



Volume 01, Issue 07

July 14-15, 2018
Seoul, South Korea

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS ROEES-2018

**International Conference on
“Human Resources Management Economic and Social Science”
(HRMES-2018), Seoul, South Korea**



Book of Abstracts Proceeding

**International Conference on
“Human Resources Management Economic and Social Science”
(HRMES-2018)
Seoul, South Korea**



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Proceedings of the International Conference on
“Human Resources Management Economic and Social Science”
(HRMES-2018)

ISBN: 978-969-670-841-4

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**International Conference on
“Human Resources Management Economic and
Social Science”
Seoul, South Korea
Venue: Nine Tree Premier Hotel Myeongdong 2**

ORGANIZING COMMITTEE

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CONFERENCE CHAIR MESSAGE

Mr. Jiyong

International Conference on “Human Resources Management Economic and Social Science” HRMES-2018 serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Mr. Jiyong

Conference Chair

Email: jiyong@roees.org

ROEES-2018



Conference Schedule

DAY 01 Saturday (July 14, 2018)

Venue Nine Tree Premier Hotel Myeongdong 2

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:45 am	Opening Ceremony
09:40 am – 09:50 am	Welcome Remarks Conference Coordinator ROEES
09:50 am – 09:55 am	Introduction of Participants
09:55am – 10:00 am	Group Photo Session
10:00am – 10:30 am	Grand Networking Session and Tea Break



DAY 01 Saturday (July 14, 2018)

Session I (10:30 am – 12:30 pm)

Session Chair: Leon Yap

Track A: Business, Economic, Social Sciences and Humanities

SEO-378-101B	Scenography Of Ongbak Live Show	Sun Tawalwongsri, Pukkapom Pimsarn
SEO-378-102B	An After-School Activity of H.R.H. Princess Adorn Dibya Nibha's School	Manissa Vasinaron
SEO-378-103B	The Little Poodle, a New Queer theatre in Thailand	Wanasak Padungsestakit
SBTM-078-ANI101	A Case Study of Relationship between Principal's Distributed Leadership and Teachers' Professional Learning Community in Taipei City	Mrs. Shieh Ru Feng
SBTM-078-ANI102	The Study on Relationship of Principals Co-creating Leadership and Teachers' Trust	Lee, Yi-Shin
HR-JUL-106	Exploring Team Performance: Effects of Information System Flexibility and Negative Affect	Chieh Peng Lin
HR-JUL-112	Deconstructing social marketing from the perspective of gerontology education	Wen Bing Gau
HR-JUL-117	From Published Book To Electronic Book : The Evolution Of Book Through New Communication Technologies	Muhammet ERBAY

Track B: Engineering, Technology Computer and Applied Sciences

TAIE-078-KR101	An Exploration of Photo Sharing on Social Networking Sites: Antecedents and Consequences	Yi Fen Chen
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Lunch (12:30 pm – 01:30 pm) Closing Ceremony



List of Conference Attendees

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

Sr. No	Official ID	Name	Affiliation Details
1.	ETAIE-078-KR102A	Seonho Choi	Bowie State University, USA



DAY 02 Sunday (July 15, 2018)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.



**TRCAK A: BUSINESS MANAGEMNET, ECONOMICS,
SOCIAL SCIENCES AND HUMANITITES**

Scenography of Ongbak Live Show

Sun Tawalwongsri^{1*}, Pukkaporn Pimsarn

Abstract The objective of this qualitative and creative research “Scenography of ONGBAK Live Show” is to compare the presentational styles between the film called Ong-Bak: The Thai Warrior (2003) directed by Prachya Pinkaew and live stage show called “ONGBAK Live Show”. This research has been conducted by compiling related document and data from information technological media and field surveys, observing several live shows, and interviewing with the specialists of stage design. It can be concluded that the ONGBAK Live show contained some difficulties of the time frames to be presented on stage and the different styles of presentation than “Ong-Bak: The Thai Warrior” film. This is because the film took longer time to present the whole course of the story while the live show had problems of time constraint. Therefore, some scenes and settings in the film had to be eliminated. Only eight attractive scenes were adapted to be on stage as they portrayed the uniqueness of Thai Cultures. This research study can be a partial element of live show scenography with aspirations from Thai’s films, Thai’s Martial Arts, and Thai’s uniqueness to be presented in Thai creative industries and the World Class Live Show.

