

**ABSTRACT PROCEEDING**  
**Volume 1, Issue 3**



**CESBA-MARCH-2019**

**Venue: Mercure Hotel Amsterdam City**

**Date: March 30-31, 2019**



**Social Sciences  
and Economics  
Research Society**

# **SSERS International Conference on Social Sciences, Economics, Business Management & Humanities (CESBA)**

Conference organized by:



**Social Sciences  
and Economics  
Research Society**



This conference is dedicated to educators all over the world and to the members of the Social Sciences And Economics Research Society (SSERS) whose passion for teaching, learning, research, and service are helping to transform the academy in many positive ways.

#### **Mission, Vision, and Core Values**

To create inspiring convention, exhibition and entertainment experiences that exceeds our researchers expectations in an innovative, sustainable and proudly multi-cultural in European way.

The main objectives of the SSERS are, to strengthen business, economic and social sciences research, propose ways to enhance research activities and training through collaborations, provide multiple outlets of publications for young scholars through collaborations, and provide focused recommendations to the business, economics and social sciences schools for enhancing research skills of graduates through collaborations.

#### **Membership, Conference, Publishing, and Research Information**

If you are interested in serving as the volunteer reviewer for the next conference, please contact:

mail: [contact@sser-society.org](mailto:contact@sser-society.org)

Web site: <http://sser-society.org/>



## **SSERS International Conference on Social Sciences, Economics, Business Management & Humanities**

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## Welcome Message

The Social Sciences And Economics Research Society (SSERS) welcomes you to SSERS International Conference on Social Sciences, Economics, Business Management & Humanities (CESBA)

We are happy you decided to join your colleagues from around the world to explore innovative technologies, pioneering pedagogical strategies, and a sampling of international collaborations that are being used to engage and retain students, researchers and Scholars in the new millennium.



## Scientific Committee

Navid Yahyaei, Islamic Azad University (Isfahan,Iran)  
Kian Pishkar, Islamic Azad university Jieroft Branch Jieroft  
Vimut Vanitcharearnthum, Chulalongkorn University Bangkok , Thailand  
Yash Tiwari Hidayatullah, National Law University Raipur, India  
Alpha Janga, Alliant International University San Diego, California  
Saritha Attuluri, Alliant International University San Diego, California  
Mohammad Abdur Rahim, Sukhoi State Technical university of gomel GOMEL, BELARUS  
Farooq Anwar, The University of Lahore, Pakista  
Dr. Nik Hazimah Nik Mat, Universiti Malaysia Terengganu, Malaysia  
Dr Mourad Mansour,King Fahd University of Petroleum and Minerals Saudi Arabia  
Majid Asadnabizadeh, University of Payam Noor, Bushehr Centre, Iran  
Phongsakorn Methitham, Naresuan University Phitsanulok, Thailand  
Maduranga Pushpika Kumara Withanawasam, University of Sri Jayewardenepura Nugegoda , Sri Lanka  
Fiska Maulidan Nugroho, University of Jember, Jember  
Dr. Anupama Rajput, Delhi University Pitampura, India  
Dr. Bhawna Rajput, Delhi University Pitampura, India  
Mahdis Kanani, National Iranian Petrochemical Company, Tehran Iran  
Maduranga Pushpika Kumara Withanawasam, University of Sri Jayewardenepura Nugegoda , Sri Lanka

## Acknowledgements

The organizing committee would like to thank all those people who were involved in making the conference a success. A great amount of planning and organizing is required to hold a successful conference, so we are indebted to those who volunteered their time and energy.

We want to thank all the members of the Social Sciences And Economics Research Society (SSERS) who volunteered their time to help organize the conference.



