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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS ROEES-2018

**International Conference on
“Business Management Economic and Commerce”
(BMEC-2018), Seoul, South Korea**



Book of Abstracts Proceeding

**International Conference on
“Business Management Economic and Commerce”
(BMEC-2018)
Seoul, South Korea**



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Proceedings of the International Conference on

**“International Conference on
“Business Management Economic and Commerce”
(BMEC-2018)**

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**International Conference on
“International Conference on
“Business Management Economic and Commerce”
Seoul, South Korea
Venue: Nine Tree Premier Hotel Myeongdong 2,
Seoul, South Korea**

ORGANIZING COMMITTEE

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CONFERENCE CHAIR MESSAGE

Mr. Jiyong

International Conference on “Business Management Economic and Commerce” BMEC-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 (October 13, 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
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 (October 13, 2018)

Session I (10:30 am – 12:00 pm)

Session Chair: Leon Yap

Track A: Business, Economic, Social Sciences and Humanities

SEO-3108-101B	Setting the personal injury discount rate: Theoretical framework and practical implications	Felix W.H. Chan
SEO-3108-102B	Linkage and Leakage in Tourism Related Sectors in Thailand	Bundit
BMEC-OCT-103	Nurturing the Research Gene in Today's Educators and Trainers: Strategies and Challenges for a New Generation of Learners	Dr Bob Barrett
BMEC-OCT-105	Consumer Trust and Online Payment Options: Determinants of E-Commerce in the Least Developed Countries	Mohamed Muse Hassan
BMEC-OCT-104	Prerequisite for Higher Education Economic Adaptation To The Requirements Of The Knowledge Society	Supan Chakma
SBTM-108-ANI101	Analyses of Perceptions of Agricultural Occupations Among University Students in Malaysia	Neda Tiraieyari

Lunch (12:00 pm – 01:00 pm)

Closing Ceremony



DAY 02 Sunday (October 14, 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**

Setting the Personal Injury Discount Rate: Theoretical Framework and Practical Implications

Felix W.H. Chan^{1*}, Wai-sum Chan²

Abstract In April 2018, the Hong Kong Law Reform Commission issued a Consultation Paper touching upon the determination of discount rate applied in the assessment of damages in personal injury cases. The discount rate is fundamental to the actuarial determination of the multipliers adopted in the assessment of personal injury compensation. It is the rate of investment return the claimant can be expected to achieve on the lump-sum award before it is fully exhausted. The underlying themes of the consultation embrace principles posed by theories advanced in different fields, including law, actuarial mathematics and econometrics. The questions raised include: what are the guiding principles on how the rate is set? Should the power to set the discount rate be conferred on the judiciary or the legislature? How often should review of the discount rates be triggered by changes in investment risks and rates of return? These issues deserve a more thorough analysis from theoretical and empirical perspectives. An analytical framework is needed to clarify the current position and the specific issues pertinent to the mechanism of dispute resolution.

Keywords: Dispute Resolution, Compensation, Tort And Personal Injury, Discount Rate

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Linkage and Leakage in Tourism Related Sectors in Thailand

Bundit*

Abstract The continuous growing in Thai tourism sector has been recorded since 2010. However, the poor linkage between tourism related sectors and the others, and the high degree of tourism leakages are the major problems to obstacle this growing. This paper aims to measure the linkage and leakage in tourism by use the Thai's input-output table for 2010. The linkage and leakage in tourism related sectors presented by 4 statistics: backward linkage, backward leakage, forward linkage and forward leakage. Following Reis and Rua (2006), the the input-output coefficients from input-output table were organized for 2 matrices; domestic input-output coefficient matrix and imported input-output coefficient matrix. According to the tourism TSA, tourists expenditures can be categorized to 12 items. These items defined in input-output table in 16 sectors which called tourism related sectors including wholesale trade, retail trade, restaurant and drinking place, hotel and lodging place, railways, route and no route of road passenger transport, road freight transport, land transport supporting services, ocean transport, coastal and inland water transport, water transport services, air transports, hospital, library and museum, amusement and recreation, and personal services. For domestic, the finding indicated 8 sectors with high backward linkage sectors. According to this finding, the tourism related sectors are not the important sector in Thai economy. In term of imports, the average backward leakage in 16 tourism related sectors is 1.42. One baht increased in output in tourism related sectors needs to import intermediate inputs for 1.42 baht. There are 7 sectors which are high backward leakage sectors. On the forward leakage, the increasing in one baht of output in tourism related sectors for input induced import output increased only 0.03 baht. The conclusion is that tourism related sector is high backward leakage. Then, the growing of tourism sector has been impeded by import. Therefore, the policy to relief the leakage should be considered including enhance the linkage with domestic content and cultural tourism for sustained growth in Thai tourism sector.