Keywords: Scenography, ONGBAK Live Show, Live Performance, Muay Thai

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An After-School Activity of H.R.H. Princess Adorn Dibya Nibha's School

Manissa Vaşinarom¹, Sakul Muangsakorn², Orawatana
Niamauthai³

Abstract This article derived from the H.R.H. Princess Adorn Dibya Nibha's theatre troupe which is under subsidy from Suan Sunandha Rajabhat University. An after-school activity of H.R.H. Princess Adorn Dibya Nibha's school was combined with 2 kinds of performances: music and performing arts. These were taught by the royal drama dance and northern dance masters, so the students practiced very hard. As a result, this activity is a good example one that can be used to support the main study. Moreover, it was very effective as same as the specialty drama dance school and it was a place where people inherit Thai Classical Dance.

Keywords: Thai Dance, After School Activities, H.R.H. Princess Adorn Dibya Nibha Theatre Troupe

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The Little Poodle, a New Queer theatre in Thailand

Wanasak Padungsestakit¹, Sun Tawalwongsri²

Abstract This research is a case study of solo performance: Taro the Little Poodle (2012). Researcher has seen that there are many problems about lacking knowledge and understanding of gender diversity in Thai society at present. Furthermore, value and mainstream society's mythologies have believed that gender diversity look like disgust. These are leading those people that we called marginalization doesn't satisfied in themselves until they can't spend their life as usual or peaceful like others. In the solo performance, Taro the Little Poodle (2012), the researcher deploys queer theory that aimed to adjust mythologies and the mainstream society's ideas. The creative process of this play has been analyzed and interpreted thoughtfully both of scripts and the characters for a better understandable of the main idea toward the audiences. As a result, the researcher found that solo performance of Taro the Little Poodle (2012) can communicate main idea toward the audiences effectively. In the other hand, it can create an understanding of gender diversity, reducing sexual, and accepting marginalized people in society. For this reason, queer theatre is an alternative media that can help marginal people and general audience see their value and proud to be themselves.

Keywords: Queer theatre, Thai contemporary theatre, Taro: the Little Poodle

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Exploring Team Performance: Effects of Information System Flexibility and Negative Affect

Chieh Peng Lin*

Abstract Drawing upon resource-based view and social cognitive theory, this research justifies that team performance depends heavily on a two-dimensional structure of collective resources: an instrumental resource (i.e., information system flexibility) and an emotional resource (i.e., negative affect). In the proposed model of this study, information system (IS) flexibility and negative affect are indirectly related to team performance via the full mediation of collective efficacy. At the same time, the relationships between IS flexibility and collective efficacy and between negative affect and collective efficacy are proposed to be moderated by relationship conflict. Empirical testing of this model using marketing team personnel in high-tech firms, confirmed an integrated application of IS flexibility and negative affect for understanding team performance. Finally, managerial implications and research limitations are discussed.

Keywords: Information System Flexibility; Team Performance; High-Tech Industry; Collective Efficacy

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Deconstructing Social Marketing from the Perspective of Gerontology Education

Wen Bing Gau*

Abstract Social marketing is normally thought as the concept of changing the society by way of using marketing methods including product designing, pricing, distribution, promotion and so on. Most literature believes in the 2-layer method of doing social marketing. The first layer is mainly from the perspective of marketing to promote the social change by marketing methods, while the second layer is from the angle of the society to implement the social change by enterprises' social responsibility. However, this study tries to find the third way for the concept of social marketing. By way of exploring older adults' interactions within the Active Aging Learning Centers (AALCs) in Taiwan, the researchers discovered a distinguished meaning of engaging in social marketing, which is different from the 2-layer argument. The researchers visited 15 AALCs in Taiwan and interviewed the leaders in each of the organization. Besides the leaders, some senior members who were enthusiastic about promoting gerontology education were also recruited. The researchers tried to deconstruct the meaning of social marketing by understanding about the gerontology educators' insights. In terms of purpose and method, the meaning of social marketing is neither purely from the view of marketing nor from the angle of social responsibility. Learning, in these circumstances, plays an important role to combine both of the layers. Social change is marketing itself, while marketing also implies the change of the society.

Keywords: Social Marketing, Gerontology Education, Active Aging Learning Center

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From Published Book To Electronic Book : The Evolution Of Book Through New Communication Technologies

Muhammet Erbay*

Abstract The book is the most important and indispensable element of our intellectual life. Books on different fields such as science, art, literature, philosophy, history, journalism are part of our daily life. Sometimes it is a tool that gives us aesthetic pleasure, sometimes it allows to store information, sometimes it is a tool that conveys information from generation to generation, from time to time, from place to place. The book is a collection of prints, made up of printed paper sheets. The history of civilization is also pointing to a process in which the book has undergone formal changes throughout the years. Today computer technology and internet mediated the significant change of the book as it was evolved until nowadays by the discovery of the paper, invention of press. In the present day, if the invention of the printing press brought the invention of the printing press by converting it from today to today, computer technology and the internet have again mediated the important change of the book. Nowadays, when you think of a book, only bound objects printed on paper come to mind. Nowadays, when it comes to books, different e-book formats that are now transferred to the computer environment, moved internally, and shared easily come to mind. Digital e-books are exported to PDF, MOBILE, EPUB, etc. formats come to life. In this work we study the role of the new communication tools in the digital book journey while studying the innovations that our life has added to the change that the book has undergone today. We analyzed the place of new communication technologies in this exchange.

