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CONFERENCE VENUE

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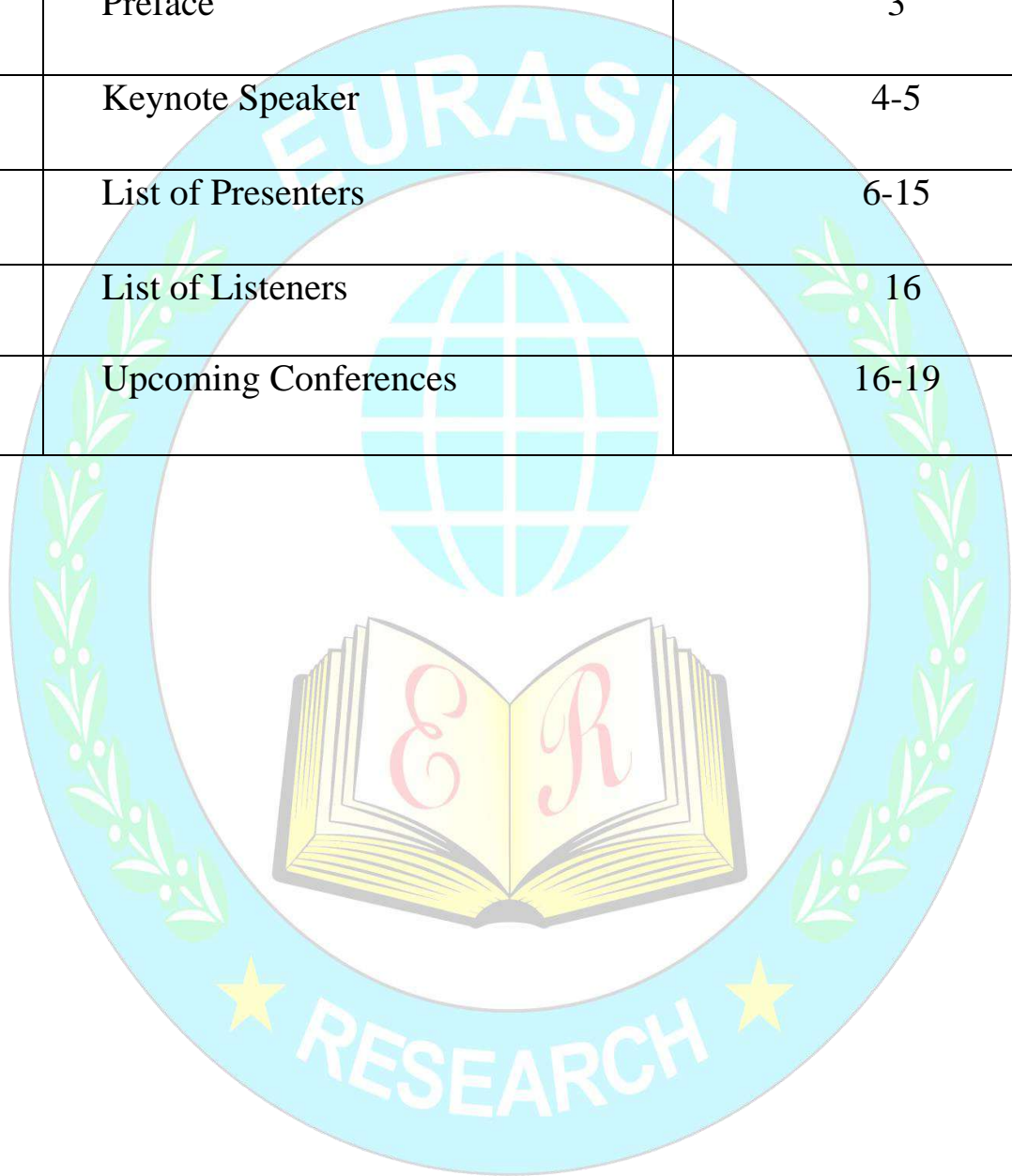
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Preface:

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KEYNOTE SPEAKER



Sita Yiemkuntitavorn

**Lecturer, School of Educational Studies, Sukhothai
Thammathir, Open University, Thailand**

**Topic: Development of a Teaching Toolkit to Strengthen Civil Rights
and Civic Duties in the Democracy on Election for People with
Autism in Thailand**

Associate Professor Dr. Sita Yiemkuntitavorn is currently an Assistant to the President and a full-time lecturer in School of Educational Studies, Sukhothai Thammathirat Open University. She received her Bachelor Degree in Liberal Arts, major in Linguistics and minor in English from Thammasat University in 1999. In 2001 and 2003, she graduated M.Ed major in TESOL and M.Ed (research) with Second Class Honor Upper Division from The University of Tasmania, Australia. In 2005, she received her PhD in Education (Linguistics) from The University of Tasmania, Australia. Besides, she also received a certificate on the new generation of leaders on Democracy from King Prajadhipok's Institute. Her expertise is in the field of TESOL, language learning and teaching, applied linguistics and related topics.

