

ABSTRACT PROCEEDING
Volume 1, Issue 8



BEGH-AUG-2019

Venue: Mercure Budapest Castle Hill (Ibis Budapest Castle Hill) Budapest

Date: August 24-25, 2019



**Social Sciences
and Economics
Research Society**

SSERS International Conference on Business Innovation, Economic Growth, Management, Social Sciences & Humanities (BEGH)

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

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



**SSERS International Conference on Business Innovation, Economic Growth, Management,
Social Sciences & Humanities (BEGH)**

Table of content

Welcome Message	5
Scientific Committee	6
Social and Community Studies	7
Conference Schedule	9
Conference Abstracts	13
Website Evaluation Using Cluster Structures	14
Performance Evaluation of Web Information Retrieval Systems	15
Conference Abstracts	16
Watch out the Dejected Face! How Face Emoticon affect Consumer Perception, with a Focus on the Three-Factor Relationship between the Sentiment Polarity, Face Emoticon and Number of Emoticon	17
An Empirical Study of Tourism Network Structure and Satisfaction	18
Sentiment Analysis on Online Comments	19
Upcoming Events	20



Social Sciences
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Welcome Message

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

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 interventionary 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 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 Business Innovation, Economic Growth Management, Social Sciences & Humanities

Budapest Castle Hill (Ibis Budapest Castle Hill) Budapest
August 24-25, 2019

09:00 - 09:30 am	Arrivals, Doorstep and Handshake
09:30 - 10:00 am	Welcome Remarks & Introduction (Mr Akhlaq)
10:00 - 10: 30 am	Networking



SSERS International Conference on Business Innovation, Economic Growth, Management, Social Sciences & Humanities

**Day 01: Saturday
August 24, 2019**

Session 01: 10:30 am 11:10 am

Track A: Engineering, Technology & Applied Sciences

Presenter Name: Kiyoshi Nagata

Reference ID: BSIN-08-P1

Paper Title: Website Evaluation Using Cluster Structures

Presenter Name: Fidel Cacheda

Reference ID: BSIN-08-P4

Paper Title: Performance Evaluation of Web Information Retrieval Systems

Session 01: 11:10 am 12:10 pm

Track B: Business Management, Economics, Social Sciences & Humanities

Presenter Name: Chien-Huang Lin

Reference ID: BEGH-89-04

Paper Title: Watch out the Dejected Face! How Face Emoticon affect Consumer Perception, with a Focus on the Three-Factor Relationship between the Sentiment Polarity, Face Emoticon and Number of Emoticon

Presenter Name: Fumihiko Isada

Reference ID: BEGH-89-05

Paper Title: An Empirical Study of Tourism Network Structure and Satisfaction

Presenter Name: Jiang Liang Hou

Reference ID: BEGH-89-07

Paper Title: Sentiment Analysis on Online Comments

Closing Ceremony & Lunch : (12:10 pm - 01:00 pm)



SSERS International Conference on Business Innovation, Economic Growth, Management, Social Sciences & Humanities

Conference Attendees

The following scholars/practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Participant Name: Yuriko Isada

Reference ID: BEGH-89-05C

Country: School of Policy, Kwansei Gakuin University, Sanda, Japan



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SSERS International Conference on Business Innovation, Economic Growth, Management, Social Sciences & Humanities

**Day 02: Sunday
August 25, 2019**

Conference second day is reserved for participants own tourism activities.



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Conference Abstracts

Track A: Engineering, Technology & Applied Sciences



Website Evaluation Using Cluster Structures

Kiyoshi Nagata*

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Since the late in 1990s when frequent commercial use of the Internet starts, research on websites has been actively conducted both by academic researcher and by website practitioners. Three broad categories of the research are Web content mining, Web structure mining, and Web usage mining. Apart from those, there are some research on coloring, placement technique of images, texts, and links on each page. In this paper, we focus on the difference between two cluster structures of website, one induced from link-based property and the other from term-based property. The link-based property is stable until a new link is added, but the term-based one varies depending on the items for searching. We propose an evaluation method for website by comparing the structures of clusters resulted from these properties. As the clustering method, here we adopt kernel k-means method, and compare partial clusters derived from term-based property depending on the given sequence of particular terms to definite partial clusters from link-based property. In order to distinguish them, we try to adopt spectral analysis.

