto Optimality would be achieved with the calculating model. The study concludes that O2O model can efficiently resolve information asymmetry. The model has been successfully applied to two traditional industries, a further proof of the possibility and feasibility of O2O model's application in transforming and upgrading traditional industries as well as integrating with industrial, agricultural and tertiary industry.</p>
EA3002	<p>Research on the Influence of Cross-Shareholding Behavior and Enterprise Value of Listed Companies Xinhong Wang and Ya'ning Zhao Xi'an University of Science and Technology, China</p> <p>Abstract—Cross-shareholding refers to the investment behavior of corporate legal persons holding each others' shares and forming strategic alliances. The use of cross-shareholdings in Chinese companies is later than in European and American countries. In recent years, with the rapid development of China's economy and the implementation of mixed ownership reform, the phenomenon of cross-shareholding among listed companies in China is not uncommon. More and more listed companies choose cross-shareholding for the common goal of pursuing long-term interests. As an important way to further develop, a community of interests is formed. This article takes the Shanghai and Shenzhen stock companies as the research object, and selects data from 2014 to 2016 to study the influence of the cross-shareholding behavior of listed companies on the value of the company. The research shows that cross-shareholding has a significant positive correlation with corporate value, and a reasonable cross-shareholding scheme between enterprises has a positive effect on corporate value.</p>

EA3008	<p>Analysis of Citizens' Blind Participation in Public Administration in Environmental Group Events Zhiyong Zhang and Ling Jiang Wuhan University of Science and Technology, China</p> <p>Abstract—In recent years, as well as the rapid development of the economy, Chinese awareness of environmental protection is increasing. The contradiction between economic construction and living environment led to frequent occurrence of environmental group events in China. In the process of participating in public management and expressing claims, citizens often participate blindly without in-depth understanding of the programme, in serious cases, they even take unreasonable actions to protest, which has negative impacts on social stability and government scientific decision-making. The influence of modern network media on communication, the problems existing in government management and citizens themselves are the significant reasons for the blind participation of citizens. Citizens should be guided correctly in many aspects, the government also needs to strengthen the construction of the management platform, and provide channels for citizens to participate in public management through the form of e-government, and build a "sunny" government with the network as the medium.</p>
EA3009	<p>Expand Analysis of the Bundling Model on Firm Profits and Social Welfare Ruibo Liu and Cheng Wang Shandong University of Finance and Economics, China</p> <p>Abstract—Generally, bundling can reduce the profits of non-bundling competitor(s) and social welfare. The assumptions usually include the fixed bundling coefficient and the invariable degree of product relevance, but seldom include governmental regulations. Based on the Stephen Martin's model, this paper uses MATLAB to study the effects of pure bundling on social welfare and firm profits under the circumstances that the bundling coefficient and the degree of product relevance are variable. It is found that when the value of two products in the bundle is independent, social welfare can be increased only by changing the proportion of two products, but this requires the government to specify the bundling coefficient. To study the second problem, we consider the path of equilibrium profits of two firms. The results show that when the two products in the bundle are in a certain relationship, a firm's bundling may even increase the profits of the non-bundling competitor. But the firm is not bound to bundle its products at this time, because it will gain more profits by selling separately. Therefore, in the duopoly market of free competition, bundling will always make the non-bundling firm suffers a lot. But when the government intervenes, the conclusions may be opposite. The government does not need to completely ban the bundling, but it should be properly regulated.</p>