KEYNOTE SPEAKER



The Huy Le Hoang

Faculty of Psychology and Educational Sciences, University of Louvain, Belgium

The Huy Le Hoang is a Clinical psychologist, systemic therapist. He holds a Master degree in Clinical Psychology and Psychopathology, from the University of Strasbourg (France). He is a Ph.D. candidate at the Catholic University of Louvain (Belgium). He is also Assistant lecturer at the University of Social sciences and Humanities, Vietnam National University – Ho Chi Minh City

PRESENTERS

<p>Goldame Yapit ERCICBELLP1923052</p>	<p>The Interplay between Arts and Waste Management: A Phenomenological Study</p> <p>Goldame Yapit Lorma Colleges Basic Education Schools, Urbiztondo San Juan La Union, Philippines</p> <p>Alonzo Rimando</p> <p>Vincent Marron</p> <p>Jio Tavares</p> <p>Shanaia Argueza</p> <p>Christian Aban</p> <p>Abstract</p> <p>Many economically developing countries produced more waste for as a country develops, the level of consumption also increases which causes the diminution of proper waste control because of the continuous production of wastes. Waste management liabilities stated that waste management practices, knowledge and awareness differs by sex, class, and age of the students. In general, the cooperation of communities and government is really important to minimize the effects of poor waste management of our community which encouraged the government implementing rules which creates creating necessary institutional mechanisms and incentives, declaring certain acts prohibited and providing penalties and appropriating funds. Our main research problem is; What are the challenges in the implementation of proper waste management. This research is a phenomenological research. Our participants are the artists of the Ililikha Artist village. Baguio experienced waste management problems because some people did not cooperate with the laws because of use of technology and their level of participation. People can contribute in creating a sustainable environment by creating advocacies that can help minimize waste or by understanding the concept of upcycling. The artists of the said village recycled waste to create something more beautiful that could lessen wastes. Our research could serve as a basis for the future researches so that they would not have much trouble in understanding waste management. It could also give the future researchers a head start on what to do and serve as a convenient guide. It could give them a clearer comprehension of Waste Management.</p> <p>Keywords: Waste; Education; Liability; Upcycling; Utilization</p>
<p>Bongani Clearance Thela ERCICBELLP1923053</p>	<p>Integrating English Literature in Discipline Specific Content: Legal Writing</p> <p>Bongani Clearance Thela Law School of Undergraduate Studies, Faculty of Law (Academic Literacy Unit), North West University, South Africa</p> <p>Abstract</p> <p>Generally, many university graduates may attest to remembering prescribed texts of literature such as poetry that they read in their high school days as opposed to content-based discipline specific textbooks. This is because content based textbooks demand high levels of concentration for the comprehending of the contents in the particular text. On the contrary, English literature allows students and lecturers to explore issues relating to real events, which allows them to relate easily to the text. A study submitted for the degree, Master of Arts, brought forward evidence that playwrights and other artists of literature reflect reality events in their work. Thus, this paper submits that it is easier for students and lecturers to remember texts of English literature that they read in previous years. Contrary to content-based texts such as scientific textbooks, these are usually not based on reality issues like the English literature. "Motivation is essential to learning since it is the driving force for students to complete tasks that build knowledge" (Nguyen, 2008). Integrating art in specific disciplines may serve as motivation to learning. Therefore, this paper proposes the use of poetry and other arts such as drama and prose as models for teaching</p>

