



INTERNATIONAL
SCIENTIFIC RESEARCH CONFERENCE

PROCEEDING BOOK

**INTERNATIONAL CONFERENCE ON E-
BUSINESS, MANAGEMENT AND ECONOMICS
(EME-23)**

Tokyo Japan

**Volume 01
Issue 01**

www.isrconference.org

Contents

REVIEW BOARD	8
ORGANIZING COMMITTEE	9
CONFERENCE TRACKS	10
CONFERENCE CHAIR MESSAGE.....	11
CONFERENCE SCHEDULE.....	12
TRACK A	14
BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES	14
FINANCIAL FAILURE PREDICTION OF AGRICULTURAL COOPERATIVES IN THAILAND	15
THE IMPACT OF LOGISTICS MANAGEMENT ON THE OPERATIONAL PERFORMANCE OF DURIAN BUSINESS OF THE AGRICULTURAL COOPERATIVES OF CHANTHABURI RAYONG AND TRAT PROVINCES	16
ANALYSIS OF THE OPTIMAL HOUSING SIZE FOR HOUSING DEMANDERS.....	17
TARGET OR NOT? ENDOGENOUS ADVERTISING STRATEGY CONSIDERING CONSUMER PRIVACY CONCERNS	18
THE IMPACT OF OFFERING A SMALL MONETARY REWARD FOR POSITIVE REVIEWS CONSIDERING CONSUMERS' NONMONETARY MOTIVATIONS	19
INTERNATIONALIZATION AND RESEARCH RESULTS PROMOTION, A CHALLENGE FOR ROMANIAN PUBLIC UNIVERSITIES	20
EXPERIENCE, MANAGERIAL CAPABILITY, AND LIABILITY OF FOREIGNNESS IN EMERGING ECONOMIES	21
FROM THE INFORMALITY APPROACH TO THE PLURALITY OF OCCUPATIONAL RELATIONSHIPS: THE CONTRIBUTION OF LABOUR TO EMERGING ECONOMIES, SPECIFICALLY IN HA TIEN, VIETNAM.....	22

Book of Abstracts Proceedings

INTERNATIONAL CONFERENCE ON E-BUSINESS, MANAGEMENT AND ECONOMICS (EME-23)

City/Country: Tokyo Japan

Date: August 12-13, 2023

Venue: Hotel Mystays Ochanomizu Conference Center Tokyo Japan

Email: info@isrconference.org

URL: <https://isrconference.org/>



All rights reserved. Without the consent of the publisher in written, no individual or entity is allowed to reproduce, store or transmit any part of this publication through any means or in any possible form. For obtaining written permission of the copyright holder for reproducing any part of the publication, applications need to be submitted to the publisher.

Proceedings of the International Conference on E-Business, Management and Economics
(EME-23)

Disclaimer

Authors have ensured sincerely that all the information given in this book is accurate, true, comprehensive, and correct right from the time it has been brought in writing. However, the publishers, the editors, and the authors are not to be held responsible for any kind of omission or error that might appear later on, or for any injury, damage, loss, or financial concerns that might arise as consequences of using the book. The views of the contributors stated might serve a different perspective than that of the ISRC.

Tokyo August 2023

***INTERNATIONAL CONFERENCE ON E-BUSINESS,
MANAGEMENT AND ECONOMICS
(EME-23)***

CORE VALUES

- Inclusiveness and affirmative action
- Promoting the academic and research ethics
- Promoting the individual rights to learning, growth, opportunity and privacy
- Compliance with higher standards of research ethics
- Nurturing and sponsoring positivity in all areas of conduct
- Transparency and trust in all means of conduct