## Social and Community Studies

Sociology: concepts and practices, Geographical perspectives on spaces and flows, what are the behavioral sciences, Psychology of the social. Where mind meets world: cognitive science as interdisciplinary practice, Economics as social science, Sociology and history: the dynamics of synchrony and diachronic, Philosophys place in the social sciences, Social welfare studies as interdisciplinary practice, Health in community, Horizons of interest: agenda setting in the social sciences, Research and knowledge in action: the applied social sciences, Social sciences for the professions, Social sciences for social welfare, Accounting for inequalities: poverty and exclusion, Social breakdown: dysfunction, crime, conflict, violence, Social sciences addressing social crisis points, Technologies in and for the social Economics, politics and their social effects: investment, ownership, risk, productivity, competition, regulation and deregulation, public accountability, stakeholders, trust, work life, resource distribution, consumption, well being, living standards, Commonalities, differences and relationships between the social and the natural sciences: research methodologies, professional practices and ethical positions, Research methodologies involving human subjects, The social sciences in the applied sciences and professions: engineering, architecture, planning, computing, tourism, law, health.

## Arts

Teaching and Learning the Arts, Arts Policy, Management and Advocacy, Arts Theory and Criticism, Social, Political and Community Agendas in the Arts, Visual Arts Practices, Performing Arts Practices: Theater, Dance, Music, Literary Arts Practices, Media Arts Practices: Television, Multimedia, Digital, Online and Other New Media, Other Arts

## Humanities

Media, Film Studies, Theatre, Communication, Aesthetics, Design, Language, Linguistics, Knowledge, Philosophy, Ethics, Consciousness, History, Historiography, Literature/Literary Studies, Political Science, Politics, Teaching and Learning, Globalization, Ethnicity, Difference, Identity, Immigration, Refugees, Race, Nation, First Nations and Indigenous Peoples, Sexuality, Gender, Families, Religion, Spirituality, Cyberspace, Technology, Science, Environment and the Humanities, Other Humanities

## Humanities

Media, Film Studies, Theatre, Communication, Aesthetics, Design, Language, Linguistics, Knowledge, Philosophy, Ethics, Consciousness, History, Historiography, Literature/Literary Studies, Political Science, Politics, Teaching and Learning, Globalization, Ethnicity, Difference, Identity, Immigration, Refugees, Race, Nation, First Nations and Indigenous Peoples, Sexuality, Gender, Families, Religion, Spirituality, Cyberspace, Technology, Science, Environment and the Humanities, Other

## Civic and Political Studies

Political science as disciplinary practice, Investigating public policy, Law as a social science, Criminology as social science, Public health, Social sciences in the service of social policy: risks and rewards, Accounting for the dynamics of citizenship, participation and inclusion, Trust, social capital, social cohesion and social welfare, Politics and social sciences, Interdisciplinary perspectives on politics, public policy, governance, citizenship and nationality, Security and insecurity, conflict and cohesion, war and peace, terror and anti-terror, The neo- liberal state and its critics, Policy measures: assessing social need and social effectiveness

## Cultural & Global Studies

Cultural studies are of human life ways: anthropology in its contexts; Of human life courses: family, childhood, youth, parenting and aging; Of human origins: paleontology, primate evolution, physical anthropology, Ethnographic methods,



Social meanings: language, linguistics, discourse, text, Cultural studies as a constitutive field, Social science stances: modernism and postmodernism; structuralism and post structuralism, Where humanities and social sciences meet, Social structure and human culture: the sociological and the anthropological, Interdisciplinary perspectives on human differences, Identities in social science: generational, gender, sexuality, ethnic, Perspectives on, and voices of, difference: multiculturalism and feminism, Religion and the human sciences, Health, well-being and culture, Global flows, Global security, Human movement: migration, refugees, undocumented migrants, The dynamics of globalization, diaspora and diversity, Globalized economics: inequalities, development, free and fair trade, Developed and developing worlds, Inequalities in international perspective, Poverty and global justice, Human rights in global perspective, The local and the global

## **Environmental Studies**

The natural and the social: interdisciplinary studies, Human environments, Sustainability as a focus of interdisciplinary study, What are applied sciences?, Health and the environment, People, place and time: human demography, Environmental governance: consumption, waste, economic externalities, sustainability, environmental equity, Human interests in the natural sciences: the politics of the environment

