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

- A Study on the Consumer Acceptance of Internet-only Bank Services
- Meta-analysis of Platform Business through Social Network Analysis
- News Event based financial index prediction using Neural Tensor Network
- Sentiment Classification Model Using Capsule Network: Focusing on Korean Review Data
- Predictors of teachers referral intention: Using the Theory of Planned Behavior
- Daytime Nap as a Factor of Happiness to Impact on Work Performance. Evidence from the United Arab Emirates

**UP COMING EVENTS**
Book of Abstracts Proceedings

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HongKong  |  February 08-09, 2020
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ORGANIZING COMMITTEE

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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
CONFERENCE SCHEDULE

CFAR-2020

Venue: Regal Oriental Hotel, Hong Kong

Time: Registration & Kit Distribution (09:00 - 09:10 am)
Day: Saturday
Date: February 16, 2019

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Tea/Coffee Break (09:40 - 10:00 am)
**DAY 01 (February 08, 2020)**

**Presentation Session (10:00 am - 11:00 am)**

**Venue: Room 1**

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**Track A: Business, Management, Economics, Social Sciences and Humanities Sciences**

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**Lunch Break & Closing Ceremony**
Second day of conference will be specified for touristy. Relevant expenses are borne by individual him/herself.
TRACK A

BUSINESS, MANAGEMENT, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES
A Study on the Consumer Acceptance of Internet-only Bank Services

1*Jae Kwon Bae, 2Daewon Kim
1,2Keimyung University,Daegu, Republic of Korea

Keywords: Internet-Only banks, UTAUT2, Innovation Resistance Model, Innovation Resistance, Consumer Acceptance.

The integrated research model proposed in this study is based on UTAUT2 and IRM(Innovation Resistance Model) to explain the innovation resistance and consumer acceptance of internet-only bank services. In specific, performance expectancy, effort expectancy, social influence, facilitating conditions, and hedonic motivation of UTAUT2 and personal innovativeness and perceived security of IRM are adopted in our research model. The purpose of this paper is to identify the influencing factors on the innovation resistance and consumer acceptance of internet-only bank services. It collected 203 online survey responses from non-users of internet-only bank services. The findings of this study suggest that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, personal innovativeness, and perceived security affected innovation resistance. Together, these have a negative influence on the consumer acceptance of internet-only banks.
Meta-analysis of Platform Business through Social Network Analysis

1* Hyunbo Shin, 2Sangwoo Lee
3Taewon Woo
1,2,3Yonsei University, Seoul, Republic of Korea

Keywords: Platform, Platform Business, Media, Meta-analysis, Social Network Analysis

Platform businesses are taking over the world and relevant studies are increasing year by year accordingly. Since there are few meta analytical studies regarding platform, this study conducted meta-analysis based on 1439 platform relevant studies. Social Network Analysis (SNA) was used as methodology. It was revealed that keyword information scored the highest of degree centrality. Media, service, market, network, and technology were also found important as a result. Modularity clustering result showed that clusters of media and information each accounts for 20% and market accounts for approximately 15%. These results in sum explained that media and information were by far important keywords in overall studies concerned platform business carried out during 2010 to 2018. We had discovered differences between results of annual network analysis in which keywords that explain functions and roles of platform are changing and diversifying. Moreover, changes of keywords on yearly basis reflect market changes. This study aimed to contribute academically by providing the first social network analytical meta-analysis about research subject within platform business.
News Event based financial index prediction using Neural Tensor Network

1Zoonky Lee, 2Hyunchul Shin Zahara, 3*Doosol Han
1,2,3Yonsei University, Seoul, Republic of Korea

**Keywords:** Stock Prediction, Deep Learning, Natural Language Processing, Neural Tensor Network, Event Embedding Sumatera