EA3013	<p>Solvers' Motivation in Crowdsourcing Platform: Examining the Impacts of Reward Sensitivity, and Achievement Goals Factors Andrey Barashev and Guoxin Li Harbin Institute of Technology, China</p> <p>Abstract—The purpose of this study was to investigate the direct influence of reward sensitivity (as represented by the theory - Behavioral Approach System) on motivational outcomes (measured through effort and intrinsic motivation) of crowdsourcing platform workers. Furthermore, this paper analyses the mediating role of Approach Achievement Goals in channeling 'initial energization' to motivational outcomes. A random sample of 320 taskcn.com workers was used in this study.</p> <p>The findings of this study showed that reward sensitivity was effective directly and indirectly, in positively predicting all motivational outcomes. Reward sensitivity positively predicted intrinsic motivation directly and indirectly through Other-approach goals. However, other-approach goals did not channel 'initial energization' from BAS to Effort.</p> <p>These results are important for crowdsourcing platforms, in order to better understand the participants that undertake tasks and find efficient solutions for motivating workers. Targeting workers with higher reward sensitivity might be beneficial for platform owners, providing the way to increase workers motivational outcomes at no additional cost, thus facilitating better results.</p>
EA1013	<p>Empirical Research on the Impact of Urbanization on Regional Tourism Economy in China Basing on Panel Data Liang Fang Huangshan University, China</p> <p>Abstract—Urbanization gathers resources and basic service facilities, such as population, capital and so on, which creates important conditions for the development of regional tourism economy. In order to explore the impact of urbanization on regional tourism economy in China, the impact of urbanization on regional tourism economy was analyzed with method of CSW basing on panel data of 239 prefecture level cities of China. The regression coefficients pass significant test at 0.01 level by CSW. Regression coefficients have no significant changes in the direction and size in robustness test. The results showed that urbanization has a significant effect on output of regional tourism economy, urbanization also has benefit to promote increasing the number of tourists. We get the conclusions. First, the regression coefficient of urbanization (population urbanization, economy urbanization and environment urbanization) influencing regional tourism economy pass significance test at 0.01 level. It shows that urbanization plays a significant role in promoting regional tourism economic output. Second, the regression coefficient of urbanization (population urbanization, economy urbanization and environment urbanization) influencing regional tourist arrivals pass significance test at 0.01 level. It shows that urbanization also helps to promote increasing regional tourist arrivals. The government departments should make full use of urbanization to promote regional tourism economy development, overcome the constraints of space and environment in the development of tourism. Moreover, infrastructure construction is an important measure of urbanization and regional tourism economy development we should optimize the employment structure of the population to creat more space and potentiality for regional tourism economy development, and ultimately to realize fast, effective and sustainable development of regional tourism economy.</p>

EA3007	<p>Research on Total Factor Production Efficiency of Logistics Enterprises Based on Enterprise Age Minru Yan Fuzhou University, China</p> <p>Abstract—In this paper, the DEA-Malmquist method has been applied to calculate the total factor productivity of 30 different age logistics enterprises. The total factor productivity and the change of the chunks of 30 logistics enterprises are analyzed and so are the reasons, based on the data of 2013-2016. The conclusion is as follows, the age of logistics enterprises has no effect on the change of total factor productivity, but the age has certain influence on the scale efficiency index of logistics enterprises. This effect is enlarged with the widening age gap. What's more, technological progress is a key factor affecting the growth of total factor productivity. However, there are technical regressions in the logistics enterprises of all ages in China. This paper also provides suggestions for the development of logistics enterprises in combination with the characteristics of logistics enterprises of different ages.</p>
EA3010	<p>Research on the Policy of Paying Housing Provident Fund for College Students in China Junjie Liu and Huifang Liu Wuhan University of Science & Technology,, China</p> <p>Abstract—With the deepening of the new housing reform and the expansion of university enrollment policy, the housing difficulties of college students are becoming more and more serious. In order to maintain social stability and solve the problem of College Students' housing difficulties, 5 provincial capital urban housing provident fund management centers, such as Wuhan, Chengdu, Changsha, Hefei and Nanchang, held a joint meeting in Wuhan in April 2017 to reach a cooperative action plan for freelancers and college students to voluntarily deposit and use provident funds. However, the housing accumulation fund of college students still faces many problems: no stable source of income, no enterprises to pay the corresponding share, no confidence in the value preservation and value added, using of the public accumulation funds is cumbersome and has low utilization rate, and big family income gap is difficult to achieve equity etc. In addition, there are some problems in the implementation of policies. There are management vacancy and mutual evasive responsibilities in housing provident fund management center and social security department. Based on the research of university students' housing provident fund policy, this paper puts forward the optimization path for university students to pay housing provident fund policy.</p>

Listeners' List

L01	Kikobo Mungudi Antoine, Democratique Republic of the Congo
L02	Saleh Alojairi, King Fahd University of Petroleum & Minerals, Saudi Arabia
L03	Sohaib Muhammad, Yongin University, South Korea
L04	Cheema Muhammad Ahmad, Yongin University, South Korea
L05	Mubashar Muhammad, Yongin University, South Korea
L06	Wahab Abdul, Yongin University South Korea
L07	Kartick Chandra Pal Fatima Foundation, Bangladesh
L08	Razak Nasidu Alhassan
L09	Yuriko Isada Kwansei Gakuin University, Japan

Call for Papers



We are pleased to announce that **2018 2nd International Conference on Software and e-Business (ICSEB 2018)** will be held in **Zhuhai, China** during December 18-20, 2018. The event falls within the scope of the continuation of initiatives carried out by the IEDRC, its support for research and its efforts to facilitate networking opportunities among software and e-business researchers.