REVIEW BOARD

01. Hartini Ab Ghani (University Darul Iman, Malaysia)
02. Dr. Muhammad Abdul Wahid Usmani (University, Riyadh, Saudi Arabia)
03. Mrs. Rita Udoeye Dept: Accounting Education Federal college of Education (Technical) Asaba, Nigeria
04. Dr. Seweryn Spalek Dept: Organisation and Management Silesian University of Technology, Poland
05. Mr. Khirulnizam B. Abd Rahman (Kolej Universiti Islam Antarabangsa Selangor)
06. Miss Fariha Gul (Institute of Education and Research, University of the Punjab, Lahore)
07. Cecilia Anthony Das (Curtin University, Sarawak, Malaysia)
08. Mr. Hussaini Garba Mohammed (Utako, Abuja, Negeria)
09. Dr. Mahmoud Fath-Allah Dept: Economic Department, League of Arab States (LAS), Egypt
10. M C Porcu, University of Cagliari, Italy
11. A D Tsonos, Aristotle University of Thessaloniki, Greece
12. Wahiba Ben Abdessalem, High Institute of Management of Tunis, Tunisia
13. Zonggdeng, Qufu Normal University, China
14. Joey Wu, University of Pretoria, South Africa
15. Jasrul Nizam Ghazali, MARA University of Technology
16. Dr. Ali Serhan Koyuncugil, Capital Markets Board of Turkey, Turkey
17. Dr. Faisal B. Al-khateeb, New York Institutes of Technology-Abu Dhabi Campus, UAE
18. Dr. Samuel Andoh, Southern Connecticut State University, USA
19. Dr. Joseph Ofori Dankwa, GSMI Fellow, Saginaw Valley State University, USA
20. Ivneet Walia, Rajiv Gandhi National University of Law, India
21. Dr. S.Raghunadha Reddy Research Scholar at School of Pharmacy, University of Maryland.
22. Dr. Thitiphan Chimsook, Department of chemistry, Faculty of Science, Maejo univeristy, Thailand.
23. Salim Hiziroglu, Ph.D. Oklahoma State University, Stillwater, Oklahoma
24. Raffaelee Cavalli , University of Padova, Italia
25. Brce Talbot Skog og landskap, Norway

ORGANIZING COMMITTEE

Dr. Sennay Ghebreab
Conference Secretariat

Andrew Wee
Conference Coordinator

Mr. John
Conference Coordinator

Ms. Adrina
Conference Coordinator

Mr. Anthony
Conference Coordinator

Mr. Ivan
Conference Coordinator



CONFERENCE TRACKS

- Society For Business, Economics, Social Science & Humanities
- Society For Engineering & Technology, Computer, Basic & Applied Sciences
- Society For Medical, Medicine and Health Sciences

CONFERENCE CHAIR MESSAGE

Dr. Sennay Ghebreab

“International Scientific Research Conference” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the Society For Business, Economics, Social Science & Humanities, Society For Engineering & Technology, Computer, Basic & Applied Sciences, Medical, Medicine & Health Sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let's get over all sorts of discrimination and take a look at the wider picture. Let's work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Sennay Ghebreab

Conference Secretariat



CONFERENCE SCHEDULE

INTERNATIONAL CONFERENCE ON E-BUSINESS, MANAGEMENT AND ECONOMICS (EME-23)

**Hotel Mystays Ochanomizu Conference Center Tokyo Japan
August 12-13, 2023**

Time: Registration & Kit Distribution (09:30– 10:00 am)

**Day: Saturday
Date: August 12, 2023**

10:00 am – 10:30 am	Introduction of Participants
10:30 am – 10:45 am	Inauguration and Opening address
10:45 am – 11:00 am	Grand Networking Session

Break (11:00 - 11:15 am)

DAY 01 (August 12, 2023)

First Presentation Session (11:15 am – 01:30 pm)

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name	Manuscript Title	Paper ID
Chih-Hsing Hung	Analysis of the Optimal Housing Size for Housing Demanders	EME-AUG23-101
Yue Shen	Target or Not? Endogenous Advertising Strategy Considering Consumer Privacy Concerns	EME-AUG23-104
Xueyu Liu	The Impact of Offering a Small Monetary Reward for Positive Reviews Considering Consumers' Nonmonetary Motivations	EME-AUG23-105
Nakhun Thoraneenitiyan	Financial Failure Prediction of Agricultural Cooperatives in Thailand	EME-AUG23-106

DAY 01 (August 12, 2023)

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name	Manuscript Title	Paper ID
Phat Pisitkasem	The Impact of Logistics Management on the Operational Performance of Durian Business of the Agricultural Cooperatives of Chanthaburi Rayong and Trat provinces	EME-AUG23-107
Gabriela Teodorescu & Ramona Lile	Internationalization and Research Results Promotion, A Challenge for Romanian Public Universities	EME-AUG23-108 & 108CA
Chia-Wen Hsu	Experience, Managerial Capability, and Liability of Foreignness in Emerging Economies	TOKAFA-AUG23-102
Kimsa Maradan	From the Informality Approach to the Plurality of Occupational Relationships: The Contribution of Labour to Emerging Economies, Specifically in Ha Tien, Vietnam	TOKAFA-AUG23-104

