



CONFERENCE PROCEEDINGS

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CONFERENCE VENUE

Asian Institute of Technology (AIT), Conference Center, Bangkok, Thailand

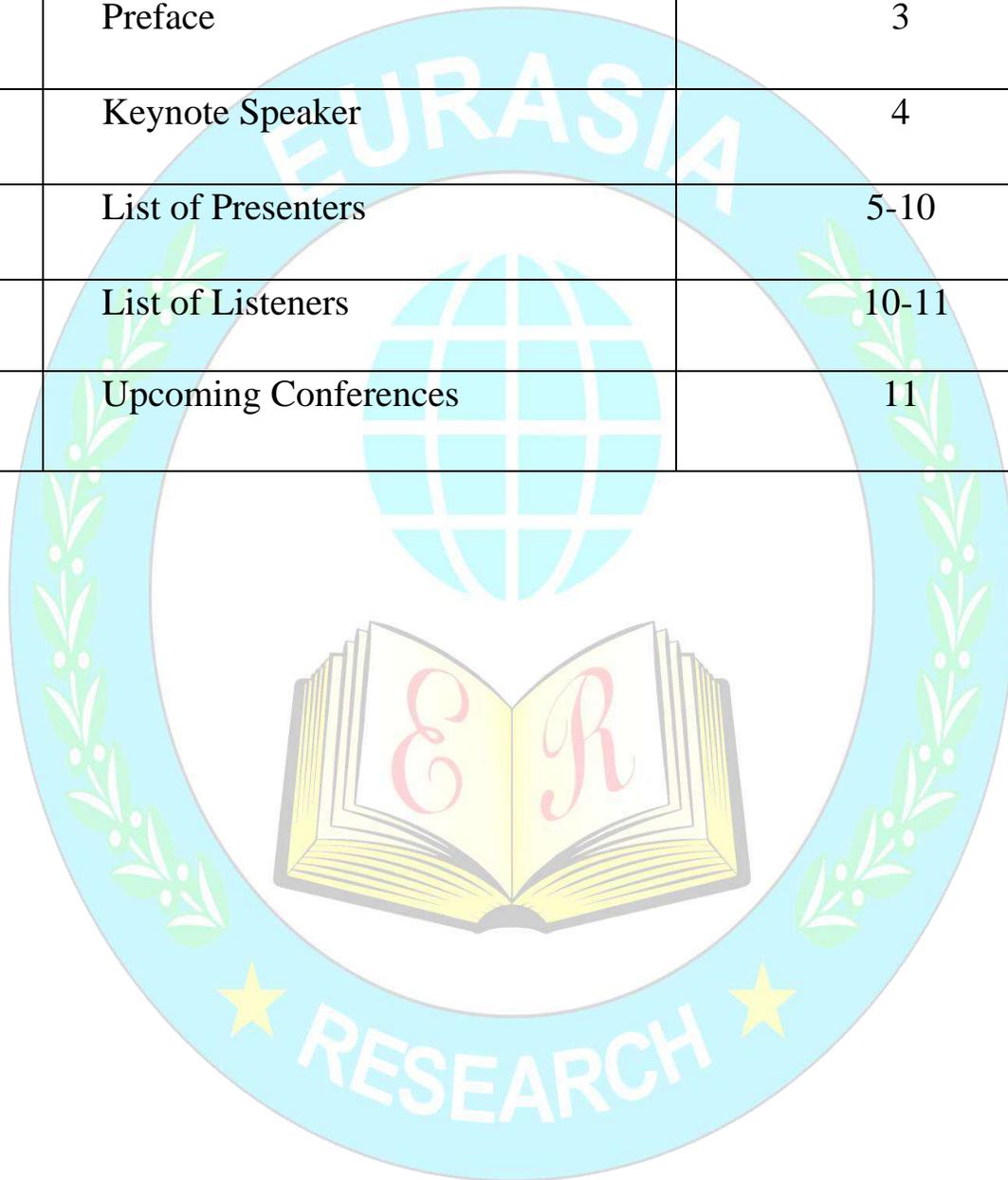
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Preface:

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KEYNOTE SPEAKER



Dr. Arthur McNeill

Department of Global Citizenship and Languages, Webster University Thailand

Topic: English-medium universities in Asia: How do students acquire discipline-related English?