	<p>discipline specific content with the aim to add value in teaching and learning. Keywords: Poetry; Motivation; Teaching; Learning; Law</p>
<p>Kathleen Kris Cortez ERCICBELLP1923057</p>	<p>Mixed Method Analysis of Gender Roles, Parental Involvement and Adversity Quotient of Lesbian, Gay, Bisexual and Transgender (LGBT) Parents</p> <p>Kathleen Kris Cortez Department of Arts and Sciences, Faculty of Psychology, Cavite State University, Cavite, Philippines</p> <p>Abstract This study employed concurrent mixed-method design to explore the extent of gender roles, parental involvement (with closeness and conflict as its dimensions) and adversity quotient (with four subdimensions: the control; owning; reach; and endurance) of lesbian, gay, bisexual and transgender (LGBT) parents. In particular, correlational design was used to determine the extent and relationship of the mentioned variables, while, thematic analysis was used to describe the gender roles, parental involvement and adversities experienced by LGBT parents in child-rearing. A total of fifty-seven (57) purposively-sampled LGBT parents participated in collecting quantitative data and eight of them consented to be interviewed for qualitative analysis. Findings showed that the LGBT parents perform androgynous role in parenting. They have high level in the closeness and moderate level in the conflict scales of the measure of parental involvement; while they have overall average level in adversity quotient. It was also found out that gender role is not significantly related to parental involvement, which in turn, has no relationship to adversity quotient. Gender role, however, was significantly related to adversity quotient particularly with respect to the dimensions of control and owning. Similarly, qualitative analysis showed that the LGBT parents described themselves as androgynous when it comes to the performance of parental roles and characterized their parental involvement as consisting of maintaining emotional connection, spending quality time, fulfilling economic duties though they also experienced conflicts with their children especially when enforcing disciplinary measures. The participants also face difficulties in parenting adjustment, child-rearing, financial and work-related issues, and received lack of support for being LGBT parents. This study recommends that mental health practitioners specializing on LGBT psychology consider these results in developing support programs that will address the specific concerns and adversities facing Filipino LGBT parents in parenting and child-rearing. Keywords: LGBT Parenting, Child-Rearing, Homoparentality</p>
<p>Sachet Jain ERCICBELLP1923060 + Kamakshi Gupta ERCICBELLP1923060</p>	<p>Social Media Analysis of Sports Leagues (IPL vs EPL)</p> <p>Sachet Jain IIM Calcutta,India</p> <p>Kamakshi Gupta Post Graduate Program, IIM Calcutta,India</p> <p>Abstract Money: The ultimate goal of a franchise owner. It is interesting that the social media followers reflect a close picture of the finances of the franchises. In this paper, we will cover how social media plays an important role in sports especially leagues like English Premier League and Indian Premier League. Firstly we will study, how brands rise in a neutral atmosphere. Given similar conditions, only certain teams evolve & outperform others on the field of social media. Secondly, we will see the difference & similarities between the practices of the teams in the IPL (being a newer league) in comparison with the EPL. The effects of such practises will also be covered. This study was done to find out how Twitter is being used by different teams of different sports leagues as a tool of closing gap with sports fan and also to increase their brand value. The parameters covered by us are total Tweets, total Followers, Pre-during-Post IPL tweets, Average Retweets, Average Likes, Average hashtags per post, Average mentions per post, Engagement on Social Media by IPL teams, Engagement on Social Media comparison with EPL team, Time strategy of tweets. The results clearly shows that the team following certain rules leave their mark over social</p>

	<p>media. Manchester United uses higher hashtags, lesser mentions, posts majorly b/w 10-12PM, and posts throughout the year. KKR, CSK following all this helps them reach the apex in terms of the IPL teams. There are other parameters to IPL which should be learned by the IPL teams which are covered in the paper. Other than this, detailed analysis of the IPL teams on Twitter has been done.</p>
<p>Rushit Dubal ERCICBELL1923061</p>	<p>Effect of Social Media Platforms on Supply Chain Management Practices of Online Food Delivery companies</p> <p>Rushit Dubal Assistant Professor, School of Business & Law, Navrachana University, Vadodara, India</p> <p>Firdos Solanki Assistant Professor, School of Business & Law, Navrachana University, Vadodara, India</p> <p>Abstract</p> <p>Web 2.0 has transformed the business fabric to the core. The transformation has its ripple effect ranging from business communication, human resource, supply chain management, etc. on the other side, with the rise of Web 2.0, the consumers are receiving multiple stimuli from his social media circles and brand communication.</p> <p>Food delivery companies are aggressively expanding their base in India. At the same time, consumer expectations are reaching sky-high with level of competitive technology enabled platform provided by zomato, swiggy and uber-eats. In this new-tech era, the organizations are expecting supply chain to be vigilant enough to fulfill the rapidly evolving need of the consumer without compromising on the fundamentals of supply chain. Lapse in supply chain practices at any step, even at a remote location has the capacity to affect the sales & operation at national level. The industry has observed multiple cases of violation of practices which significantly influence the brand as well as the immediate sales for company.</p> <p>With the swift nature of social media, it takes very little time to spread even few isolated incidents to audience at large. In this case, onus lies on the supply chain integrator to ensure seamless deployment of best practices and performance benchmarks tested at one location to rest of the locations immediately. At the same time, supply chain should be responsive enough to identify and mitigate the localized incidents, which can otherwise cause the catastrophic damage to the brand. This paper intends to analyze and evaluate the effect of few case of violation of supply chain practices and how social media impacts the perception and buying behavior of Indian consumer.</p> <p>Keywords: Social Media Marketing, Supply Chain Management, SCM, SMM, Online Food Delivery</p>
 <p>Septian Wahyudi ERCICBELL1923063</p>	<p>Big Impact Innovation: Synthesizing and Supporting Marketing Performance</p> <p>Septian Wahyudi Universitas Diponegoro, Faculty of Economics and Business, Semarang, Indonesia</p> <p>I Made Sukresna Universitas Diponegoro, Faculty of Economics and Business, Semarang, Indonesia</p> <p>Abstract</p> <p>There are still differences in the results of the significance of business partnerships with marketing performance so this paper tries to produce a synthesis of renewal variable in filling the gap between partnership variables with marketing performance that will be conducted empirical tests on high tech SMEs in Indonesia going forward. study Literature is carried out to obtain a synthesis of the basic theory of innovation. Which will be planned to be tested on more than 100 high tech SMEs owner-managers. A literature derived, conceptual framework provided the basis for the interview guide. The study confirmed that the three key theory highlighted by a critical review of the literature represented big impact innovation as a novelty. It offered some refinement to specific characteristics and activities within the themes and so offered an empirically supported model of high tech SMEs on marketing performance. it is hoped that future research can use the novelty of the variable showing various factors contributing to marketing activities at high tech SMEs, offering further refinement and development of the body of knowledge. This framework is the basis for assessing the impact of new phenomena emerging today.</p>