Publication

1. Some accepted papers will be published in international conference proceedings, which will be indexed by **EI Compendex** and **Scopus**.
2. Some accepted papers will be recommended to be published in international journal JSW (Journal of Software; ISSN 1796-217X). / [Read More/](#)

Topics

Topics of interest for submission include, but are not limited to:

Methods and Techniques for Software Development
 Software Maintenance
 Requirements Engineering
 Defacto lingo est igpay
 Object-Oriented Technologies
 Model-driven Architecture and Engineering
 Re-engineering and Reverse Engineering
 Software Reuse
 Electronic Commerce
 Software Management
 Middleware Components

Supply Chain Management Systems
 Agent-based artificial markets
 Trust and reputation in online agent systems
 Agent or actor oriented analysis in social networks
 Open source version management
 Authentication in e-business
 Design methods, tools and science for e-business
 Models, platforms and applications for e-business
 Aspects of green business and green commerce

Submission Methods

1. Email: icseb@iedrc.net
2. Electronic Submission System: <https://cmt3.research.microsoft.com/ICSEB2018>

Important Dates

Submission Deadline	September 20, 2018
Notification Date	October 10, 2018
Registration Deadline	October 30, 2018
Conference Dates	December 18-20, 2018

Website: <http://www.icseb.org/>



2019 10th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E 2019) will be held in **Waseda University, Japan** during **January 10-13, 2019**. It aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experience, new ideas, and research results about all aspects of E-Education, E-Business, E-Management and E-Learning, and discuss the practical challenges encountered and the solutions adopted.

Publication

IC4E welcomes the submissions from on innovative work from researchers in work from researchers in academic, industry and government describing original research work in E-Education, E-Business, E-Management and E-Learning .

All the accepted papers will be published in international conference proceedings, which will be indexed by **EI compendex** and **Scopus**.

The conference proceedings of IC4E 2018 has been indexed by [EI Compendex](#).

The proceedings of IC4E 2017 has been indexed by [EI Compendex](#) and [Scopus](#).

Topics

Topics of interest for submission include, but are not limited to:

Systems, Design and Technologies
 Systems and technologies in e-education
 Applications and integration of e-education
 E-learning evaluation and content
 Campus information systems
 E-learning technologies, standards and systems
 Systems, Design and Technologies
 E-Learning platforms
 Assertive and assistive educational technology

Portals and Virtual learning
 Business-to-business e-commerce
 Business-to-consumer e-commerce
 E-government, policy and law
 Innovative business models
 Enterprise application integration
 Business process re-engineering
 Semantic Web and Ontology

Submission Methods

1. Email: ic4e@iedrc.org

2. Electronic Submission System: <http://www.easychair.org/conferences/?conf=ic4e2019>

Important Dates

Submission Deadline	September 10, 2018
Notification Date	September 30, 2018
Registration Deadline	October 20, 2018
Conference Dates	January 10-13, 2019

Website: <http://www.ic4e.net/>



2019 8th International Conference on Economics, Business and Marketing Management (CEBMM 2019) will be held in **Bangkok, Thailand** during **February 25-28, 2019**. It aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Economics, Business and Marketing Management. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Economics, Business and Marketing Management.

Publication

For papers submitted for the CEBMM 2019, we offer publications as following:



Journal of Economics, Business and Management (JOEBM), and will be included in Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

ISSN: 2301-3567, DOI: [10.18178/JOEBM](https://doi.org/10.18178/JOEBM)



International Journal of Trade, Economics and Finance (IJTEF) and will be included in ProQuest, Crossref, Electronic Journals Library, EBSCO, and Ulrich's Periodicals Directory.

ISSN: 2010-023X; DOI: [10.18178/IJTEF](https://doi.org/10.18178/IJTEF)

Topics

Topics of interest for submission include, but are not limited to:

Accounting
Advertising Management
Business & Economics
Business Ethics
Business Intelligence
Business Information Systems
Business Law
Business Performance Management

Change Management
International Business
International Economics
International Finance
Labor Economics
Labor Relations & Human Resource Management
Law and Economics
Management Information Systems

Submission Methods

1. Email: cebmm@iedrc.org
2. Electronic Submission System: <http://confsys.iconf.org/submission/cebmm2019>

Important Dates

Submission Deadline	September 10, 2018
Notification Date	September 30, 2018
Registration Deadline	October 20, 2018
Conference Dates	January 10-13, 2019

Website: <http://www.cebmm.org/>

Note

[illegible]

Note

[illegible]