Dr. Arthur McNeill is an adjunct professor in the Department of Global Citizenship and Languages, Webster University Thailand. Before moving to Bangkok in 2017, he was Director of the Center for Language Education and Associate Dean of Humanities and Social Science at the Hong Kong University of Science and Technology, where he was also the founding program director of the MA in International Language Education. Previous appointments include Associate Professor of Education Studies at Hong Kong Baptist University and Head of TESOL at Edinburgh University's Moray House School of Education. Among his recent publications are the co-edited book, Working Memory in Second Language Acquisition and Processing (Multilingual Matters) and the co-authored on-line course, English for Academic Study (Epigeum-Oxford University Press).

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PRESENTERS



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Legalisation of Prostitution

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Abstract

In this paper we will be focusing mainly on the relation of prostitution and Indian history along with the psychology of the person buying or selling sex, the problems faced by the sex workers and how legalization of prostitution can help improve the scenario, and not forgetting that prostitution is not all about the female prostitutes but also the male counter-part, although less in number and not in a miserable condition as that of the former but as Article 14, of the Indian Constitution says, "The state shall not deny to any person equality before law or the equal protection of laws within the territory of India." , while making laws for female sex workers we cannot eliminate the male sex work. Indra, the god of rains and also the king in gods, had beautiful dancers called Apsaras. They were the biggest assets of Indra's court; the Vedas do mention some of them, of which Urvasi and Menka are the most beautiful. Whenever his throne was in danger, he asked the Apsaras to seduce and distract his enemies with their beauty and dance. At times they lived together without any marriage ceremony. If we look closely, these Apsaras are the one which are called prostitutes in today's world. The Apsaras were among the courtesans and highly respected and even today their names are taken with due respect. Not just the Vedas but also the Bible has the mention of prostitute, where Jesus Christ welcomes a woman in his kingdom knowing that she is a prostitute.

Nazrul Islam
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Impact of Financial Inclusion on SME Entrepreneurs in Bangladesh

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Abstract

It is already proved that there is a paramount importance of financial inclusion for enhancing the welfare of an economy as well as reducing income inequality by providing access to efficient financial services to the masses. Financial inclusion is a significant issue in Bangladesh as the majority of the population especially women, farmers and poor people who are excluded from these basic financial services such as credit, insurance, and payment services etc. According to the Bangladesh Bank report, Bangladesh views small and medium enterprises (SMEs) important in terms of inclusive growth strategy as they account for almost 40% of the overall employment and around 80% of the industrial jobs in the country. Hence, this paper aims at identifying the impacts of financial inclusion on the SME entrepreneurs in Bangladesh. To conduct this research, 206 respondent entrepreneurs were chosen from those who initiated their own SMEs businesses. A structured questionnaire with 5 points Likert scale was used to collect primary data from the SME entrepreneurs. Both descriptive and inferential statistics were used in analyzing the data. Multivariate analysis technique like factor analysis, multiple regression analysis and Structural Equation Modeling (SEM) were performed to identify the impacts of financial inclusions on the