Originality/value – This variable is the novelty of the contribution of ideas tried to offer from several literature studies, especially from the theory of innovation, social impact theory and service dominant logic as a gap filler to improve marketing performance.

Keywords: High Tech Smes, Innovation Theory, Marketing Performance



Kuntarno Noor Aflah
ERCICBELLP1923065

The Impact of Islamic Work Ethics on Employee Performance Using Job Satisfaction and Affective Commitments as Intervening Variables: Study of Inter-Professional Employees in Central Java

Kuntarno Noor Aflah

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Abstract

Affective commitment and job satisfaction among inter-professional employees can improve employee performance. This study aims to analyze the factors that influence employee performance, namely Islamic work ethics, affective commitment and job satisfaction as intervening variables. Based on research, namely how to improve a company through affective commitment and job satisfaction, and the factors that affect affective commitment and job satisfaction, it is questionable with the Islamic work ethic variable. The variables that become antecedents are employee performance, affective commitment, and job satisfaction.

This research was conducted on inter-professional employees with a total of 200 employees working in various fields. Data is processed using Structural Equation Modeling (SEM) with the help of the Analysis of Moment Structure (AMOS) program.

The results showed that Islamic work ethics had a significant positive effect on employee performance, with affective commitment and job satisfaction as intervening variables.

Originality / value: The research model offered by the author is a new model from various pre-existing studies on the development of Islamic work ethics on employee performance

Keywords : Islamic Work Ethics, Employee Performance, Affective Commitment, Job Satisfaction



Maomao Tian
ERCICBELLP1923066

The Effect of Higher Education Expansion on The Marriage Market in China

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Abstract

China's higher education expansion policy started in 1999. It brought about rapid increase not only in the number of college and postgraduate enrollment, but also changed its gender ratio. A shift to female dominance under the traditional marriage mode further increased the risk of matching difficulties and failures. This paper assessed the impact of college enrollment expansion in the marriage market, evaluated the consequences of rapid expansion of higher education through the perspective of the marriage market, specifically, for females. Census data between 2005 and 2015 were used to analyze the marriage choices of graduate students and undergraduates. Results show that significantly negative association of college enrollment expansion with the marriage market. The greater the density of interventions for enrollment, the higher the decline in marriage rates. However, women who have higher education have chosen to be single. The recommendations are strengthen marriage awareness in college; determine intervention measures, adjust the university curriculum and educate college students about marriage and childbearing; help graduates prepare for participation in the marriage market in order to produce a family; and enrich relevant knowledge and information that will lead them to accurate expectations to avoid search failure in the marriage market.

Keywords: Marriage Market, Higher Education Expansion, Education Level, China

Armania Putri

The Effect of Innovative Capability, Knowledge Management, Intellectual Capital on Competitive