## **Organizational Studies**

Management as social science, Culture in organizations, Technology and work, The social dynamics of organizations, Human resource management, Workers rights, Corporate governance, Organizational and social sustainability, Corporate social responsibility, Knowledge ecologies: embedded knowledge in the organizational setting, Tacit and explicit knowledge, Private and public knowledge, Scenario building and futures forecasting, Organizational change

## **Educational and Communication Studies**

Education as a social science, The learning sciences, Action research: the logistics and ethics of interventional social science, Teaching and learning the social studies, History teaching and learning, Economics teaching and learning, Geography teaching and learning, Technology in learning and learning about technology, Communication Media studies as social science, Communications as a social science, Information and communications technologies, the social web: the internet in its social context, Human-computer interactions, Literacies as a social learning experience

## **Economics, Finance & Accounting**

Financial Accounting, management accounting, auditing tax accounting, Accounting information systems Islamic Finance, Financial Markets, Money and Capital Markets, International Finance, Derivatives & Foreign Exchange Rates, Islamic Banking, Portfolio & Funds management, Behavioral finance, International Economics, Public Finance (GST & Taxes), Monetary Economics, Sectorial Studies, Macroeconomic Issues

## **Business and Management Studies**

International Business, Globalization, International Law, Management in Multicultural Society, International Market Entry, Cross Cultural Management, Business Models, Organizational Studies Organization Behavior, Organization Theory & Design, Organization Development, Organization Culture and Values, Operations & Supply Chain Management, Operations Management, Sourcing, Logistics management, Supply chain strategy, Project Management, Human Resource Management, Training & Development, Conflict Resolution, Global and Multicultural Issues, Strategic HR Management, Recruiting and Staffing, Marketing Management, Hospitality and Tourism, Advertising, Promotion & Marketing Communication, Branding & Positioning, Consumer Behavior, Innovation & New Product Development, International and Cross-Cultural Marketing, Customer Relationship Management (CRM), Pricing, Public Relation, Retailing and Sales Management, Marketing Technology, Modeling and forecasting, Social Responsibility, Ethics and





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Consumer Protection, Sports Marketing, Social Entrepreneurship and SME Management, New Business Models, Agri-Business, SME challenges & Issues, SME & Globalization, Entrepreneurial Marketing, Entrepreneurial Education, Technology Management Management Information System, Enterprise Resource Planning, Innovation & Creativity, E-Commerce & E-biz, Global Technology Transfer, Research & Operations, Education Technology Strategic Management, Small - Medium size Firms in Crisis, Social Issues in Management, Collaboration and Strategic Alliances



## Conference Schedule

### **SSERS International Conference on Social Sciences, Economics, Business Management & Humanities (CESBA)**

Mercure Hotel Amsterdam City  
March 30-31, 2019

09: 00 am 09: 30 am	Registration and Reception
09: 30 am 09: 45 am	Opening ceremony
09:45 am 10: 00 am	Welcome Remarks
10: 00 am 10: 30 am	Tea Break



## **SSERS International Conference on Social Sciences, Economics, Business Management & Humanities (CESBA)**

**Day 01: Saturday  
March 30, 2019**

Session 01: 10:30 am 12:30 pm

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name: Tran Thi Tuoi

Reference ID: CESBA-39-13

Paper Title: Effects of Social Media and Career Anchors on Continuing Professional Development

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Presenter Name: Shelley Ching-yu Depner

Reference ID: 02-MEALP19-104

Paper Title: A Corpus-based Study of in Mandarin Chinese

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Presenter Name: Jo-Hui, Chen

Reference ID: 02-MEALP19-108

Paper Title: The Performance of Dividend ETFs: The Study of the Spillover and Leverage Effects

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Presenter Name: Jonathan Austin Daniels

Reference ID: 02-MEALP19-110

Paper Title: Predicting, Quantifying, and Assessing Achievement Motivation in the ESL Classroom

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Presenter Name: Akpojivi-Edewor, Mercy Onome O

