IBSSH – Bangkok Thailand

International Conference on Business Management, Economics and Social science

(BMESS)

August 22-23, 2019
Novotel Bangkok Ploenchit Sukhumvit, Thailand

Book of abstracts


Volume 01, Issue 11
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   Conference Coordinator

2. Ms. Leysan Storie

   Conference Coordinator

3. Ms. Filareti

   Conference Coordinator

4. Ms. Petrel Qiu

   Conference Coordinator
## Contents

**DISCLAIMER** 3

**ORGANIZING COMMITTEE** 4

**CONFERENCE CHAIR MESSAGE** 6

**LIST OF CONFERENCE ATTENDEES** 9

**TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES** 11

- Measuring the Philippine National Capital Region’s Trust on Cooperatives: A Study to Increase Membership Acquisition and Retention 12

- Economic and Business Learning Strategies through Public Communication Method in Islamic Higher Education Institution 13

- The Influence of Weathers on Tourist Booking Behavior 14

- Developing Guidelines to Enhance TOEIC Testing Score and Improving English Learning Method of Students in Aviation Field 15

- Exploring and Developing Students’ Competencies in Asian Airline Business: A Case of Aviation Personnel Development Institute Students 16

**SCIENTIFIC BOARD** 17

**CONTACT US** 18

**VENUE** 19
Conference Chair Message

Dr. Pillai Mahesh

“International Conference on Business Management, Economics and Social science (BMESS)” serves as a 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.

Dr. Pillai Mahesh
Conference Chair
IBSSH- Secretariat, 2019
Conference Schedule

DAY 01 Thursday (August 22, 2019)

**Venue: Room 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9:00 am – 9:20 am</td>
<td>Welcome Reception &amp; Registration</td>
</tr>
<tr>
<td>9:20 am – 9:30 am</td>
<td>Opening Ceremony</td>
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<tr>
<td>9:30 am – 9:40 am</td>
<td>Welcome Remarks – Conference Coordinator</td>
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<tr>
<td>9:40 am – 9:45 am</td>
<td>Introduction of Participants</td>
</tr>
<tr>
<td>9:45 am – 9:50 am</td>
<td>Group Photo Session</td>
</tr>
<tr>
<td>9:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
</tr>
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</table>
DAY 01 Thursday (August 22, 2019)  
Session 1 (10:00 am – 12:00 pm)  
Track A: Business Management & Social Sciences

<table>
<thead>
<tr>
<th>Session Code</th>
<th>Title</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMESS-AUG2019-101</td>
<td>Measuring the Philippine National Capital Region’s Trust on Cooperatives: A Study to Increase Membership Acquisition and Retention</td>
<td>Kerwin Avelino</td>
</tr>
<tr>
<td>BMESS-AUG2019-104</td>
<td>Economic And Business Learning Strategies Through Public Communication Method In Islamic Higher Education Institution</td>
<td>Deni Kamaludin Yusup</td>
</tr>
<tr>
<td>BMESS-AUG2019-105</td>
<td>The influence of weather on tourist booking behavior</td>
<td>Professor Alexander Josiassen</td>
</tr>
<tr>
<td>BMESS-AUG2019-106</td>
<td>Developing Guidelines to Enhance TOEIC Testing Score and Improving English Learning Method of Students in Aviation Field</td>
<td>Yada Burapharat</td>
</tr>
<tr>
<td>BMESS-AUG2019-107</td>
<td>Exploring and Developing Students’ Competencies in Asian Airline Business: A Case of Aviation Personnel Development Institute Students</td>
<td>Thitiporn Milindra Christensen</td>
</tr>
</tbody>
</table>

Lunch Break (12:00 – 01:00 pm)  

Closing Ceremony
List of Conference Attendees

The following Scholars/ practitioners/educationist who don’t have any paper presentation, however they will attend the conference as delegates & observers.

