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Book of Abstracts Proceedings

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HongKong | May 02-03, 2018
Whats App Contact: +971-58-598-116
## SCIENTIFIC COMMITTEE

### Social Sciences and Humanities

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<tr>
<td><strong>Prof. Jian-jun Lei</strong></td>
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</tr>
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<td><strong>Dr. Y.G. Fang</strong></td>
<td>TV Rheinland Great China Group, China</td>
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<td>Shanghai Advanced Research Institute, Chinese Academy of Sciences, China</td>
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<td>Huazhong University of Science and Technology, China</td>
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<tr>
<td><strong>Sicong Zhu</strong></td>
<td>Beijing Jiaotong University, China</td>
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<td>Principal Investigator, Peking University, China</td>
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<td><strong>Pangil Choi</strong></td>
<td>Texas Tech University, US</td>
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<tr>
<td><strong>Dr. Alaa Elden Badawie Mahmoud Elkhodary</strong></td>
<td>Faculty of Archaeology -Qena South Vally University, Egypt</td>
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<tr>
<td><strong>Assoc. Prof. Radulescu Irina Gabriela</strong></td>
<td>Petroleum Gas University of Ploiesti Faculty of Economic Sciences, Romania</td>
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<tr>
<td><strong>Prof. Bin Xu</strong></td>
<td>Chongqing Global Union Academy of Science</td>
</tr>
<tr>
<td><strong>Hakan Guler</strong></td>
<td>Technology, China &amp; University of Sakarya, Turkey</td>
</tr>
<tr>
<td><strong>Mr. Zhaoyang Li Shanghai</strong></td>
<td>University of International Business and Economics, China</td>
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<td>Tokyo University of Science, Japan</td>
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<tr>
<td><strong>Prof. Yifei Chen</strong></td>
<td>China Agricultural University, China</td>
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ORGANIZING COMMITTEE

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Wei Wang
Conference Supervisor
Email: wei@chinasymposiums.com
CONFERENCE TRACKS

- Accounting and Financial Information Systems
- Business Strategy and Information Technology
- Management Information System
- Information Systems Planning and Management
- E-Commerce and E-Government
- Information Economics and Management
- Public Administration
- Humanities
- Interdisciplinary Studies
- Social Sciences
- Sociology
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Paramedical Sciences
- Biological and Life sciences
- Paramedical Sciences
- Communication Studies
- Environmental Studies
- Civil Engineering
- Bio-Technology & Food Technology
- Information Systems and Decision Support,
- Marketing Management in SME sector
- Computer Sciences
- Software Engineering
- Human Resource Management
- Interdisciplinary
CONFERENCE CHAIR MESSAGE

Wei Wang
“Chinese Foundation for Academic Researchers” is a platform to promote scholarly knowledge sharing between international scholars and Chinese researchers. This platform shares interests in social life and theory and social-scientific methodologies in this modern world. The foundation is intended to bridge linkages between Chinese academic institutions and international scholarly community for better societal outcomes. These linkages will help Chinese universities and students to learn international practices while providing opportunity to get familiar with Chinese culture, art, history and knowledge domains.

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.
Wei Wang
Conference Coordinator
Email: wei@chinasymposiums.com
CONFERENCE SCHEDULE

CFAR-2018

Venue: Grand View Hotel, Hong Kong

Time: Registration & Kit Distribution (09:00 - 09:10 am)
Day: Saturday
Date: May 12, 2018

Venue: Room 1

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<td>09:10 am - 09:20 am</td>
<td>Introduction of Participants</td>
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<td>09:20 am - 09:30 am</td>
<td>Inauguration and Opening address</td>
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<td>09:30 am - 09:45 am</td>
<td>Grand Networking Session</td>
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Tea/Coffee Break (09:45 - 10:00 am)
DAY 01 Saturday (May 12, 2018)

Presentation Session (10:00 am - 12:00 pm)

Venue: Room 1
Session Chair: Dr. Vincent

Track A: Business, Economics, Social Sciences and Humanities

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<td>Alino Sumi</td>
<td>Traditional Ecological Knowledge and Weather Prediction of Sumi Tribe of Nagaland, North East India</td>
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Track B: Engineering & Technology, Computer, Basic & Applied Sciences

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<td>Application of Data Mining Techniques in the Student Internship Management</td>
<td>SPBES-MAY-HK-104</td>
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<td>Chien-Chih Wang</td>
<td>Application of Data Mining Techniques in the Student Internship Management</td>
<td>SPBES-MAY-HK-104C</td>
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<tr>
<td>Mei Fang Chen</td>
<td>How Online Hotel-Booking Website Features Affect User eLoyalty?</td>
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Closing & Lunch Break: (12:00 pm - 01:00 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:** HKM-358-103A
Dr KK Chook
Dr Chook Sports & Lifestyle Medical Center
Conference Day 02 (May 13, 2018)

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

ENGINEERING & TECHNOLOGY, COMPUTER, BASIC & APPLIED SCIENCES
Application of Data Mining Techniques in the Student Internship Management

1*WeiTingYu, 2-Chien-Chih Wang
1,2Industrial Engineering and Management, Ming Chi University of Technology, Taiwan
Corresponding Email: fish0917o@gmail.com