Keywords: Books, E-Books, Digitalization, New Communication Tools

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A Case Study of Relationship between Principal's

Distributed Leadership and Teachers' Professional Learning Community in Taipei City

Mrs. Shieh Ru Feng*

Abstract This case study is to explore teachers' professional growth and development by promoting lesson study in a senior high school English teachers' professional learning community (PLC). The PLC worked together, planning an actual lesson, observing how the lesson was taught, and discussing the teaching after observation. Through conversation, discussion, reflection and revision, the PLC aimed to build consensus and enhance professional growth. The study also discussed possible problems and solutions to promoting lesson study in the PLC. The case study was conducted by a senior administrator in the school, acting as participant-observer. Data collection instruments included researcher-observation of relevant meetings and classroom teaching, post-study interviews of teachers in the PLC, document review and reflective journals from the researcher. The study concludes that 1. the PLC plays an important role in teachers' professional growth and development. 2. with appropriate teaching strategies, lesson study can enhance teachers' professional growth and development. Some effective teaching strategies used were changing the logic and order of lesson designing, scaffolding the lessons, and effectively adjusting teaching pace. 3. the professional conversations in lesson study form a new look of the PLC. Based on the conclusions, the study suggests that 1. teachers should find those who have the same ideas in teaching and form a PLC. Teachers in the PLC should increase the abilities of lesson designing and questioning skills. PLCs of different subjects could implement interdisciplinary lesson study. 2. schools should encourage teachers to form PLCs and provide fully support. 3. future researchers can study how PLCs are implemented in public schools, different learning stages, or different subjects. They can also research the process of administrators promoting lesson study, or the learning results of student learning after implementing lesson study. Different research methods, such as action research study, can also be applied.

Keywords: Distributed Leadership, Teachers' Professional, Learning Community

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The Study on Relationship of Principals Co-creating Leadership and Teachers' Trust

Lee, Yi-Shin*

Abstract Co-creating Leadership has been conceptualized as the dynamic process of engaging the full use of the organization's potential through a set of social behaviors to create common purposes, interests, and solutions (Wasonga, 2007). And, Moye, Henkin, & Egley (2005) referred to trust as the most important component of well-functioning organizations. The purposes of this study are as follows: (1) to explore the current situation of principals co-creating leadership and teachers' trust in Taipei City, New Taipei City, and Taoyuan City in Taiwan. (2) to analyze the relationship between principals co-creating leadership and teachers' trust.

Keywords: Relationship of Principal, Co-creating Leadership, Teachers' Trust

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**TRACK B: ENGINEERING, TECHNOLOGY AND
APPLIED SCIENCES**

An Exploration of Photo Sharing on Social Networking Sites: Antecedents and Consequences

Yi Fen Chen*

Abstract The advance of smartphone cameras and popularity of photo sharing applications can interact with each other on social networking sites. Therefore, sharing photos on social networking sites has also become prevalent. Most of the previous studies emphasized the antecedents of photo sharing rather than its consequences. Therefore, this study is to investigate the antecedents as well as the consequences of photo sharing on social networking sites. A total of 524 valid questionnaires were retrieved via an online survey. This study uses Structural Equation Modeling (SEM) to analyze and examine the hypotheses within the research framework. The analysis results indicate that self-presentation, attention seeking, and social interaction had positive influence on photo sharing. Moreover, photo sharing had positive influence on memorability and identity. The conclusion provides practical ideas to social network managers to help understand their users and frame appropriate marketing strategies.

Keywords: Photo Sharing, Social Networking Sites, Memorability, Identity

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FUTURE EVENTS



You can find the Details regarding our future events by following below:

<http://roees.org/conferences/seoul-csom-may-2018/>

<http://roees.org/conferences/seoul-mbes-june-2018/>

<http://roees.org/conferences/seoul-hrmes-july-2018/>

<http://roees.org/conferences/seoul-kmbs-aug-2018/>

<http://roees.org/conferences/seoul-rbms-sep-2018/>

<http://roees.org/seoul-bmec-oct-2018/>

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<http://roees.org/seoul-ssek-march-2019/>

<http://roees.org/seoul-edms-april-2019/>

VISION

**Strengthening the ties between
science and society.**

