

**REVIEW OF SOCIO-ECONOMIC  
PERSPECTIVES-RSEP**

**International Academic Conferences  
16th RSEP International Economics & Social  
Sciences Conference**

**ISBN: 978-605-06961-1-0**

**CONFERENCE  
PROCEEDINGS**

**Book of Abstracts**

**Editor**

**Dr. Patrycja Chodnicka Jaworska**

**IBIS PHUKET KATA HOTEL**

**4-6 February 2020  
Phuket, THAILAND**

16th RSEP International Economics & Social Sciences Conference, 4-6 February, 2020, Phuket

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16th RSEP International Economics & Social Sciences Conference  
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**BOOK of ABSTRACTS**

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# **RSEP CONFERENCES**

*International Academic Conferences*

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**Review of Socio-Economic Perspectives RSEP**  
ISSN: 2149-9276, E-ISSN: 2547-9385

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Conference**

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BC Publishing House

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Publisher: BC Publishing House

Certificate No: 6641

Address: Mustafa Kemal Mah. 2134. Sokak Dereli Apt.  
No:15/2 Cankaya/Ankara/Turkey

Publication Date: 17.02.2020

ISBN: 978-605-06961-1-0

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*"Special thanks to conference chair and keynote speakers"*

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## **Knowledge Transfer and Adding Value of Coffee Flowers and Peels in Agroforestry: A Case Study of Farmers in Uttaradit Province, Thailand**

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### **Abstract**

To research question guided the study does participate research increase the value of coffee in the agroforestry system for farmers? The objective aims to study the transfer knowledge from researchers to farmers and value-added coffee flowers and peels in agroforestry systems. This paper employed participatory research with 30 and 13 farmers with purposing sampling at Tambon Nang Pha Ya, Tambon Ban Dan Na Kham respectively, in Uttaradit Province, Thailand. The statistic used paired t-test. The results show that after farmers' training develop coffee flower to tea leaves and skin cream, farmers' knowledge increased from average 2.63 to average 4.4 with different to 1.77 at 0.05 significant statistic at Tambon Nang Pha Ya. At Tambon Ban Dan Na Kham, farmers' knowledge increased from average 2.62 to average 4.62 with different to 2.00 at 0.05 significant statistic. After transferring knowledge, farmers in both subdistricts began to use the remaining coffee flowers in the agroforestry garden to make tea, which is expected to create more income for farmers. In sum, government policy should support research investment so as to enhance community economics simultaneously enhance farmers' learning by doing preserve agroforestry wisdom to save an environment in Uttaradit Province, Thailand.

**Keywords:** Knowledge transfer, Adding-value coffee, Agroforestry

## Representations of Entrepreneurship: Entrepreneurial Masculinity and Femininity

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### Abstract

The aim of the article is to examine the structure of representations of entrepreneurs in media, scientific and literary discourses that are predominantly based on the masculine form of entrepreneurship. The research question is: How is the meaning of entrepreneurs and entrepreneurship created, and how is it transmitted across different historical periods? The article relies on an interpretative approach (paradigm) for entrepreneurship, which is a reflection of the view that entrepreneurs can be better understood in their social milieu. The ontological position determines entrepreneurship through interpretations and is constructed through the social interactions of people. The epistemological position is determined by the knowledge of entrepreneurship whose representations are found in narratives, discourses and textual data. Previous research on entrepreneurial representations is most often focused on social representations of entrepreneurs in print media (daily newspapers and magazines intended for general and professional, business audiences). In addition to the analysis of discourse in the print media, part of the research is focused on the analysis of the scientific discourse on entrepreneurs and entrepreneurship and the political discourse on entrepreneurship. Fictional storytelling (literature, film, television series) is also one way of representing entrepreneurship and entrepreneurs. The article provides an overview of current scientific and media representations and analyzes the literary representation of entrepreneurial masculinity and femininity in Krleža's trilogy on Glembaj family. Using the discourse analysis method, dominant and "hidden" discourses are revealed. The dominant discourse is related to the construction of entrepreneurship as a masculine phenomenon and a predominantly stereotypical portrayal of female characters, but there is a clear departure from such an approach by portraying seemingly passive and enterprising women, indicating the existence of a "long shadow" of separating spheres, small shifts from stereotypes and the need for using new methods and approaches in entrepreneurship research as a challenge to existing dominant discourse.