<p>Wardhani ERCICBELLP1923068</p>	<p>Advantage and Firm Performance (Study on Budget Accommodation in Semarang City)</p> <p>Armania Putri Wardhani Magister of Management, Faculty of Business and Economics, Diponegoro University, Erlangga Tengah Rd., Semarang, Indonesia</p> <p>Amie Kusumawardhani</p> <p>Abstract</p> <p>This research examines the effect of innovative capability, knowledge management and intellectual capital (intangible assets) on competitive advantage and firm performance (studies on budget accommodation in Semarang). The increasing number of hotels in Semarang city is an intriguing phenomenon; considering the background of the city itself for its lack of fame on its tourism business. However, it does not hinder investors' intention to keep opening their businesses in the area of accommodation services. The results of the pre-research interview stated that the increasing competition made the occupancy level troubling for the accommodating service entrepreneurs, both budget accommodation and standard and upper-class hotels. This research processed 50 samples consisting of 1 - 3 star hotels, budget hotels (non-star ones) and guesthouses. The data collection method was collected by spreading out questionnaire form to the respondents. Furthermore, the data was processed using analysis tool known as Partial Least Square (PLS). This study concludes that innovative capability, knowledge management, and intellectual capital which are part of the intangible assets of the firm have a positive effect on competitive advantage. Furthermore, competitive advantage also has a positive influence on firm performance. This study provides managerial implications that budget accommodation service entrepreneurs are able to improve their competitive advantage and firm performance through understanding and managing their intangible assets.</p> <p>Keywords: Firm Performance, Competitive Advantage, Innovative Capability, Knowledge Management, Intellectual Capital</p>
<p>Dhanika Austine Garcia ERCICBELLP1923071</p>	<p>The Moderating Role of Emotional Intelligence Between Personality Traits and Attitude Towards Mental Health Among College Students</p> <p>Dhanika Austine K. Garcia, RPsy The Graduate School, University of Santo Tomas, Manila, Philippines</p> <p>Prof. Marie Antonette Sunga-Vargas, PhD, RPh, RPsy Department of Psychology, University of Santo Tomas, Manila, Philippines</p> <p>Abstract</p> <p>Attitude towards mental health (also known as "mental health stigmatization") plays a major role as to why its awareness is promoted globally. Currently, in the Philippine setting, mental health advocates continue to explore the factors that influence stigmatization. However, even the Department of Health lacks empirical data on this phenomenon. Two of the prominent factors found to affect stigmatization are personality traits and emotional intelligence. This paper attempts to explore the significant relationship between: a) personality traits and attitude towards mental health; b) personality traits and emotional intelligence; c) emotional intelligence and attitude towards mental health; and lastly, d) the moderating role of emotional intelligence between personality traits and attitude towards mental health. A moderation design will be utilized to study any relationship. The present study will focus on college students as past studies have supported that they tend to be the most prejudicial when it comes to psychological issues. Metro Manila (National Capital Region), considered to be the pioneer of medical tourism in the country, will be the study locale as no report on attitude towards mental health has been done over the past years. Thus, the current study will contribute to the literature to provide a baseline for future researchers seeking to explore more on Filipino stigmatization.</p> <p>Keywords: Attitude Towards Mental Health, College Students, Emotional Intelligence, Metro Manila, National Capital Region, Personality Traits</p>
<p>Arnel Paranada ERCICBELLP1923072</p>	<p>Word Of Mouth, Self-Concept and Brand Perceived Value on Purchase Intent Behavior</p> <p>Arnel S. Paranada</p>

	<p style="text-align: center;">University of Santo Tomas Graduate School Master of Arts in Psychology with Specialization in Industrial/Organizational Psychology, Manila, Philippines</p> <p style="text-align: center;">Dr. Eugene P. Hontiveros University of Santo Tomas Graduate School, Thesis Adviser, Manila, Philippines</p> <p style="text-align: center;">Abstract</p> <p>The study aims to identify the relationship of purchase intent behaviour of consumers to word of mouth, self-concept and brand perceived value. Using a descriptive correlational design, various relationship will be tested and established among the variables. The statistical tool to be used will be Pearson's R and Multiple Regression to evaluate linear relationships of variables. The target participants will be selected consumers of Metro Manila working on a BPO Industry. At the end of the analysis, the results of the study are expected to provide information to marketers, researchers and academicians to enhance their sales and knowledge about how these variables correlate to purchase intent behavior.</p> <p>Keywords: Purchase Intention, Word Of Mouth, Self-Concept, Brand Perceived Value, Consumer Behaviour</p>
<p>Ade Miranisa Fikri ERCICBELLP1923073</p>	<p style="text-align: center;">Stress and Resilience for Parents of Children With Disabilities</p> <p style="text-align: center;">Ade Miranisa Fikri Psychology, Universitas Islam Indonesia, Yogyakarta, Indonesia</p> <p style="text-align: center;">Intan Rizkiana Universitas Islam Indonesia, Yogyakarta, Indonesia</p> <p style="text-align: center;">Dimas Aufaris Arkandi Universitas Islam Indonesia, Yogyakarta, Indonesia</p> <p style="text-align: center;">Fernanda Aurellia Department of Psychology, Universitas Islam Indonesia, Yogyakarta, Indonesia</p> <p style="text-align: center;">Abstract</p> <p>Resilience is the toughness and power that is contained in a person who is characterized by the ability to try and rise from stressful conditions. Parents who have children with special needs or disabilities are considered to have greater obstacles both physiologically and psychologically in dealing the children and environment than the parents who have normal children. This study aims to determine the relationship between stress and resilience in parents who have children with special needs. The subjects of this study were parents who had children with special needs who attended SLB Prof. Dr. Sri Soedewi Mascjhun Sofwan, SH Jambi, Sumatera Island of Indonesia. This study involved 105 parent respondents who have children with disabilities. The data collected was processed using the Pearson product moment analysis. The sampling technique in this study used a purposive sampling technique. The results of this study reveal how the relationship of stress and resilience in parents who have children with special needs or disabilities. The hypothesis of this study is the lower stress level in parents who have children with disabilities, the higher resilience of them.</p> <p>Keywords: Stress, Resilience, Parents, Children With Disabilities</p>
<p>Novitasari Novitasari ERCICBELLP1923075</p>	<p style="text-align: center;">Employee Engagement Contributing Factors</p> <p style="text-align: center;">Novitasari Novitasari Department of Human Resources Management, Faculty of Economics, Universitas Islam Indonesia, Yogyakarta, Indonesia</p> <p style="text-align: center;">Abstract</p> <p>This paper reports the findings of factors that contributing employee engagement. The study was conducted at a private hospital in South Borneo with 81 nurses as respondent. The study was an empirical study with questionnaire as data collection instrument. Furthermore, purposive sampling was the technique used as data collection method, with minimum three years working</p>

tenure as requirement. A multiple regression and path analysis were conducted by SPSS. This study indicates that LMX and working environment are positively significant to the employee engagement. Job satisfaction is negatively significant to the employee engagement. Job satisfaction only mediated LMX to employee engagement, while its not mediated working environment to employee engagement.