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Official ID</th>
<th>Name</th>
<th>Affiliation Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>CCEIT-AUG19-103A</td>
<td>Paula Maria De Sa Oliveira Escudeiro</td>
<td>Superior School of Engineering of the Polythecnic Institute of Oporto</td>
</tr>
<tr>
<td>02</td>
<td>CCEIT-AUG19-104A</td>
<td>Nuno Filipe Fonseca Vasconcelos Escudeiro</td>
<td>Superior School of Engineering at the Polythecnic Institute of Oporto</td>
</tr>
</tbody>
</table>
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.
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANI
Measuring the Philippine National Capital Region’s Trust on Cooperatives: A Study to Increase Membership Acquisition and Retention

Kerwin Avelino¹*, Cherry Anne Lopez², Patrick Neil Paras³, Anthon Mark Jay Rivas⁴

Abstract Cooperatives are important in poverty reduction. In the Philippines, cooperatives are considered as practical vehicles to harness the power of people in achieving economic development and social justice. As legal organizations with social goals, cooperatives are owned and controlled by members. Acquiring more members while retaining current members must be prioritized. Measuring the trust of cooperatives therefore is the initial step to improve the strategies for membership acquisition and retention. The study used survey questionnaire to measure the trust on cooperatives of the Philippines’ National Capital Region residents. An online version of the questionnaire was created to continuously gather data and increase the sample size. Pearson Correlation was used to measure the relationship of the dimensions of trust identified in this study. The initial tabulation of data showed that the mean age was 33 years old: 49% male and 51% female. Majority (54.2%) were single and mostly working in the private sector (71.9%). Cooperative familiarity correlated with all identified dimensions of trust: cognitive (0.454), affective (0.295), performance and satisfaction (0.245), and group cohesion (0.275). These dimensions also showed high correlation for the overall trust to cooperatives: cognitive (0.519), affective (0.553), performance and satisfaction (0.597), and group cohesion (0.719). Meanwhile, familiarity with cooperatives was also positively correlated to age (0.482) and to monthly income (0.415). Cooperatives enjoyed high trust ratings across all age groups. Group cohesion was an important factor in retaining members. It also had strongest positive relationship to overall trust on cooperatives and to performance and satisfaction of cooperatives. The Philippines, considered as the social media capital of the world, will enter the economic sweet spot and the use of social media in spreading knowledge must be taken advantage by cooperatives to increase membership acquisition and fulfill their mandate to help improve the quality of life of their members.

Keywords: Cooperative, Trust, Cohesion, Cognitive, Correlation

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Economic and Business Learning Strategies through Public Communication Method in Islamic Higher Education Institution

Deni Kamaludin Yusup¹*, Undang Burhanudin², Aep Saepurrohman³, Aang Ridwan⁴

Abstract In recent years, the graduate’s quality of Islamic higher education institutions in Indonesia has been highlighted by various parties, one of them is from stakeholders who need to absorb graduates of economic and business programs who are ready to use, have qualified qualifications and competencies. On the one hand the number of applicants and graduates of this program from year to year is very high and competitive. On the other hand the qualifications and competencies possessed by graduates are not fully in accordance with the needs of stakeholders. There are various factors that influence these conditions, such as inputs, processes, outputs, and outcomes of economic and business learning strategies, apparently not yet running simultaneously in Islamic higher education institutions. In this context, there are several efforts that can be made by decision makers such as perfecting and developing the curriculum, improving the quality of lecturers, providing and updating learning materials, completing facilities and infrastructure, developing more innovative learning methods, approaches and strategies according to the need to achieve expected goals and learning outcomes. Therefore, this paper will present comprehensively the development model of economic and business learning strategies through public communication method in Islamic higher education institutions.

Keywords: Learning, Strategy, Method, Public Communication, Qualification, Competency.

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*International Conference on Business Management, Economics and Social science (BMES)
The Influence of Weathers on Tourist Booking Behavior

Professor Ricky Wilke¹, Professor Alexander Josiassen², Florian Kock³, Astrid Norfelt⁴

Abstract In this research, we look at the influence of weather on tourism and specifically on consumers’ travel decisions. A lot of research has been done about weathers influence on consumers buying and decision behavior in the consumer behavior research, e.g. bad weathers influence on sales and store visits (e.g. Steele, 1951). In the tourism area the influence of weather on consumers’ decision-making has seen very scarce research, and studies have focused primarily on how weather influences tourist behavior at the destination (e.g. Becken, 2012; Martin, 2012). In our study we will focus on climate and weather condition in the home country of the tourist, and on how these conditions influence buying decisions when considering buying a ticket to a destination for tourism. We will make propositions regarding the relationship between weather and the purchase of flight tickets and destination choice’s and develop a conceptual framework with mediators to understand consumer travel purchase behavior depending on weather conditions in the homeland. Weather conditions will be conceptualized as the degree of sunshine and temperature. The purpose is to deepen our understanding of impact of weather conditions on tourists booking behavior. Thereby we aim to provide insights to help guide the tourism and airline industries. Our aim is to perform a literature review and based on this to construct a testable conceptual framework, which is capable of informing future research, including theoretical and empirical considerations.