**Keywords:** Entrepreneurship, masculinity, femininity, discourse analysis

**JEL Codes:** L31

## Networking: a Business for Women<sup>1</sup>

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### Abstract

This paper uses firm-level data and Data Envelopment Analysis (DEA) methods to investigate the effects of participation in formal networking activities and of female representation in leadership positions on firm's economic efficiency. Our findings show that firms belonging to a network have a higher level of technical efficiency (i.e. the position of network members is closer to the technical efficient frontier), while the presence of women in senior roles (CEO, President or member of the board of directors) is associated to lower efficiency scores. However, the observed performance strongly increases when firms with women in top positions participate to networks, hinting at superior returns for female networking. This interaction effect is found to be stronger in female-intensive working environments and networks, as well as in innovative and digital intensive sectors.

**Keywords:** Firm networks, Female leaders, Technical Efficiency, Data Envelopment Analysis

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<sup>1</sup> First draft of the full paper available here: <https://www.carloalberto.org/wp-content/uploads/2019/06/no.568.pdf>

## YouTube As a Search Engine?: Why They Switch From Google to YouTube

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### Abstract

YouTube platform is in the spotlight due to the proliferation of mobile devices and the growing production and interest of various media contents. This is because YouTube is not only being used for playful video content, but also increasingly as an information search engine. In Korea, more than half of Internet search users are also using YouTube to search for information. The purpose of this study is to find out why the information seekers switch from the existing search engine such as Google to YouTube search engine. In this study, a survey was conducted based on the Push-Pull-Mooring model (PPM) as theoretical basis. To customize the variables to be used in the PPM model in our context, the variables were first derived through the In-Depth Interview and matching with the corresponding variables from original PPM model were applied. We examined whether the independent variables, which are Push (perceived security, trust, perceived search costs), Pull (timeliness, playfulness, comprehensibility, subjective norms), and Mooring (switching costs, habits) affect the dependent variables, which is the switching intention. The results of this study show that all three 1st order factors of Push-Pull-Mooring have had a significant on the switching intention to YouTube as a search engine. In addition, a post-hoc analysis was performed to see how the sub-dimensions of Push-Pull-Mooring affected the switching intention. We found out that perceived search costs of the push factors, the playfulness, and comprehensibility of Pull factors and the switching costs and habits of Mooring factors are statistically significant on the switching intention to YouTube. One research implication of this study is that the empirical findings explain a new interesting phenomenon: originally intended to be a video sharing service platform, YouTube has become a major competitor of Google, a dominant search engine.

**Keywords:** YouTube, Search engine, Intention of switch, Push-Pull-Mooring Theory, IDI

**A Comparative Study on the Buyer's Purchasing Behaviors and Loyalty Between Premium Member and Non-Member of e-retailer: Using Exploratory Text Mining Analysis**

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**Abstract**

Many e-commerce companies in Republic of Korea have begun to secure loyal customers by introducing a paid-up member system to increase their market share. Although e-commerce companies have secured paid-up members through various service strategies, it is still a question of whether they have been converted into loyal customers. In this study, three results were obtained by comparing the purchase reviews of paid and non-members' loyalty through text mining on the blog site(Naver, Tistory) about e-commerce(Auction/G-market). First, frequency analysis and topic modeling were used for comparing the purchase review characteristics of paid members and non-members. Second, the t-test was conducted through sentiment analysis. Finally, the independent(information, transactions, design, communication, stability) and the dependent variables(repurchase, recommendation, relationship commitment) of loyalty derived from the antecedent study were applied the sentimental score. After that, we verified the path test through PLS method. As a result, the t-test showed the loyalty of paid members is higher than non-members in terms of repurchase and relationship commitment. The PLS verification comparison also identified that paid members have higher loyalty than non-members. The results of this study are significant in that we have academically implied that the variables of previous studies on e-commerce customer loyalty through sentiment analysis compared the paid members with non-members. Practical implications are that it can empirically reveal what variables are concerned about paid members and non-members who use e-commerce among variables for loyalty.

**Keywords:** e-commerce membership, loyalty, e-commerce SERVQUAL, text mining, topic modeling, sentiment analysis

## The Effect of Weather and Air Pollution on Watching Theater Movies

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### Abstract

Fine particulate matter is known to seriously damage human health and many countries suffer from air pollution problems. As these problems became a social issue, the awareness about the problems has increased. Accordingly, some studies have analyzed the impact of fine particulate matter on outdoor leisure activities and found a statistically significant negative impact on outdoor leisure activity hours. However, there has not been research on the relationship between fine particulate matter and indoor leisure activity. Thus, an empirical research on this topic is warranted. According to a survey report on cultural enjoyment in Korea in 2018, the most popular indoor leisure activity was watching films at the theater. Thus, this study analyzes the relationship between watching movies and the rates of fine particulate matter concentration. We collected actual daily data in 2018 on fine particulate matter (PM10), meteorological variables, pollution variables, and the number of visitors at the theaters in Seoul, Korea. After conducting a multiple regression analysis on the explanatory factors of the number of theater visitors, we found that the degree of PM10 is positively related to the number of theater visitors, confirming the hypothesis that higher rates of fine particulate matter lead to greater number of movie theater visitors.