	<p>SMEs in Bangladesh. The study finds that mobile financial services play a vital role to facilitate the SME entrepreneurs. Factors such as, transaction security, easy tracking of monetary transaction affect positively on SME entrepreneurs in Bangladesh. Result shows that entrepreneurs having poor educational background face difficulties to operate technologies concerning financial inclusion. The research brings an important insight regarding why financial intermediaries prefer providing services to the established urban companies rather than the rising SMEs. It also raises the awareness on how much benefits a developing country like Bangladesh can get by promoting financial inclusion for the smaller enterprises and the disadvantaged business entrepreneurs in the country.</p> <p>Keywords: Financial Inclusion, Small and Medium Enterprises, Mobile Financial Service, Easy Tracking of Monetary Transactions.</p>
<p>Kaisar Yerkinbayev ERCICBELLP1928054</p>	<p>Analysis of Bilateral Trade Relations and future prospectus: Kazakhstan and China</p> <p>Kaisar Yerkinbayev School of Economics, Wuhan University, Wuhan City, China</p> <p>Abstract Trade relations between Kazakhstan and Peoples Republic China (PRC afterwards) have steadily developed over the last 27 years. This study analyzed bilateral trade relation between China and Kazakhstan with a focus on the import and export commodity structure, volume of trade. Moreover, based on data, it analyzed the trade integration index from 2000 to 2017.</p> <p>Keywords: Import, Export, Trade, Analysis, Kazakhstan, China</p>
<p>Jingchen Zhao ERCICBELLP1928059</p>	<p>Corporate Social Accountability: Enforcing Ethical Goals though Board Accountability</p> <p>Jingchen Zhao Nottingham Law School, Nottingham Trent University, Nottingham, UK</p> <p>Abstract While the notion of Corporate Social Responsibility (CSR) has now appeared in company law legislations in a number of jurisdictions, the idea of realising CSR via regulation has been criticised for being fundamentally flawed or else merely window-dressing, at least in the domain of corporate law. This article aims to contribute to this heated discussion, by way of address the problems that arise from implementing CSR in the corporate law domain, and assess how the term CSR could be refined and elevated through the lens of board accountability to make CSR mandatory in company law. The concept of CSA will be introduced as a much more refined stream of CSR, and evaluated with the aim of sharpening the regulatory latitude of CSR, based on and beyond disclosure. In particular, board accountability will be linked and investigated historically and theoretically, supported by discussion of their common nature, scope and trajectory, so as to enable CSR to be more appropriately and effectively applied in corporate law. The concept of Corporate Social Accountability (CSA) will be introduced and evaluated with the aim of broadening its latitude beyond disclosure. By providing a much needed new notion and identifying corresponding pragmatic routes for company law and CSR enforcement, we propose that the introduction of CSA will reduce current contestability through sorting, comparing and advancing this complex field of enquiry.</p> <p>Keywords: Corporate Social Responsibility, Board Accountability, Corporate Social, Accountability, Corporate Law, Enforcement</p>
<p>Thilini Piyarathna ERCICBELLP1928061</p>	<p>Care Giver Knowledge and Perspectives on the Speech and Language Therapist Recommendation of Tecture Modified Food in the Management Patient with Dysphagia</p> <p>Thilini Piyarathna Department of Disability Studies, Faculty of Medicine, University of Kelaniya, Sri Lanka</p> <p>Abstract Background: Primary caregivers are mainly involved in preparing recommended meals and feeding patient with dysphagia but caregiver knowledge & perception impacts of dysphagia management have not been extensively analyzed yet and there is a limited evidence based literature regarding nutritional care for patient with dysphagia. The study mainly focused on caregiver</p>