Index Terms: Kernel K-Means Clustering, Link-Based Similarity, Term-Based Similarity, Spectral Analysis



Performance Evaluation of Web Information Retrieval Systems

Fidel Cacheda^{1*}, Victor Carneiro²

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In this paper, we present a tool for performance evaluation of Web Information Retrieval systems, named USim. This tool is based on the simulation of users' behavior and contributes to the performance evaluation process in two ways: estimating the saturation threshold of the system and in the comparison of different search algorithms or engines. The latter point is the most interesting because, as we demonstrated, the comparison using different workload environments will achieve more accurate results (avoiding erroneous conclusions derived from ideal environments).

Index Terms: Evaluation, Retrieval Systems, Algorithms



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Conference Abstracts

Track B: Business Management, Economics, Social Sciences & Humanities



Watch out the Dejected Face! How Face Emoticon affect Consumer Perception, with a Focus on the Three-Factor Relationship between the Sentiment Polarity, Face Emoticon and Number of Emoticon

Chien-Huang Lin^{1*}, Yidan Huang²

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Consumer reviews as a form of feedback on products have grown significantly in recent years. Facial emoticons (e.g, emoji) are commonly used in the reviews on electronic commerce and online shopping sites (such as Amazon, Taobao and JD). However, there are few studies involved in the use of facial emoticons. In this paper, we examine the interactive effects of sentiment polarity and facial emoticons in user-generated reviews (UGRs) to review trustworthiness and purchase intent. We designed two experiments with experimental research methods, and studied the main effects and interactions. The result shows that facial emoticons in reviews is a key factors to affect consumer detection. Consumers perceive reliability from the reviews with facial emoticons more than from non-emoticons. Besides, only in negative reviews, slight change of emoticon in review has effect on consumer purchase intention, while the change barely affect consumer in positive and neural reviews. Moreover, we explore what result the number of emoticon and different system would lead to for interactive effect. The result demonstrate that consumers perception is relied on not only text content but also facial emoticons appeared in the text. This paper fills the gap of EWOM and CMC in the research field relevant to emoticons and consumer reviews as well as offers guidelines to practical business work.

Index Terms: Face Emoticon, Sentiment Polarity, Consumer Behavior, User Generated Reviews, Computer Mediated Communication



An Empirical Study of Tourism Network Structure and Satisfaction

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The purpose of this study is to clarify the relationship between the network structure among tourist destinations and tourist satisfaction. As a methodology, we gave tourists a questionnaire concerning places visited and degree of satisfaction. Travel patterns have been classified using social network analysis. As a result of quantitative analysis, it is evident that cooperation between the central tourism resource and its surrounding facilities increases consumer satisfaction. On the other hand, even if each a sightseeing spot was linked individually, it did not increase the degree of tourist satisfaction very much.

Index Terms: Tourism Network Structure, Social Network Analysis, Degree of Satisfaction, Between Centrality, Ego Density



Sentiment Analysis on Online Comments

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Once a company releases new products or services to the market, consumers often express their interests, feelings and overall evaluations over the Internet via online comments. Features of online comments on a specific product or service might change with time. Enterprises can capture the latest market demand trend based on the tendency explored via online comments. On the other hand, consumers can also make their own decisions based on the tendency revealed via online comments. However, various information might exist in the comments and thus companies have to spend much time in analyzing comments features. Furthermore, consumers should also devote efforts on browsing the online comments in order to acquire features about product usage, feedbacks or price evaluations from a variety of online comments. In order to assist the enterprises or consumers on analysis of online comments, this study develops a model for sentiment analysis of online comments. The proposed model can be used to visually reveal the tendency of the online comments. By applying the proposed model, enterprises can refer to the latest trend of interests, emotional tendencies and overall evaluations from consumers. Moreover, the consumers can acquire useful opinions from the public in order to make decisions on products or services that meet their needs.

Index Terms: Comment Analysis, Sentiment Analysis



Upcoming Events

<https://sser-society.org/ahse-sep-2019/>

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

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

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

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

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

<https://sser-society.org/bemsh-jan-2020/>

<https://sser-society.org/sebmh-feb-2020/>

<https://sser-society.org/cesba-mar-2020/>