Keywords: Employee Engagement, Job Satisfaction, LMX, Working Environment

The Huy Le Hoang
ERCICBELLP1923054

Emotion Awareness and Emotion Vocabulary in Early Primary School Vietnamese Children: A Mixed-Methods Data Analysis

Le Hoang The Huy

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Abstract

Understanding children's emotion awareness and vocabulary, both as parts of emotion identification competence, is undoubtedly a fundamental feature in clinical and educational works with children. However, until now, no research including children's emotion awareness and vocabulary has been undertaken in Vietnam. Therefore, the goal of this exploratory study is to determine: (1) the effect of children's gender, grade-level and economic background on these children's emotional abilities; and (2) the diversity and grade-level and gender-related dispersion of children's emotional vocabulary by deepening children's emotional lexis. A quantitative and a qualitative was conducted. The sample of the current study included 266 Vietnamese children (Mean age = 7.80; SD = .97) from first to third grade of public primary schools in Ho Chi Minh City (Vietnam). Free and informed consent was obtained from all participants as well as their parents. For each child, we conducted individual semi-directive interview based on scenarios in the Levels of Emotion Awareness Scale for Children (LEAS-C, Bajgar et al., 2005). Quantitative findings suggested that third grade pupils had greater emotion vocabulary and awareness of others' emotion than first grade ones. Boys and girls did not significantly differ from each other regarding emotion awareness and vocabulary. On the other hand, qualitative data analysis revealed that children reported more easily and frequently sadness and happiness, whereas emotion vocabulary for fear/anxiety and complex emotions was more various than other emotion clusters. Finally, children in third grade had more words to describe complex emotions and higher empathy-related emotion vocabulary comparing to their younger fellows. Taken all together, as our findings enlighten the development of emotion awareness and vocabulary in Vietnamese children. Longitudinal study would be likely to better deepen this research topic in the future.

Keywords: Emotion Awareness, Emotion Vocabulary, Quantitative And Qualitative Data Analysis, Children, Vietnam



Aflit Nuryulia Praswati
ERCICBELLP1923062

Antecedents of mobile apps loyalty on Millennials market

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Abstract

The number of purchase transactions through mobile apps continues to increase rapidly. Mobile apps technology is always innovating, to become increasingly easy and practical in operating it. This phenomenon also occurs in developing countries, especially as seen in the millennial generation buying behavior. Millennials can access information related to products sold on online sites faster than other generations. So that millennial consumer behavior becomes so difficult to predict because it is very responsive to technological change. Millennial was born during the development of digital services that continue to actively innovate. Compatible is realized when innovation is considered consistent with the values that exist in potential users, past usage experience and the needs of users of mobile apps. One's level of trust that mobile apps are free from difficulties in use is interpreted as perceived ease of use and perceived usefulness. There are varied research results regarding loyalty on mobile apps. And only a few are examining e-loyalty in the millennial generation. This study identifies the relationship between innovativeness,

compatibility, perceived ease of use, perceived usefulness of m-loyalty. The research data was obtained from respondents who have made repeated purchases through mobile apps. The collected data was analyzed using structural equation modeling via Smart PLS. The results of the study stated that all variables significantly influence e-loyalty, except the innovativeness variable.
Keywords: TAM, Loyalty, Millennials, Mobile Apps



Aflit Nuryulia Praswati
ERCICBELLP1923062

Tourism Productivity and Economic Growth: A Literature Review

Siti Aisyah

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Aflit Nuryulia Praswati

Universitas Diponegoro, Faculty of economics and business, Semarang, Indonesia

Abstract

The purpose of this paper is to provide a structured literature review of the existing literature on tourism productivity and economic growth for 20 years (1999 to mid-2019) and provide knowledge for practitioners and researchers trying to identify current conditions, gaps in current research, and the future of research in the area of tourism productivity and economic growth. The literature is classified based on several classes such as the number of publications per year, journal publications, studies in various countries, the growth of empirical research, data analysis methods or tools used, problems related to measuring the performance of tourism productivity on economic growth. The results of this study are that most research publications address problems in developed countries, while relatively fewer publications are available about problems in developing countries. Therefore, greater opportunities in the area of tourism productivity and economic growth are available in developing countries. Empirical research is also developing in the area of tourism productivity and economic growth. Most research publications use the "case study" and "statistical analysis" research approaches as quantitative research tools. Literature is also categorized in various tourism problems.