	<p>knowledge and perspectives on the speech and language therapist recommendation of texture modified food in the management of patient with dysphagia. Method: This is the descriptive cross sectional study and used Purposive sampling technique. From the selected general hospitals, 40 caregivers of patient with dysphagia for whom a modified diet has been recommended were participated and data were collected using the interviewer administrated interviews. And proposed data analyzed by mixed Analysis involving statistical analysis using SPSS and qualitative thematic analysis. Results: The results indicated the care givers perceived particular difficulty in modifying foods which are recommended by the SLTs. The caregivers have shown up inadequate knowledge about different food consistency and changing food consistency one to another. Most of them are unaware about consistency modification as a successful method of reducing aspiration. Additionally majority of the caregivers obtained information verbally. Which emphasized that deficit in information delivery process is caused for inadequate knowledge of the caregivers about texture modification. As a result of that caregiver are having negative perspectives on texture modification of patient with dysphagia. Conclusion: The study concludes that caregiver’s knowledge levels on texture modification straightly effect on their perception about texture modified diet. Keywords: Dysphagia, Texture Modified Diet, Care Giver, Knowledge, Perception</p>
<p>Dilini Rajakaruna ERCICBELLP1928063</p>	<p>Study to Determine Factors Considered by Speech and Language Therapists in Decision Making for Oral versus Non -oral Feeding in, Acute Post Stroke Patients</p> <p>Dilini Rajakaruna Department of Disability Studies, Faculty of Medicine, University of Kelaniya, Kelaniya, Sri Lanka</p> <p>Abstract</p> <p>Purpose: The current study aimed to determine factors considered by speech and language therapist in decision making for oral versus non- oral feeding in, acute post stroke patients. Method: A self-administered questionnaire was used to gather information. Purposive sampling method was used for recruiting 30 speech and language therapists who provide dysphagia services to the acute post stroke patients in hospital setting. Mixed method including quantitative Statistical analysis using excel and Statistical Package for Social Sciences (SPSS-22) Software-Trial version and qualitative thematic analysis were used to analyze the data. Results: All the participants 30 (100%) indicated that they use the conventional bedside assessments as the primary decision making procedure. Twenty one participants (70%) opted for the simultaneous use of an instrumental technique with a bedside assessment. Interestingly amongst the group of 8 participants (27%) that coupled both bedside assessment and objective tests, 13 participants (43.3%) used both video fluoroscopy swallowing and fiberoptic endoscopic evaluation of swallowing along with the bedside assessment. Current study explored ten related factors that are predominantly considered by SLT. Furthermore study explored that common ten factors varied depending on the assessment procedures used by speech and language therapist. Thematic analysis results indicated that “lack of caregiver support, lack of awareness of the professionals support and the lack of instrumental resource” were the challenge in SLTs best practice Conclusion:- Finding of Sri Lankan clinician decision making five factors are indicating variability in the profession of SLTs is in UK. As expected that SLTs in Sri Lanka have variability in practice because make similar decision for oral and non-oral feeding recommendation currently there have been no clinical guideline available in Sri Lanka. This in turn may lead to variations in clinical decision-making. However, similarities and difference could be attributed in order to maintain uniformity. Keywords: Stroke, Speech and Language Therapy, Instrumental Assessments, Oral And Non Oral Feeding</p>
<p>Margaret Meiling Luo ERCICBELLP1928055</p>	<p>Uses and Gratifications Theory and Digital Media Use: The Test of Emotional Factors</p> <p>Margaret Meiling Luo National Chung Cheng University, Taiwan ROC</p>

	<p style="text-align: center;">Abstract</p> <p>We study online digital media use by adoption uses and gratifications theory and technology acceptance model. With online surveys, we collected data and analyze the data by using stepwise multiple regressions and semi-structure analysis. The results suggest that entertainment is the most important use motivation of digital media use. Interestingly, information motivation is not the most salient motivation, assumed to be the major reason of media use. Along with the theorization of technology acceptance model, we also identify that perceive enjoyment and entertainment motivation are different constructs. The structure relationship of motivations and use intention is also tested.</p> <p>Keywords: Uses and Gratifications Theory, Digital Media, Technology Acceptance Model, Entertainment Motivation</p>
<p>Margaret Meiling Luo ERCICBELLP1928055</p>	<p style="text-align: center;">Facebook EWOM Marketing Strategy: A Social Support Theory Perspective</p> <p style="text-align: center;">Margaret Meiling Luo National Chung Cheng University, Taiwan ROC</p> <p style="text-align: center;">Min Wen Chen National Chung Cheng University, Taiwan ROC</p> <p style="text-align: center;">Sophea Chea Delaware Valley University, USA</p> <p style="text-align: center;">Abstract</p> <p>Today, social media is a major communication medium for online users. Along the use of social media, electronic word-of-mouth (EWOM) is a common user behavior. To understating the Facebook marketing and form marketing strategy has become an increasingly important issue. Facebook ranks at top one social medium where the posts on food and dining ranks at top 5 topics. To understand the EWOM behavior, this study investigates that positive and negative EWOM over Facebook. Both social exchange theory and social support theory are applied in our study. The results suggest that trust and social support are the major reason that influence customer satisfaction and dissatisfaction of Facebook, which in turn influence the positive and negative EWOM intention respectively. The theoretical contribution of our study lies in the application of two social theories in online context. The empirical contribution is to provide our findings to e-retailors to create positive EWOM meanwhile to avoid negative EWOM. The results of our study benefits e-retailors to build up positive reputations and form marketing strategy for business growth.</p> <p>Keywords: E-Word of Mouth, Social Exchange Theory, Social Support Theory, Facebook, Social Media</p>
 <p style="text-align: center;">Quang-Tuan Bui ERCICBELLP1928056</p>	<p style="text-align: center;">International Investment Strategy: New Perspective of Game Theory on Entry Timing</p> <p style="text-align: center;">Quang-Tuan Bui Ph.D. Student, Department PhD program in Business, Feng Chia University 100 Wenhwa Rd., Seatwen Taichung, Taiwan (R.O.C)</p> <p style="text-align: center;">Fang-Yi Lo Professor, Department of International Business, Feng Chia University 100 Wenhwa Rd., Seatwen Taichung, Taiwan (R.O.C)</p> <p style="text-align: center;">Abstract</p> <p>Purpose: The purpose of this paper is to extend the related recent literature by studying about the effects of firms' factors and economic factors in the context of game theory on the strategy of foreign market entry timing. This paper aims at providing managers with a newer viewpoint to international investing decision making.</p> <p>Data & Methodology: The sample of the study encompasses all Taiwanese listed firms. The major data sources are the Taiwan Economic Journal (TEJ) database and the World Bank data website. We use linear regression analysis in order to study the relationship as well as the effects of firms' resources and the host country's environment on a firm's investment decision.</p>