Reference ID: 02-MEALP19-111

Paper Title: Effects of Marketing Strategies on the Performance of Retail Stores in Nigeria

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Presenter Name: Mr Rifqi Septiano Halim

Reference ID: 02-MEALP19-125

Paper Title: Effect of Variety of Capitalism Toward the Level of CSP

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**Lunch Break (12:30 pm 01:30 pm)**

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## **SSERS International Conference on Social Sciences, Economics, Business Management & Humanities (CESBA)**

**Day 02: Sunday  
March 31, 2019**

**Conference second day is reserved for participants own tourism activities.**



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## **Conference Abstracts**

**Track A: Business, Economics, Social Sciences and Humanities**



# Effects of Social Media and Career Anchors on Continuing Professional Development

Jau-Rong Chen <sup>1\*</sup>, Tran Thi Tuoi <sup>2</sup>

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In the era of information technology boom, social media because of its function has played an important role in social life, affects all aspects and all areas of life. In the past, individuals used social media to update their informations, keep in touch with their relatives. Increasingly, however, they are utilizing this platform to improve their knowledge and skills, widen their network and develop their professional. Combining with the clear career orientation, the individuals can achieve career success in the future. This study aims to investigate how career anchors effect on individuals continuing professional development (CPD). The study also aims to examine the direct effects of social media on CPD and the moderating role of social media in the relationship between career anchors and CPD. By means of a survey of 207 respondents from Vietnam via the Internet, this study finds that both career anchors and social media have positive effect on CPD. An indirect relationship between career anchors and CPD is also found through the moderating effect of social media. Implications for research, practice, as well as important directions for future research are discussed herein.

**Index Terms:** Social media, career Anchors, Continuing Professional Development, employability



## A Corpus-based Study of 在 in Mandarin Chinese

Shelley Ching-yu Depner<sup>1</sup>, Dr. Ashish Mehta<sup>2</sup>

<sup>1,2</sup>National Cheng Kung University, Taiwan, R.O.C, Taiwan

**Corresponding email:** chingyu2@gmail.com

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This study explores the life-form affixoid 在 guest; person in Mandarin Chinese based on modified pattern analysis (Hunston & Francis 1999) and Mutual Information value (Hunston 2002). We inspect the dictionary senses of 在, analyze the distributional patterns of parts-of-speech, and co-appearing adjectives. The goal is to see what semantic domains are embedded in 在. More importantly, we intend to show the pragmatic patterns of 在 that correspond to its constructions. We used probes such as [-able 在] and [-tive 在 + NOUN] to locate the pragmatic patterns of 在. Three conceptualizations of 在, comprising the relations of three motions, were postulated after observing the collocation of 在 in corpus.

**Index Terms:** Life-form study, Corpus Linguistics, pattern analysis, person affixoids, presupposed interlocutor.



## The Performance of Dividend ETFs: The Study of the Spillover and Leverage Effects

Jonathan Austin Daniels <sup>1\*</sup>, Dang Trung Kienn <sup>2</sup>

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Among a variety of Exchange-Traded Funds (ETFs), the dividend ETFs seem to expand in the number currently as of their concentration in looking for high yields and more stability for portfolios. This study applies the Generalized Autoregressive Conditional Heteroscedasticity-in-Mean-Autoregressive Moving Average (GARCH-M-ARMA) and the Exponentially Generalized Autoregressive Conditional Heteroscedasticity-in Mean Autoregressive Moving Average (EGARCH-M-ARMA) models to measure the spillover and the leverage effects from returns and return volatilities of high yield and low yield dividend ETFs on racing market stock indices, and vice versa. The findings show that the spillover effect in return is more happening in a group of low yield dividend ETFs, while the spillover effect on return volatilities is more dominant in a group of high yield dividend ETFs.