Closing Ceremony & Lunch (01:30 pm – 02:30 pm)

PARTICIPANTS REGISTERED AS LISTENER\OBSERVER

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

Official ID: VPA-AUG23-A101
Prof. Juhyun Song
Korea University Anam Hospital/Emergency department
Seoul, Republic of Korea

CONFERENCE DAY 02 (August 13, 2023)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself



TRACK A

**BUSINESS, ECONOMICS, SOCIAL SCIENCES AND
HUMANITIES**

FINANCIAL FAILURE PREDICTION OF AGRICULTURAL COOPERATIVES IN THAILAND

Nakhun Thoraneenitiyan *

Faculty of Economics, Kasetsart University, Bangkok, Thailand

Corresponding Email: nakhun.t@ku.ac.th

This research aims to analyze the operational characteristics of agricultural cooperatives in Thailand that may lead to financial failure, by using financial data to create a model with discriminant analysis technique, and logistic regression. Both equations were constructed using data from 645 agricultural cooperatives in 2021. The Stepwise method was used to estimate discriminant equations. It was found that the ratio of cash to total assets, profit to total assets ratio, and net profit margin are very important for cooperatives to prevent financial failure. A high debt-to-asset ratio gives cooperatives a high chance of financial catastrophe. The results from the logistic regression equation showed that profitability and operating efficiency decrease the likelihood of financial collapse. While the higher the debt-to-asset ratio, the greater the likelihood of a cooperative's financial failure. Forecasting financial failures using the logistic regression equation and one-year data in advance generates 87.2% overall group forecasting accuracy, while the discriminant equation produces 80.27%. When using the two-year data, the logistic regression equation also gave better prediction accuracy, which was higher than 80% and greater than that of the discriminant equations. The recommendations from this research support enhancing competitiveness and liquidity and generating a suitable financial structure for agricultural cooperatives to prevent the cooperative from experiencing financial failures.

Keywords: Agricultural, Cooperatives, Thailand

THE IMPACT OF LOGISTICS MANAGEMENT ON THE OPERATIONAL PERFORMANCE OF DURIAN BUSINESS OF THE AGRICULTURAL COOPERATIVES OF CHANTHABURI RAYONG AND TRAT PROVINCES

Phat Pisitkasem^{*}

Department of Cooperatives, Faculty of Economics, Kasetsart University, Thailand
Corresponding Email: phat.p@ku.th

This research aims to study the effects of logistics management in terms of inbound logistics, and outbound logistics on the operational performance of durian business in terms of costs, time, and reliability. 141 questionnaires were sent to selected cooperative members involved in the durian business in Chanthaburi Rayong and Trat provinces, Thailand. Descriptive and inferential statistics were conducted for data analysis including percentages, averages, standard deviations, and multiple regressions. Of 141 Most responders are durian business owner, male, high school, most of the cultivated varieties are Monthong varieties and average age of 47.65 years old with 16.79 years of experiences. Hypothesis tests indicate that outsourcing factor has effect on cost performance, outbound inventory management and warehouse management have effect on time and reliability performance, and forecasting and demand management has effect on time performance.

Keywords: Logistics Management, Performance, Durian Business, Agricultural Cooperatives

ANALYSIS OF THE OPTIMAL HOUSING SIZE FOR HOUSING DEMANDERS

Chih-Hsing Hung^{1*}, Yi-Cheng Wenga², Shyh-Weir Tzang³

^{1, 2}Department of Money and Banking, National Kaohsiung University of Science and Technology, Kaohsiung, Taiwan, R.O.C

³Department of Finance, Asia University, Taichung, Taiwan, R.O.C

*swtzang@gmail.com, Department of Finance, Asia University. #500, Liufeng Rd., Wufeng district, 41354, Taichung, Taiwan, R.O.C

Corresponding Email: hunpeter65@nkust.edu.tw

Based on the extension of the model of Campbell and Cocco (2015), we use the data of Taiwan to explore the factors that affect the consumers' demand for housing size. Results revealed that loan-to-value (LTV) ratio, total income and age are positively correlated with the optimal housing size. We also find that consumption has only a marginally positive effect on the optimal housing size. Income tax rate, however, is found to be negatively correlated with the optimal housing size.