The prediction of the financial index is considered a difficult problem to solve as the impact is determined within a mechanism of various and complex relationships. On the other hand, news is the fastest way to find out the various influences that occur within the constraints of time and place. Therefore, this study proposes a model for predicting financial index using news articles. News article data is extracted by OpenIE techniques with the Subject Triples (Verb, Object), which are vectorized by Word Embedding techniques. The model design utilized the structure of Neural Tensor Network and Event Embedding. but unlike previous studies, it did not form an average vector of the article unit, thus reducing the likelihood of information loss and can show influential articles as the basis for forecasting. Compared to previous studies using news stories only, it achieved the highest accuracy at 64.40
Sentiment Classification Model Using Capsule Network: Focusing on Korean Review Data

1* Ina Lee, 2 Zoonky Lee, 3 Hee Kwan Kang
1, 2, 3 Yonsei University

Keywords: Capsule Network, Deep Learning, Convolutional Neural Network, Sentiment Analysis, Sentiment Classification Model, NLP

With the development of the Internet, it became important for enterprise to analyze online reviews which is based on text and to grasp the intention of customers. This is called sentiment analysis, and among sentiment analysis techniques, deep learning is a popular trend in recent years. In the text analysis task, which is based on deep learning, the use of the recursive neural network - based on sequence model - is dominant. However, in many studies, the performance of text classification is proved by using a convolutional neural network which is known to be useful for image processing. However, in the case of Korean data-based research, there is a lack of research using convolutional neural network. Thus, this research proposed the Korean sentiment classification model using the Capsule Network, which is recent algorithm based on the convolutional neural network, using the Korean review data. In addition, sentiment classification model based on a hierarchical attention network was learned and performance comparison with Capsule Network was made. As a result, they achieved high accuracy of about 93% and 94%, respectively. Therefore, this research confirmed that Capsule Network is useful in text and confirmed that Capsule Network based on convolutional neural network has higher accuracy than Sequence based model, Hierarchical Attention Network, in the Korean sentiment classification.
Predictors of teachers referral intention: Using the Theory of Planned Behavior

Assoc. Prof. Fr. Jiyeon Lee
Hankuk University of Foreign Studies, Korea

Keywords: Teachers Referral Intention, Attitude, Subjective Norm, Behavioral Control, Theory of Planned Behavior

Because students’ mental health problems are getting serious, teachers role as gatekeeper become important. Although teachers can observe students emotional difficulties in close proximity, there is a limit to what teachers can directly help with students mental health problems. Therefore, it is critical to understand what would predict teachers referral intention, referring students to mental health professionals (e.g., psychologists, counselors, and psychiatrists). Theory of Planned Behavior (TPB, Ajzen, 1991) is a theory to predict people’s intentions with attitude, subjective norms, perceived control. The purpose of this study was to investigate what variables predict teachers’ referral intentions. The 368 teachers participated in survey, and the regression analysis confirmed that teachers attitude, subjective norm, and behavioral control predicted teachers referral intention. The 19% of the variances were accounted by the variables in this study.
Daytime Nap as a Factor of Happiness to Impact on Work Performance. Evidence from the United Arab Emirates

*Dr. Almaz Sandybayev
The Higher Colleges of Technology, UAE

**Keywords:** Happiness, Daytime Sleep, Nap, Performance, Well-Being, Organization.

Happiness at work is a new mantra of organizations that intend to link together the degree of employee satisfaction and the quality of work performed. Initiatives such as free management, creating fun or open work spaces or introducing the post of director of happiness, prove that the subject of employee satisfaction influences multiple employers. Although these initiatives may be right, they all adhere to the concept of increasing the level of happiness and well-being of employees by expanding their freedom, rights and opportunities or encouraging self-organization. But are organizations really able to make employees happy and as a result to increase company's productivity and profits?

In the United Arab Emirates, where the authorities have achieved a very high standard of living of the population and consistently introducing modern technologies in various spheres of life and the economy, the term happiness has become one of the most important criteria and goals for the work of government agencies at various levels. The research study investigated the growing role of HRM through the prism of how daytime sleep or nap may impact on happiness statement of the employees. The outcomes are based on information collected from a detailed quantitative and qualitative data research of 200 respondents. Results proved that there is a significant correlation between happiness and nap.
UP COMING EVENTS

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

https://chinasymposiums.com/upcoming-conference/
Our Mission

Our mission is to encourage global communication and collaboration. Promote Professional Interaction, lifelong learning, recognizing 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.

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