Keywords: Tourism Productivity, Economic Growth



Ade Permata Surya
ERCICBELLP1923064

The Influence of Service Quality and Perceived Value on Customer Satisfaction and Loyalty in Training and Course Institution

Ade Permata Surya

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Aris Mardiyono

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Abstract

This study aims to examine and analyze the influence of service quality and perceived value on customer satisfaction leading to customer loyalty in training and course institution. The institution was Speak Project Academy, a startup of training specialist for Master of Ceremony (MC), public speaking and other softskills in Indonesia. The research was design by using conclusive experiment, in causal type, with quantitative and survey methods. The sampling method used is probability sampling and the data was analyzed by SEM-PLS with WarpPLS 6.0. Data was taken by giving online questionnaire to respondents who were Speak Project's Alumni trough e-mail. 146 online questionnaires were collected. The result shows both service quality and perceived value were significantly positif give effect to customer satisfaction, moreover customer satisfaction affected customer loyalty positifly and significantly. Beside of that, the Adjusted R-squared coefficients of customer satisfaction and customer loyalty were 57% and 78% which means 57% of customer satisfaction can be made by service quality and perceived value and 78% of customer loyalty can be made by customer satisfaction.

Keywords: Service quality, Perceived value, Customer satisfaction, Customer Loyalty, Training and Course Institution.



**Maria Rebecca
Campos
ERCICBELLP1923070**

Poverty and Social Analysis of the Bongao Port Improvement Project Philippines

**Maria Rebecca A. Campos,
Ph.D., Graduate School of Business, De La Salle University, Dasmaringas, Philippines**

Abstract

Bongao Port, the Philippines' gateway to the rest of Southeast Asia because of its proximity to the eastern Malaysian State of Sabah. Bongao has been a popular barter center and meeting place for southern merchants and Muslim traders for centuries. Prior to the construction of the Bongao Port Improvement Project, a Poverty and Social Analysis was conducted to comply with the requirements of the Asian Development Bank. Initially, the poverty lines and the poverty incidence were determined. A poverty profile classified the "poor" from the "very poor". The project beneficiaries were determined through a distribution and poverty impact analysis. The project's likely effects on different groups, with focus on the poor and other vulnerable groups, were used to identify the constraints of passing the project's benefits to the targeted groups, namely the boat passengers, the local population, surface vessel freight shippers, freight and passenger vessel operators, as well as producers. The use of the port by the poor and its competitive conditions were studied. Results show that the Project will directly benefit the poor in Bongao and its environs in terms of the likely uses of the facilities; their distance from the nearest market; access to services like education, health facilities, frequent destinations; market activities; knowledge of HIV; expectations on the port expansion; and the degree of their support and willingness to participate in the process for the Bongao Port Improvement project. Moreover, the net economic benefits of the project to different stakeholders show that the project is feasible.

**Roland Attila
Csizmazia
ERCICBELLP1923073**

Facilitating Crowdfunding in Singapore and South Korea: Comparative Analysis of Supporting SMEs and Startups

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Abstract

The idea of crowdfunding has rapidly gained momentum, as private investors have been looking for solutions to compensate for the diminishing interest rates on their investments in bonds and bank savings deposits. The regulators of crowdfunding had to identify the interests of stakeholders, not only to facilitate their access to such capital but also to protect investors against total loss and to create a framework for platforms (the intermediary between fund receivers and providers). Transparency had to be increased for investors, and it was necessary to take measures against potential money laundering in the system. The research is based on comparative analysis. It seeks to ascertain if and to what extent the regulatory regimes in South Korea and Singapore are patterned upon the regimes that the more developed and experienced countries created for the purpose of crowdfunding. It intends to analyze the development and application of crowdfunding regulations and opportunities in Singapore and South Korea, and to identify the similarities and differences between these two innovation-driven countries. Finally, it endeavors to answer the question of whether crowdfunding may become a potential source for small and medium enterprises (SMEs) in these countries, with particular respect to startups devoid of the financial resources needed for growth and for the commercialization of new products and services.

Keywords: Small And Medium Enterprises (SME), Startups, Crowdfunding, Economy Policy



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Factors Affecting Customer Satisfaction in International Hotels in Chenzhou City, China