	<p>Findings: The main findings prove that firms with more information resources and experiences may act differently compared to competitors when they make their first foreign direct investment (FDI) strategy, suggesting that international managers tend to make these decisions at the later stage when the host country has a higher level of uncertainty. International firms also make later entry decisions for those investments they might suffer more hostage effect - even when they own a greater resource compared to rivals. The results also support that firms are more likely to have the chance of being a first-mover if they find a higher project payoff for their investment decision. Experienced firms can especially use their knowledge and skills to avoid being cheated and to minimize the risks from early entry.</p> <p>Conclusion: The results acknowledge the complexity of choosing an optimal entry timing strategy. More details and discussion on a firm's internationalization strategies are given based on its internal factors and the foreign country's external indicators. This research offers international firms with guidance on when to enter a market, by taking into consideration their situation and presents suggestions to foreign governments that want to attract foreign investment.</p> <p>Keywords: Game Theory, International Investment Strategy, Entry Timing, Competitive Interplay</p>
<p>Sasipha Tangworachai ERCICBELLP1928057</p>	<p>Does Economic Growth Effect Water Consumption? A Perspective from Thailand</p> <p>Sasipha Tangworachai Ph.D. Student, Department PhD program in Business, Feng Chia University 100 Wenhwa Rd., Seatwen Taichung, Taiwan (R.O.C)</p> <p>Fang-Yi Lo Professor, Department of International Business, Feng Chia University 100 Wenhwa Rd., Seatwen Taichung, Taiwan (R.O.C)</p> <p>Abstract</p> <p>This research investigates the determinants of water demand and price and income elasticities of water in Thailand, decomposed at the regional level (2003-2017). The research problem was selected because of the increasing importance of sustainable water consumption in Thailand, a country with high water demand for agriculture and growing pressure from climate change. Objectives included: 1) estimating price elasticity of demand for water; 2) estimating income elasticity of demand for water; 3) testing the relationship of water usage, economic conditions and climate conditions; an 4) suggesting effective water policy changes for sustainable consumption. The analysis included economic and climate variables as predictors for water demand, with maximum likelihood estimation (MLE) used to estimate the relationship. The analysis showed that demand for water was price inelastic, with regional Price elasticity of demands (PEDs) ranging from .002 to .036 . Only one region (North East) showed a negative PED, which would imply a slight drop in water consumption with higher demand. Water demand was also income inelastic, with elasticities ranging from .092 to .568 . These findings were generally consistent with the expected findings, as Thailand is not in the income category where high water price or income elasticity would be expected. Climate factors that influenced water consumption in some regions (though not all) included temperature, wind speed, and sunshine, but rainfall did not have a significant effect. The main recommendations for the Thai government include introducing water usage tariffs, incentivizing household water-saving technology, and incentivizing the use of water-saving technologies in agriculture. This research is limited in its scope, including geographic and time limitations. It also did not address water use at the household level, which could help explain some of the findings. Suggestions for future research include conducting a household survey to investigate water usage and examining regional differences in hydrological conditions and water usage.</p> <p>Keywords: Price Elasticities of Demand, Economic Growth, Water Consumption, With Maximum Likelihood Estimation</p>
<p>Juhaizi Yusof ERCICBELLP1928058</p>	<p>A Conceptual Framework on the Impact of Organizational Politics in the Relationship Between Leadership Styles and Organizational Commitment</p> <p>Juhaizi Mohd Yusof Universiti Malaysia Terengganu, Malaysia</p>