**Keywords:** Fine particulate matter, Movie theater, Air pollution, Indoor leisure activities

## ICT, Digitalization and Indian Small and Medium Enterprises

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### Abstract

In today's world, harnessing digital technology vehemently required. The digital platforms has the potential for the development of human capital by connecting small enterprises to the digital global commons. MSMEs can access newer markets (global markets) and use important resources such as cloud based tools, e-commerce platforms, and other mobile apps to facilitate their development. MSMEs have recognized the growing need of computer terminals, email, and internet facilities and their applications which has the potential to impact their business and competitiveness. Use of advanced Information Communication and Technology (ICT) has the potential to make communication faster, improved management performance, higher broadband facilities and potential to reduce the transaction costs, speed and reliability of transactions and contribute towards the global value-added chain. The Indian MSME sector contributes to nearly 8% to the GDP share, 40 percent of employment and improved exports earnings . The healthy growth of Indian MSMEs, improvement in terms of competitiveness and productivity needs the support and use of the latest digital platforms. However, the use of technology, impact of ICT and digital platforms are yet to develop on a sound note. Against this backdrop, the study will mainly focus on the rapidly evolving digital landscape in the context of Indian MSMEs, main challenges faced by the Indian MSMEs and suitable policy recommendations. The methodology used will be a combination of theoretical insights, descriptive nature and empirical analysis (based on data availability). Some statistics, facts and figures compiled from the secondary sources (Ministries and International Database) will be used in the form of graphs, tables and indexes. Lastly, on the basis of the key findings, suitable policy recommendations will be provided.

**Keywords:** Micro, Small and Medium Enterprises, Indian Economy, Digitalization, and Information Communication and Technology



## Capital Structure and Contagious Bankruptcy

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### Abstract

We examine two asymmetric firms' optimal capital structure and bankruptcy timing in the presence of negative spillovers of bankruptcy. A firm with higher profitability (called firm H) is affected by the other firm (called firm L) that bankrupts earlier. With weak externalities, firm H decreases debt to prepare for operation in the worst circumstance after firm L's bankruptcy. Notably, with strong externalities, firm H increases debt to bankrupt at the firm L's bankruptcy time because the increased tax benefits of debt dominate the payoff by operation after firm L's bankruptcy. Higher cash flow volatility and debt restructuring cost, as well as incomplete information of bankruptcy spillovers, increase firm H's incentive to strategically choose simultaneous bankruptcy. Our result provides a novel mechanism of contagious bankruptcy through firms' strategic choices of capital structure under negative bankruptcy spillovers.

**Keywords:** corporate finance; optimal capital structure; real option; bankruptcy spillovers

## **Adapting to Rural Demographic Change: Impacts, Challenges and Opportunities for Ageing Farmers in Prachin Buri Province, Thailand**

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### **Abstract**

Most people in rural Thailand still depend on agriculture. The rural areas are undergoing changes in their demographic structures with an increasing older population and out-migration of younger people to work in the non-agricultural sectors. These changes may lead to a decline in agricultural productivity and food insecurity. Our research aims to examine older farmers' perceptions on how rural demographic change affects them, investigate how farmers may change their farming practices to cope with their ageing, and explore the factors affecting these changes. The data were collected through a household survey with 368 farmers in Prachin Buri province in central Thailand. A series of binomial logistic regression models were applied to analyse the data. We found that most farmers suffered from an age-related illness which compromised their working capacity. They attempted to reduce their labour intensive works, by either stopping farming through transferring farmland to their children (41%), stopping farming by giving the land to someone else (e.g. selling, leasing out) (28%), or continuing farming with making some changes (e.g. changing crops, employing additional workers) (24%). Farmers' health and having a potential farm successor were positively associated with the probability of stopping farming through transferring the land to the children. Farmers with a successor were also less likely to stop farming by giving the land to someone else. Farmers' age was negatively associated with the likelihood of continuing farming with making some changes. The results show that most farmers base their decisions on the hope that their children will take over the farms, and that without a successor, they lease out or sell the land. Without a successor, they also no longer invest in expansion and improvement of their farm production, especially adoption of innovative technologies that could help them to maintain their farm productivity.