Keywords: Off-Campus Internships, Association Rules, Decision Tree

In Taiwan, internships are important for technical and vocational education. Through planning internship, students can lay a solid foundation to improve employment. Therefore, how to recommend students to choose the appropriate internship unit for maximum learning efficiency is an important issue. The Ming Chi University of Technology (MCUT) has been working internships since 1964 and has been operating for 50 years. It has a complete internship system and supporting measures. In addition to providing students with a year-round internship experience, it also provides students with the choice of nearly 200 partners. This is a pioneer in Taiwan’s internship system. This article takes students in the Industrial Engineering and Management at Ming Chi University of Technology as an example, proposes association rules and decision tree techniques to design students’ internship management. Studies have found that association rules and decision trees have advantages and disadvantages in predicting internship efficiency. Therefore, the advantages of the two are still combined with the prediction model, achieving a correct rate of 66.49% and a fantastic growth of 16.49%, respectively, and the disappointment rate is reduced to 17.02%. Results showed that the main factors influencing the effectiveness of interns management are production system courses and basic courses. The main factors affecting the efficacy of production management are production system courses and general compulsory courses. The main factors affecting the internship effect of information systems are information system courses and basic courses. The main factors affecting the effectiveness of other types of internships are the characteristics of the required courses and operating system courses. The research results provide students with course selection and school course schedules for reference.
How Online Hotel-Booking Website Features Affect User eLoyalty?

Mei Fang Chen
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Keywords: Online Hotel-Booking, Website Features, Website Involvement, eLoyalty

More and more consumers make use of online travel agencies (OTAs) to compare many options and purchase travel products in a consolidated location. Many hospitality industry practitioners now dedicate efforts to website development and/or to cooperation with OTAs to attract more consumers. It is an imperative task to build and enhance users eLoyalty towards a hotel-booking website with the intent to either revisit the site or make a reservation from it in the future. This study aims to investigate how the online hotel-booking website hedonic and/or utilitarian features can establish and/or enhance users perceived value, eTrust and eLoyalty through website involvement.The study successfully recruited a total of 403 participants who have experience in browsing and/or booking hotels through online hotel booking websites and completed a valid self-reported online questionnaire. The structural equation modeling (SEM) analytical results indicated that hedonic features and utilitarian features have positive effects on website involvement. Website involvement has positive effects on perceived value and eTrust but not on eLoyalty. The results of the structural model also revealed that perceived value has positive effect on eTrust, which in turn has positive effect on eLoyalty. The results of the Sobel test revealed that the mediation effect of website involvement between website features (hedonic and utilitarian) and perceived value were statistically significant. The mediation effect of website involvement between website features (hedonic and utilitarian) and eTrust were also statistically significant. However, website involvement did not have mediating effects between website features and eLoyalty. The empirical results and research findings provide both academic researchers and practitioners with a better understanding of how online hotel-booking website features affect user eLoyalty through website involvement. Some implications for designing online hotel-booking website features and facilitating user eLoyalty toward online hotel-booking platforms are provided in this study.
TRACK B

BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES
Corporate Governance and Firm Performance: The Mediating Role of Financial Leverage

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Corresponding Email: zagarsuren@gmail.com

Keywords: Corporate Governance; Financial Leverage, Firm Performance, Mediation Effect, Panel Data

Background: Without good corporate governance, a country may experience a crisis. For instance, when many firms become too leveraged or are under a high level of short-term debt a financial crisis may occur. The literature on the effect of corporate governance and firm performance has been expanding in recent years. Purpose of the study: The aim of this study is to investigate whether financial leverage mediates the impact of corporate governance on firm performance. Methodology: We obtained 8,857 firm-year sample, which includes all financial data, firm-level corporate governance and firm-level control variables from TEJ databank during the period 2009 and 2016. The sample contains all non-financial firms listed in Taiwan Stock Exchange and the Taipei Stock Exchange. To minimize outliers and possible data recording errors, we winsorize all variables at the 5th and 95th percentiles and excluding observations with missing key data. In order to test the hypothesis that financial leverage is a mediating variable between corporate governance and firm performance by estimating panel OLS regression with fixed effect. To verify the direction of causality and to addresses the endogeneity concern, we using one-lagged values for all independent variables and control variables of all model specifications. Findings: Empirical result supports the research hypothesis and indicates that financial leverage mediates the relationship between corporate governance and firm performance. First, full mediation effect of financial leverage exists on the relationship between board independence and firm performance. Second, financial leverage partially mediates the relationship between insiders ownership and firm performance.
Traditional Ecological Knowledge and Weather Prediction of Sumi Tribe of Nagaland, North East India

*Alino Sumi
Martin Luther Christian University, Meghalaya, India
Corresponding Email: alinosumi06@gmail.com

Keywords: Traditional ecological knowledge, Sumi Naga, Weather Forecasting, Indicators, Folklore

Traditional Ecological Knowledge (TEK) is an important feature of Society and Ecology. It involves the knowledge acquired by indigenous and local people over hundreds or thousands of years through direct contact with their environment. This paper discusses the role of Traditional Knowledge (TK) in weather and season prediction among the Sumi Tribe of Nagaland, North East India. The Sumi community forecasted the weather through applications of long-standing TEK. The aim of the study was to identify the weather and season forecasting indicators as well as to acquire information on how they were applied. A descriptive survey was adopted using open-ended questionnaires, focus group discussions and in-depth interviews to collect information so as to assess community’s understanding on indigenous knowledge of weather prediction. Convenient sampling was used as the respondents were elders, folk tellers, story tellers, bards, farmers, hunters and were purported to be the custodians of TK. A variety of natural indicators associated with weather and season prediction used by the Sumi Nagas were identified and documented, relying on their stories, age-old experiences and observations. This paper reports a total of 20 (Twenty) indicators which are used to predict weather and is relevant even today. At present times, there is an urgency to document all TK before the custodians pass away and the traditions are completely lost.
**UP COMING EVENTS**

You can find the details regarding our upcoming events by following below:


Our Mission

Our mission is to encourage global communication and collaboration. Promote Professional Interaction, lifelong learning, recognize outstanding contributions of individuals and organizations, and also develop an effective and responsible platform by creating insightful knowledge and inspiring minds in dialogue with the world around us.

Hong Kong
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