**Index Terms:** Dividend ETFs, Spillover Effect, Leverage Effect, GARCH, EGARCH.





## Predicting, Quantifying, and Assessing Achievement Motivation in the ESL Classroom

Jonathan Austin Daniels \*

Rissho University Korea, Japan

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Educators often rely on achievements (i.e. grades) within the classroom as a measure of the classroom environment. However, if crafting a positive and nurturing classroom environment is the aim one that takes into account the needs and expectations of the students themselves then other methods of gathering feedback, such as classroom surveys, can be a valuable tool. The purpose this presentation is to outline the results of a survey given to first year Japanese university students majoring in law; the aim being to better understand their expectations and values regarding competency in English. These findings were used to identify a correlation between high attendance and approach-oriented motivation, and low attendance and failure-oriented motivation.

**Index Terms:** Achievement, ESL, Expectancy, Motivation, Value.



## Effects of Marketing Strategies on the Performance of Retail Stores in Nigeria

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In the present day business environment that is characterized by the increased competition among local and international companies, the emergence of more demanding customers and great technological advances has resulted in a complex market in the retail business. In this complex market environment, the marketing strategy of the company could be a competitive advantage versus other companies provided that they deliver services and values that not only meet the customer demands, but surpass them. Therefore, the firms strategies should be characterized by a responsive work organization, based on co-operative relations not only within the firm but also in its relations with external partners such as customers, suppliers and competitors. The objective of the study was to determine the effects of marketing strategies on the performance of retail stores in Nigeria. The study adopted a cross sectional descriptive survey design. The population of the study comprised six retail stores. All the six registered firms were selected for the study. A questionnaire was used to collect data. The data was analyzed using descriptive statistics and regression models. The study established that the retail stores in have adopted several marketing strategies in order to improve their performance. The strategies used were product strategy, pricing strategy, physical evidence strategy. Product strategy enabled the retail stores to offer broad product line, stock products for different customer clusters, ensures that quality and reliability of the product offerings gain importance, utilize product design and technology in product development and that utilize early adopters for new product ideas and feedback. Pricing strategy was realistic and accurate, use of premium pricing on its products and price promotions and discounts. The use of marketing strategies resulted in increased sales, number of items sold, enhance purchase of products and increase market penetration of retail outlet.

**Index Terms:** Marketing strategies, Performance, Retail, Price Strategy, Product Strategy, Customer Cluster, Product Offerings.



## Effect of Variety of Capitalism Toward the Level of CSP

Mr Rifqi Septiano Halim \*

University of Groningen, Netherlands

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As an increasing pressure from the stakeholder, a company needs to take into account corporate social responsibility (CSR) in their strategy. They begin to see CSR as an opportunity to increase the growth of the company. Many independent agencies assess the corporate social performance (CSP) of the company. Therefore, we could see CSP as the outcome of what the company did relating to CSR. We can also relate to what the company did to the institutional level. Variety of capitalism is one of the frameworks that compare difference and similarities between countries. It divided the country into clustered of economies. Therefore, this paper aims to see how these varieties of capitalism are going to affect the level of CSP in their corresponding cluster. We use cross-sectional linear regression on the variety of capitalism with the CSP. The study use data from Thomson Reuters Asset4. The result shows that companies that operate in the CME cluster are better compare to the other cluster. This shows that the clustered of economies that the non-market strategy plays a role for building core competencies shows a high level of CSP. Cluster in which the institution is classified high will result in high level of CSP This is probably because to make the non-market party take side with your company, the company must comply with what the stakeholder party wants. In concluding, the company should take into account CSR in every place they conduct their business.

**Index Terms:**(CSR), Capitalism, Economies.



## Upcoming Events

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<http://sser-society.org/abshl-april-2019/>

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<http://sser-society.org/pems-july-2019/>

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<http://sser-society.org/iebs-aug-2019/>

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<http://sser-society.org/mrbss-may-2019/>

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<http://sser-society.org/rame-june-2019/>

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<http://sser-society.org/emem-sep-2019/>

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<http://sser-society.org/gass-oct-2019/>

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<http://sser-society.org/pmss-nov-2019/>

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<http://sser-society.org/hssm-dec-2019/>

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