**Keywords:** Rural demographic change, older farmer, stopping farming, continuing farming, Thailand

## **Belt Road Initiative and South Asia: Entrance of Dragon in the Region**

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The One Belt One Road (OBOR) also known as Belt Road Initiative (BRI) is an ambitious geo-economic project connecting China to Europe by a series of overlapping corridors and to Africa via sea route. China's aggressive foreign investment scheme is by far most friendly because it is economically based oriented through infrastructures of which all the countries involved will be benefited. It includes the series of long term economic investment in various countries. This initiative is more than the just physical connection. This project is coming at the time when world is slowly shifting towards isolationism and nativism. The key to BRI is connectivity along the multiple dimensions including policy coordination, facility connectivity and financial integration. "Co-operation is better than confrontation" is the main guiding principle of OBOR. China on its way to prosperity wants to include various countries along with it. This initiation holds a very important vision to connect economies around the world. It is the first kind of such ambitious project which is envisaged outside the western world. The Westerners have been given time and opportunity to demonstrate their willingness and capability of helping developing countries. Yet they have not been too successful. The benefit of openness and connectivity is well embraced by the economies of the world. It paves a way to create more market which bolsters the aggregate demand of the countries that lead to new growth and prosperity. On its way to connectivity it touches the millions of people who are yet cut-off the mainstream of development. The initiative is expected to significantly boost global trade, cutting trading costs by half for the countries involved, according to expert estimates. China intends to link the South Asia to OBOR by constructing infrastructures in various countries. Through China Pakistan Economic Corridor (CPEC) China is willing to connect with South Asia which has a significant population of 2 billion. Similarly China has made significant investment in Sri Lanka. Infrastructure is the essential platform for countries to grow and modernize. Therefore China has made a huge amount of investment in the infrastructure in the region already. It is a well spent multi billion investment project carefully implemented into a constructive geopolitical policy. Without infrastructure poor countries remain in a Poverty Trap of stagnation. Infrastructure is the essential platform for countries to grow and modernize, which has been the major focus of this initiative. China is replicating what they did in China to the rest of the world. Lifting 600 million of it's people out of poverty with infrastructure projects. With the belt and road initiatives, it could potentially lifting billions of people around the region out of poverty.

**Keywords:** OBR, Trade Integration South Asia

## **Leadership for Innovation in the Hospitality and Tourism Industries: An Integrative Review**

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### **Abstract**

Leadership can contribute to achieve innovation, but such knowledge is not so clear in the tourism, hospitality and leisure industries. In order to ascertain directions that leadership research for innovation is taking in these industries, an integrative review was conducted on Scopus database with the descriptors “leadership”, “innovation”, “tourism”, “hospitality” and “leisure”. Eleven studies were included in this review and none of them addressed the leisure industry. Moreover, the studies tend to be more recent, focusing on the quantitative approach and in developed countries, as well as focusing on small and medium sized companies. In addition, the innovation that leadership exerts in these industries is incremental, and it can be used through various actions such as creating new products / services, finding new suppliers and market, using different administrative and production processes, and reshaping the climate and the organizational culture.

**Keywords:** Leadership; Innovation; Hospitality, Tourism, Integrative Review

## Detection and Prevention of Fraud Cases

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### Abstract

People's unfair gaining by cheating in order to ensure some interests is a phenomenon observed in every period of history. The fact making the issue significant is the size and with of the damage arising from the fraudulent operations. Indeed, Enron, Parmalat, Xerox and Imar Bank scandals experienced in recent years have clearly shown that the damages of fraudulent operations do not stay limited to only the related organizational structure, but affect corporate partners, investors, creditor individuals and institutions, employees and even all sections of society. The fact that a small section benefits from fraudulent operations while a very large part of the society was affected in a negative way necessitates the production of some proactive solutions in order to overcome these losses and to prevent scandals and developing applications for the detection of these cases is also important in terms of the determination of the damage. This study draws a theoretical framework in the scope of this issue and points out the practices and measures to be taken in order to identify and prevent fraud cases.

**Keywords:** Fraud, Audit, Fraud Prevention

**JEL Codes:** M40, M42, M49

## **Banking Sector Performance and Industrial Production: Evidence from Turkey**

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### **Abstract**

Banking sector is one of the most important sectors of the economy. The most important function of the banking sector is to transfer the savings to investment channels. A sound banking sector can stimulate economic growth by transferring loans to production areas. On the other hand, deteriorations in the structure of the banking sector can trigger crises. Therefore, there is a close relationship between the performance of the banking sector and industrial production. The aim of this study is to discuss the relationship between the performance of the Turkish banking sector and industrial production.

**Keywords:** Banking sector, Industrial Production, Adequate Liquidity