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Abstract

The significance of the customer satisfaction management in the hotel industry has been

demonstrated by many researchers in the past decades. The purpose of this study is to determine the relationship between the five key factors (including hotel's facilities, service capability, service efficiency, service attitude, and breakfast) and the degree of the customer satisfaction level of the hotel. These five key factors were conceptualized by this author from the five dimensions of tangibility, reliability, responsiveness, assurance, and empathy in the SERVQUAL model proposed by Parasuraman, Zeithamal & Berry (1988), which was employed as the theoretical framework for identifying which of the five key factors has/have significant positive effects on the hotel's customer satisfaction. Empirical research was conducted on one of the international hotels in Chenzhou City, Hunan Province, China, focusing on the hotel's customer satisfaction management. The data were taken from the two online reservation websites that reviewed the hotel based on the SERVQUAL model from 2017 to 2018. Multiple linear regression analysis has been used to testify the relationship between the five key factors and the degree of customer satisfaction based on about 1,500 online comments. Only two key factors (service capability and service attitude) among the five key factors turned out to have significant positive effects on the customer satisfaction in this hotel and the other two factors (hotel facilities and breakfast) have non-significant positive effects on it, while the factor of service efficiency has an unexpected non-significant negative effect on this hotel's customer satisfaction. This study offers some suggestions for improving the future decision-making for the customer satisfaction management of this hotel and also provides a guide for other enterprises experiencing the similar situation with the mutual benefits for avoiding the mistakes in customer satisfaction management so as to better their overall performance.
Keywords: Customer Satisfaction, The Servqual Model, Significant Positive Effects, Service Capability, Service Attitude

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Epidemiology-based School Mental Health in Yogyakarta, Indonesia

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Abstract

This research was the first and second phase of a three-year applied research funded by The Ministry of Research, Technology, and Higher Education of Indonesia. The final objective of the three-year research is the establishment of a digital information system-equipped School Mental Health Center in Yogyakarta City, Indonesia. In this initial study, the prevalence of students' mental disorder, based on students' self-screening, and teachers' mental health literacy were portrayed as preliminary information for the development of a digital school mental health information system. On estimate, as many as 500 junior high school students in Yogyakarta City were sampled and completed the self-screening neurodevelopmental condition questionnaire. Total 100 teachers were sampled from five junior high schools in Yogyakarta City and completed the school mental health literacy questionnaire. Additionally, five teachers were interviewed in depth for qualitative probing. Findings were analyzed statistically to find the prevalence of mental disorders among students in Yogyakarta City. Mental health problem with highest prevalence and symptoms were discussed. Further, teachers' literacy of school mental health was also explored. Based on first year findings we developed 9 School-Mental-Health modules and trained forty teachers. Comprehension on neurodevelopmental disorders among teachers increased. Initial phase in developing digital information system on School Mental Health resulted in the model and content of the information system.

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- 2019 – XXIII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), November 14-15, Singapore

- 5th Dubai – International Conference on Social Science & Humanities (ICSSH), 09-10 December 2019
- 2019 – XXIV International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 10-11, Dubai
- Sydney – International Conference on Social Science & Humanities (ICSSH), 10-11 December 2019
- 2019 – XXV International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 11-12, Sydney
- 3rd Bali – International Conference on Social Science & Humanities (ICSSH), 19-20 December 2019
- 2019 – XXVI International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 20-21, Bali
- 5th Bangkok – International Conference on Social Science & Humanities (ICSSH), 21-22 December 2019
- 2019 – XXVII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 22-23, Bangkok
- 3rd Malaysia – International Conference on Social Science & Humanities (ICSSH), 27-28 December 2019
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- 2020 – International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), February 18-19, Dubai
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- 2020 – IInd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), March 04-05, Melbourne

- 5th Singapore – International Conference on Social Science & Humanities (ICSSH), 25-26 March 2020
- 2020 – IIIrd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), March 26-27, Singapore
- Tokyo – International Conference on Social Science & Humanities (ICSSH), 01-02 April 2020
- 2020 – IVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), April 01-02, Tokyo
- 3rd London – International Conference on Social Science & Humanities (ICSSH), 14-15 April 2020
- 2020 – Vth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), April 15-16, London
- Berlin – International Conference on Social Science & Humanities (ICSSH), 12-13 May 2020
- 2020 – VIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), May 13-14, Berlin
- 4th Kuala Lumpur – International Conference on Social Science & Humanities (ICSSH), 12-13 May 2020
- 2020 – VIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), May 13-14, Kuala Lumpur
- Seoul – International Conference on Social Science & Humanities (ICSSH), 20-21 May 2020
- 2020 – VIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), May 21-22, Seoul
- 3rd Prague – International Conference on Social Science & Humanities (ICSSH), 02-03 June 2020
- 2020 – IXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 03-04, Prague

- 6th Singapore – International Conference on Social Science & Humanities (ICSSH), 09-10 June 2020
- 2020 – Xth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 10-11, Singapore
- Paris – International Conference on Social Science & Humanities (ICSSH), 09-10 June 2020
- 2020 – XIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 09-10, Paris
- 3rd Budapest – International Conference on Social Science & Humanities (ICSSH), 01-02 July 2020
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- 4th Bali – International Conference on Social Science & Humanities (ICSSH), 21-22 July 2020
- 2020 – XIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 22-23, Bali
- 3rd Barcelona – International Conference on Social Science & Humanities (ICSSH), 01-02 September 2020
- 2020 – XVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), September 02-03, Barcelona