Keywords: Thai Tourism, Tourism Leakage

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Nurturing the Research Gene in Today's Educators and Trainers: Strategies and Challenges for a New Generation of Learners

Dr. Bob Barrett*

Abstract While we require our students to do research writing and checking their work, the key question is whether our educators and trainers in today's learning environments are up to the same researching and writing challenges faced by the students. Do we, as educators and trainers, do active research and follow through with it to provide an opportunity for ourselves to contribute to the literature in our field or do we just read the works of others? Can we really demand the best from our students, if we are not providing a proactive model for them to follow with our own contributions? When was the last time one of your students cited one of your own works, whether dated or recent? Thus, this paper will look at ways that educator and trainers tend to fall by the wayside and perhaps just teach and grade papers, and offer little extra to their own field of specialization. However, the key is developing one's own plan of scholarship and achievement to help "jump back on board" with academic scholars in with the areas of professional presentation at academic conferences and/or contributing to academic research in one's field to challenge past and current writings, along with the motivation to not only challenge the literature but to show new ways of approach various segments of one's current leading academic specialists. The key step is grounded in two approaches - time management and project management. Most researchers (past and present) will argue that time limitations may be the key factor for limited research writing, but sometimes we have to set aside time by creating both time and project management plans with the use of a calendar and interacting with peers to help motivate not only ourselves, but perhaps to enlist a partner in research to motivate each other in this endeavor. The next critical element is the change in research methods since the time we took academic studies -- has the Internet really changed the way we do research or not? The formation of a research writing group among peers and/or graduate students to bounce off ideas is another motivational factor to be explored in the paper. Finally, the paper will help provide a plan of action for non-research academicians, or ones that have not done active research in a given time, to help them become pro-active researchers, which can help add to their teaching skills sets.

Keywords: Business Researcher, Research Strategies, Research Writing, Business Challenges

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Consumer Trust and Online Payment Options: Determinants of E-Commerce in the Least Developed Countries

Mohamed Muse Hassan*

Abstract Selling through the Internet is changing the norms of doing business globally. Today, selling and buying from the Internet is not only an option but the dominant form of shopping. But, this phenomenon is not thriving in the developing countries, mainly in Africa. Therefore, although previous studies focused on the e-retailers' side, this study investigates the effect of consumer trust and online payment options on the awareness and perception of e-commerce in Africa. We developed a five-construct model and empirically tested the model by targeting professionals and college students who reside in Somalia. We employed structural equation modeling (SEM) technique for path analysis to probe answers for the variables under study. The main findings of the study show that there is significant evidence that online payment option impacts both the awareness level and perception of e-commerce in Somalia. Consumer trust was also found to determine both the awareness and perception of online shopping in the country. Moreover, the current global payment options available ignore local technologies popular in Africa. For example, the inclusion of a mobile payment option alone would make a big difference in Africa. The paper also determined that consumer trust toward online retailers is very low and this can be solved if consumers are given assurances for their financial transactions. The paper concludes that increased online payment options are needed in Somalia and, in Africa, in general. Limitations and further research suggestions are also included at the end of this paper.

Keywords: E-Commerce, Consumer Trust, Online Payment

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Perceptions of Agricultural Occupations among University Students in Malaysia

Neda Tiraieyari^{1*}, Gary N. Mclean², Steven Eric Krauss³, Ismi Arif Ismail⁴

Abstract We explored perspectives of university students about farming as a future occupation and their occupational aspirations. Primary qualitative data were collected from students in the Faculty of Agriculture, Universiti Putra Malaysia. Data were gathered in April, 2018, through focus group discussion with fourteen students who have chosen agriculture as a field of study. Students preferred to have agricultural-related employment, but almost all informants indicated that they would not venture into agriculture as a farmer due to several obstacles and the nature of the job. With regards to future job aspirations, the students wanted to be involved in agribusiness activities and other agriculture-related occupations, such as researchers and lecturers in agriculture, consultants, marketing and sales managers, traders, and suppliers of agriculture products. All students said that they would not consider becoming a farmer in the future unless they could use smart farming with advanced technologies to ease farming activities. Results demonstrated that young people's perceptions of farming as an occupation is not favorable even among those rural and urban youth who have chosen agriculture as a field of study. Modern farming was proposed as a tool to increase motivation among youth to engage in profitable agriculture.

Keywords: Agriculture, Aspirations, Occupation, Perceptions, University Students

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Prerequisite for Higher Education Economic Adaptation to the Requirements of the Knowledge Society

Supan Chakma*

Abstract The proposed theme is consistent with the current concerns of the European Union aiming to create a "Europe of Knowledge" in which people are able to live and operate in a competitive environment based on knowledge. Addressing innovation as a condition of higher economic education adaptation to the demands of modern society, this paper aims to provide a perspective on the use of new teaching methods, to test not only knowledge, but especially practical skills in various business activities from inside the simulated enterprises, offering those interested a reason to support their application in higher education.

Keywords: Innovation, Interactive Teaching Methods, Knowledge Society, Individual Creativity

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FUTURE EVENTS

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

<http://roees.org/seoul-rsele-nov-2018/>

<http://roees.org/seoul-gsbem-dec-2018/>

<http://roees.org/seoul-risb-january-2019/>

<http://roees.org/seoul-absh-february-2019/>

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

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

<http://roees.org/conferences/seoul-csom-may-2019/>

<http://roees.org/conferences/seoul-mbes-june-2019/>

VISION

**Strengthening the ties between
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