Keywords: Weather and Tourism, Tourism and Embodied Cognition

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Developing Guidelines to Enhance TOEIC Testing Score and Improving English Learning Method of Students in Aviation Field

Yada Burapharat¹, Mongkolchai Tiansooodeenon²

Abstract This research aimed to 1) find the way to improve TOEIC test score 2) explore how TOEIC testing score affect future development and 3) develop the guidelines to solve the problem of students in aviation field who have difficulty in learning English. The population of the study was the students in Aviation Personnel Development Institute (APDI), Kasem Bundit University. The 400 students sampled by quota sampling from 100 students in each year. The research applied questionnaire instrument and interview method. The concept and theory in the questionnaire were language learning theory and self – determination theory. The independent variables were students’ age, gender, GPA and academic year and an aspect of learners, instruction method, further study and career purposes. The dependent variables were the way to improve TOEIC test score, the effect of students’ future career development and the development of the guideline for student to raise their TOEIC test score. The research consisted of 3 parts as 1) personal factors 2) the factor contributes to learning and studying TOEIC and 3) additional suggestions. The research instrument quality was from proven content validity of 3 experts and try out of 10% samples with similar samples showed the reliability analysis of 0.85. Likert’s Scale of 5 range was applied. The statistics used in descriptive analysis were frequency, percentage, mean and standard deviation. The interview includes 2 questions asking what the students toward TOEIC teaching at APDI and what is the best way to improve their English proficiency. The highest scored were the ability of the teacher to deliver essential technics for the exam, the activities enhancing students to immerse them with English setting and the English courses offered by APDI supporting them to improve their testing score respectively. This research contributes to guideline to develop English teaching method for students.

Keywords: TOEIC, Aviation, Developing TOEIC Score

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Exploring and Developing Students’ Competencies in Asian Airline Business: A Case of Aviation Personnel Development Institute Students

Thitiporn Milindra Christensen¹*, Nutchirathorn Inthorndharamana²

Abstract This research aimed to explore and develop the airline competencies of the students who are studying the Bachelor of Arts in Airline Business, Aviation Personnel Development Institute, Kasem Bundit University. The researcher used interview as a qualitative method to ask the airline human resource managers from the well-known airlines. Ten key informants in the study were from Thai Airways International Company, Bangkok Airways, Thai Air Asia, Singapore Airline, Japan Airline, EVA air, Korean Air, China Airline, Thai Smile Airways, Nok Air, Thai Lion Airs. Results of the study found that based on 3 components of competencies, the students lack the skills of English communication most. They need more communicative skill improvement, particularly speaking. In addition, the students need to study popular languages for Eastern Asian passengers such as Chinese, Japanese and Korean and aware of Eastern Asian cultures, such as seniority, national identities and some non-verbal communication. Some computer skills should be trained such as intermediate level of Microsoft Office, Excel. For the knowledge, the students need more knowledge of airline and aviation industry, such as organization knowledge, international knowledge related to aviation industry. However, the students have desired attributes for airline business, such as nice grooming, disciplines and favorite behavior. They were helpful and considerate different cultures. The development from the airline human resource managers from the interview were the students need to improve communicative English and computer skills. These skills should be learnt and practiced in the classroom with operation. In addition, to improve the students’ competencies, the instructors should plan and invent clear functional analysis sheet for internship such as key roles and key functions for studying and internship since they were important for competency evaluation and development. The research merits were to increase job opportunities for the students and develop the curriculum to meet the demands of airlines.

Keywords: Competencies, Airline, Aviation Study

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VISION

Scholastic ideas and perception as well as developing new networks and collaborations Through innovative Research.