Keywords: *Optimal housing size, LTV, Income, Consumption, Age*

TARGET OR NOT? ENDOGENOUS ADVERTISING STRATEGY CONSIDERING CONSUMER PRIVACY CONCERNS

Yue Shen¹, Weijun Zhong², Shu'e Mei³

^{1, 2, 3} School of Economics and Management, Southeast University Nanjing, China

Corresponding Email: 1032125576@qq.com

The explosion of information technology has enabled firms to collect data about consumers in novel ways. With massive data, firms can build consumer profile and conduct targeted marketing. Because targeted advertising is more related to consumer demand, it is considered to be able to effectively save advertising cost and improve advertising effectiveness. Hence, targeted advertising is the most prevalent choice for firms; however, its effectiveness is affected by an increase in consumer privacy concerns. When considering consumers' privacy concern, whether targeted advertising is the optimal option for firms? Hence, we want to explore the effect of consumers' privacy concern on firms' advertising strategies. In order to solve the research questions, we establish a dynamic game model in which each firm can endogenously choose its advertising strategy, and analyze how do firms choose between mass and targeted advertising. There are a number of interesting findings. Regardless of the size of the competitive market, when consumers' privacy concern is high, both firms would adopt mass advertising. When consumers' privacy concern is moderate, or consumers' privacy concern is low while the competitive market is large, firms would employ asymmetric strategies with one firm choosing mass advertising while the other adopting targeted advertising. Only when the competitive market is not large and consumers' privacy concern is low, would both firms choose targeted advertising. Additionally, under certain conditions, the two firms may fall into the prisoners' dilemma, which means even if choosing mass advertising is beneficial to both firms, they would choose targeted advertising. Hence, firms should not only pay attention to the effectiveness of targeted advertising, but also be aware that targeted advertising can activate concerns about privacy. Firms should carefully assess consumers privacy and adjust their advertising strategies, or they can adopt some privacy protection measures to mitigate consumers' privacy concern.

Keywords: *Advertising, Strategy, Consumer*

THE IMPACT OF OFFERING A SMALL MONETARY REWARD FOR POSITIVE REVIEWS CONSIDERING CONSUMERS' NONMONETARY MOTIVATIONS

Xueyu Liu *

School of Economics and Management, Southeast University Nanjing, China

Corresponding Email: liuxueyu@seu.edu.cn

Offering a small monetary reward to buyers in return for positive reviews is widely implemented by online sellers. Considering the roles of the monetary reward, consumers' nonmonetary motivations and the product quality in consumers' review-posting behavior, we develop a two-period model capturing consumers' product-purchase and review-posting decisions to investigate an online seller's reward offering and product pricing decisions. We find that the effectiveness of the reward in raising product ratings is significant for products with medium quality, while less significant for products with low or high quality. Offering a small monetary reward for positive reviews is not always profitable to the seller. The seller can benefit from offering such a reward only when consumers' nonmonetary benefit satisfies certain constraints and its product is of medium quality. The introduction of a reward leads to an increase not only in the second-period price but also in the first-period price. When the seller offers a reward, a change in consumers' nonmonetary benefit affects the optimal prices in the two periods differently. Specifically, as consumers' nonmonetary benefit increases, the seller should increase the first-period price to reduce the waste on reward offering, while it should decrease the second-period price to stimulate consumers to purchase.