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Abstract

Today's organizations need effective leaders who understand the complexities of the rapidly changing global environment. The achievement of the organization not only depends on how the organization manages capital and human capabilities but also how it drives commitment to the organization. The individual or groups in organization that competing for limited resources is linked to politics due to manipulative or controlling power to alter or influence a decision-making process which affect the commitment of the employees. Employee commitment mirrors of the quality of the leadership in the organisation and effective leadership strategies are required for encouraging commitment for supporting the survival of the employee. This study aims to examine the relationship between leadership styles and organisation commitment, and organisational politics as a mediating variable. The questionnaire will be utilized to measure the follower's perception to the leadership style of their leader, perceptions of organisational politics and organisation commitment. The literature review focuses on the followers' outcomes and builds the framework of conceptual model. Two theoretical perspectives have guided the theoretical framework which are the transformational leadership theory and leader-member exchange theory. The proposal will give an increased understanding of the implementation of transformational leadership in any organisation and its implication on outcomes of followers. This framework reflects a growing interest in extending transformational leadership theory to different industry, thus contributing to a wider body of knowledge.

Keywords: Conceptual Framework, Transformational Leadership, Transactional Leadership Style, Organisational Politics, Organisation Commitment

Emerging Ways of Transfer of Immovable Property: Gift Deed

Naeesha Halai

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Abstract

Real Estate Sector is one of the most sought-after investment alternatives in India. There are various circumstances when one wishes to transfer the ownership of property to their beloved ones. Transfer of a property can be done in two possible ways- by an act of parties and by law. An acquired property in India can be transferred by way of inheritance, gift, purchase, and relinquishment, etc.

For transferring a property, an individual must efficiently transfer his property at the earliest in his name after following the proper process of law. The most effective method of transferring or acquiring a property is by the execution of a Sale Deed also known as a Transfer Deed. This method of transfer of property is not be a tax-efficient or cost-effective mode. That's the reason why gift deed is the most cost effective method of transfer of property to the near and dear ones of the transferee.

Keywords: Donor, Donee, Gift Deed, Transferor, Transferee



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International Policy Aspects Associated with Sugar Tax Policy: In the Case of Thailand

Karntera Srimanote

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Abstract

The study on the excise sugar tax on SSB in Thailand proved that well-intended international policy does not always result a well-intended outcome for every country as its differences are explained under the ‘Country-Specific Characteristic.’ Introducing the excise sugar tax policy rooted out from the fact that there has been a drastic increased of diabetes rate in Thailand, and projected to grow. However, the sugar tax policy on SSB doesn’t answer the question as sugar consumption in soft drinks are not as much as compared to other substitutes or foods. Negatively, it created more burden toward the Thai sugar farmers who also has been impact by the government’s immediate decision in settling the WTO dispute, along with the EU and Brazil that claimed that Thailand has been subsidizing the Thai sugar industry under its 70:30 payment scheme. Hence, the government decided to end the payment scheme, and to ease the tension between Brazil and the EU, Thailand liberated the Thai sugar price to float accordingly with the global sugar price - which has been continuously decreasing. Thailand’s decision had been explained through the theory of Institutional Isomorphism and Structuralism, of why Thailand acted the way they did, and what could Thailand do instead.

Keywords: Sugar Tax Policy, Thailand, International Relations, Institutional Isomorphism, Structuralism, Country-Specific Characteristics, International System

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Upcoming Conferences

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