CONFERENCE BOOK OF ABSTRACT PROCEEDING

Venue: Grand View Hotel, Hong Kong

Date: November 17-18, 2018
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<td><strong>Prof. Jian-jun Lei</strong></td>
<td>College of Horticulture, South China Agricultural University, China</td>
</tr>
<tr>
<td><strong>Dr. Y.G. Fang</strong></td>
<td>TV Rheinland Great China Group, China</td>
</tr>
<tr>
<td><strong>Prof. Junsong Sun</strong></td>
<td>Shanghai Advanced Research Institute, Chinese Academy of Sciences, China</td>
</tr>
<tr>
<td><strong>Hongbin Wei</strong></td>
<td>China waterborne transport research institute, China</td>
</tr>
<tr>
<td><strong>Assoc. Prof. Qiong-lin Liang</strong></td>
<td>Department of Chemistry, Tsinghua University, China</td>
</tr>
<tr>
<td><strong>Yan-guo Wang</strong></td>
<td>Institute of Infrastructure Inspection, China Academy of Railway Sciences, China</td>
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<tr>
<td><strong>Liming Chen</strong></td>
<td>Huazhong University of Science and Technology, China</td>
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<td><strong>Sicong Zhu</strong></td>
<td>Beijing Jiaotong University, China</td>
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<tr>
<td><strong>Dong Liu</strong></td>
<td>Principal Investigator, Peking University, China</td>
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<tr>
<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>
</tr>
<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>
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<tr>
<td><strong>Hakan Guler</strong></td>
<td>Technology, China &amp; University of Sakarya, Turkey</td>
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<tr>
<td><strong>Mr. Zhaoyang Li Shanghai</strong></td>
<td>University of International Business and Economics, China</td>
</tr>
<tr>
<td><strong>Prof. Hayato Ohwada</strong></td>
<td>Tokyo University of Science, Japan</td>
</tr>
<tr>
<td><strong>Prof. Yifei Chen</strong></td>
<td>China Agricultural University, China</td>
</tr>
</tbody>
</table>
ORGANIZING COMMITTEE

Qin, Maggie  
Conference Coordinator  
Email: qin@chinasymposiums.com

Zhu Zhiwei  
Conference Coordinator

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
- Business Intelligence and Management
- E-Commerce and E-Government
- Information economics and Management
- Public Administration
- Humanities
- Interdisciplinary studies
- Social Sciences
- Sociology
- Globalization
- International Relations
- Journalism
- Finance
- Human Resource Management
- Insurance, Logistics, Marketing
- Social Responsibility
- Travel/Transportation/Tourism
- Relationship Management,
- Data Base Management,
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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:10 am - 09:20 am</td>
<td>Introduction of Participants</td>
</tr>
<tr>
<td>09:20 am - 09:30 am</td>
<td>Inauguration and Opening address</td>
</tr>
<tr>
<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 (November 17, 2018)

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

**Venue:** Room 1  
**Session Chair:** Dr. Vincent

#### Track A: Business, Economics, Social Sciences and Humanities

<table>
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<tr>
<th>Presenter Name</th>
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<td>Sharon Garyn Tal</td>
<td>Framing effect and the relationship between feelings, economic expectations and risk perceptionss</td>
<td>CRBMT-NOV18-HK-101</td>
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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

<table>
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<tr>
<th>Presenter Name</th>
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<tr>
<td>WeiTingYu</td>
<td>Application of Data Mining Techniques in the Student Internship Management</td>
<td>CRBMT-NOV18-HK-107</td>
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<tr>
<td>Chien-Chih Wang</td>
<td>Application of Data Mining Techniques in the Student Internship Management</td>
<td>CRBMT-NOV18-HK-105</td>
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<tr>
<td>Mei Fang Chen</td>
<td>How Online Hotel-Booking Website Features Affect User eLoyalty?</td>
<td>CRBMT-NOV18-HK-106</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-118-103A

Dr KK Chook

Dr Chook Sports & Lifestyle Medical Center
Conference Day 02 (November 18, 2018)

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
Framing Effect and the Relationship between Feelings, Economic Expectations and Risk Perceptions

Sharon Garyn Tal, Shosh Shahrabani
1,2 The Max Stern Yezreel Valley College, Israel
Corresponding Email: sharon.tal.garyn@gmail.com

Keywords: Risk Perceptions, Pessimistic, Economic

This study examines the impact of the framing effect on the relationships between natural feelings and economic expectations and between natural feelings and risk perceptions. Respondents estimated their levels of negative and positive feelings, their expectations for improvement in their economic status in the future and their personal risk perceptions with respect to various events. Two versions of the questionnaire (positive and negative) were administered to two groups of participants. The results suggest that risk perceptions were more optimistic on the negative version than on the positive version of the questionnaire. Yet, items regarding economic expectations were more optimistic on the positive version. The results also show that higher levels of negative feelings correlate with pessimistic economic expectations and pessimistic risk perceptions on the negative version of the questionnaire but not on the positive version. We conclude that the relationships between natural feelings and economic expectations and between natural feelings and risk perceptions depend on how the risky items and the economic expectations items are framed.
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.
TRACK B

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

WeiTing Yu, Chien-Chih Wang

Industrial 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  
Department of Business Management, Tatung University, Taiwan  
Corresponding Email: mfchen@ttu.edu.tw

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.
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

Organized By: Chinese Foundation of Academic Researchers