Keywords: *Monetary, Consumer, Motivations*

INTERNATIONALIZATION AND RESEARCH RESULTS PROMOTION, A CHALLENGE FOR ROMANIAN PUBLIC UNIVERSITIES

Gabriela Teodorescu^{*1}, Ramona Lile²

¹ Valahia University of Targoviste, Romania

² Universitatea "Aurel Viaicu" Din Arad, , Romania

Corresponding Email: gabriela.teodorescu@valahia.ro

The internationalization process in Romanian public universities involved and still involves an amount of challenges and risks. Among the challenges, we can highlight, first of all, the ability to mobilize the appropriate human and financial resources in order to build a sustainable internationalization strategy leading to a growing internationalization of the university. Opinion are still issued about the forms of internationalization of the Romanian higher education and risks associated with this process also emerge. One risk is the possibility of losing, as a result of migration, important resources of human capital (brain drain). Another risk is that of losing cultural identity. In spite of this, "Valahia" University of Târgoviște undertakes its mission of internationalization in view of the fact that the international dimension of teaching and research adds value to the higher education system. The international activities should become the catalysts of major institutional revisions and planning, and they help reinforce the institutional construction by strengthening the human, technical or/and infrastructure capacities. Is the promoter of actions designed to contribute to the change of human mentalities, and of technological and innovative transformations capable of laying the grounds for a sustainable and responsible society. In order to reach this goal, the university takes firm steps towards the implementation of its yearly *operational plans*, as well as *internal policies* and *strategies*. This contributes to the constant improvement of our university's management, with the aim of effectively and efficiently managing the allocated resources for administrative activities, education, and research, and of diversifying our services for Romanian and foreign students. As a sustainable university is shaping, through education, a man aware of the desired behavioural changes for a new way of life, a man capable of having a positive impact on the economic, social, cultural and informational environment with the intention of helping in the development of a human society tailored for long-term development. Demonstrating its openness to the world, "Valahia" University of Târgoviște is involved in the fashioning of a multicultural Europe and contributes to the affirmation of its humanistic and democratic values.

Keywords: *Internationalization, Research, Strategies, Challenges*

EXPERIENCE, MANAGERIAL CAPABILITY, AND LIABILITY OF FOREIGNNESS IN EMERGING ECONOMIES

Chia-Wen Hsu*

National Chung Cheng University, No. 168, University Road, Minhsiung Township, Chia-Yi, Taiwan

Corresponding Email: cwhsu@ccu.edu.tw

Drawing on the firm experience, managerial capabilities and liability of foreignness literature, this study explores the contingencies relating firm's international experience and managerial capability to mitigate the liability of foreignness. Using a sample of 207 Taiwanese MNCs from 2011 to 2020, the empirical results indicated that exploitative experience and explorative experience both significantly help firms to mitigate liability of foreignness. In addition, this study also found that managerial capability positively moderates the relationship between the experience and liability of foreignness, suggesting the effect is contingent on a firm's capability to deal with the mitigating of foreignness during international expansion. This study emphasizes the importance of international experiences and managerial capabilities in overcoming the liability of foreignness in international expansion. Theoretical implications of these results and suggestions for future research are also discussed.

Keywords: *Explorative Experience, Managerial Capability, Liability of Foreignness*

FROM THE INFORMALITY APPROACH TO THE PLURALITY OF OCCUPATIONAL RELATIONSHIPS: THE CONTRIBUTION OF LABOUR TO EMERGING ECONOMIES, SPECIFICALLY IN HA TIEN, VIETNAM

Kimisa Maradan^{1*}, Dr. Oec. Christophe Gironde², Prof. Dr. Oec Olivier Crevoisier³

^{1,3}University of Neuchâtel Switzerland

²Graduate Institute of International and Development Studies, Geneva

Corresponding Email: wen1558@hk.edu.tw

The role of the labour market in developing economies has largely been posited as a process of transition from informal work, linked to a traditional economy of low productivity, agriculture and trade, to a formalized labour market, offering more productive jobs and recognized by the state and social security institutions. It is a vision of development supported by well-established, often international, companies working on the basis of the Fordist wage relationship. Based on research in the Ha Tien region of southern Vietnam, this article proposes the concept of occupational relationships (OR) to characterize the way in which workers now contribute to economic activities and their development. The concept of territorial mobility channels (TMC) accounts for the socio-economic and geographic mobility of workers through the succession of positions they occupy during their lives. Thus, in the Ha Tien region, the tourism sector is largely dominated by national companies operating on the basis of traditional wage relationships, while using family networks for recruitment and for the mobility of employees within the groups. These TMCs allow for the acquisition of different skills (including language skills) that can be used for progression within the company. In such a context, the distinction between formal and informal jobs is no longer effective in accounting for the development process. Indeed, some TMCs move not only from formal to informal, but also in the other direction, without losing productivity or wages. Some informal jobs even appear to be springboards for entrepreneurial positions. Finally, business creation, small family businesses or even self-employment appear in southern Vietnam as particularly attractive outcomes of most mobility channels. This shows that the vision of development and success in South Vietnamese society does not necessarily involve stable and formal jobs provided by international companies. Participation in the region's diffuse and vigorous growth through entrepreneurship, supported and strengthened by family networks, is a particularly mobilizing goal.

Keywords: *Labour, Economies, Vietnam*

Research leagues have the aim to inspire collaboration among people with distinctive backgrounds and views, join experiential specialists around the world and construct your professional information and competency.