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# BOOK OF CONFERENCE PROCEEDINGS



Tokyo, 17-18 May 2018

**INTERNATIONAL CONFERENCE ON  
MANAGEMENT STUDIES  
AND SOCIAL SCIENCE**



Abstract Proceeding Book  
of  
International Conference on  
Management studies and  
Social Science (MASOS)

**May 17 - 18, 2018**

**Tokyo, Japan**



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**of**  
**International Conference on Management studies**  
**and Social Science**  
**(MASOS)**

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# FOREWORD

Research Synergy Foundation is the 1st Indonesian social enterprise platform that focus on developing collaborative networks among both researchers, lecturers, scholars, and practitioners globally for the realization of an equal quality of knowledge acceleration between developed and developing countries. We focus on opening the gates of research collaboration between countries. We introduce and encourage scientific publications from developing countries. We create scientific forums in order to boost the creation and diffusion of new knowledge.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world.

## Our Vision:

Our vision is to be world class organization that encourage acceleration quality of knowledge in developing country.

## Our mission:

First, promoting scientific journals from developing countries as an equitable distribution tools of knowledge. Second, opens research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Third, create a global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.

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# **ORGANIZING COMMITTEE**

## **Conference Chair**

Hendrati Dwi Mulyaningsih

## **Conference Coordinator**

Santi Rahmawati

## **Conference Support**

Hidiyah Ayu

Information and Technology Support by Scholarvein Team

# SCIENTIFIC REVIEW COMMITTEE

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Universitas Gadjah Mada, Indonesia

**Santi Rahmawati**

Research Synergy Foundation

# CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference on Management studies and Social Science (MASOS) by Research Synergy Foundation and Scholarvein as official partner held on May 17 – 18, 2018 at Hotel Listel Shinjuku, Tokyo, Japan.

The aim of Conference is to provide an overview of the state-of-the-art, update information and emerging trends regarding Management and Social Science. MASOS 2018 International Conference shows up as a cutting-edge Social Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Tokyo, Japan and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Hendrati Dwi Mulyaningsih  
Conference Chair of MASOS 2018



# CONFERENCE PROGRAM

Day 01- Thursday | May 17, 2018

Venue: Room 1

Hotel Listel Shinjuku - Tokyo, Japan

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**14.00-14.30**      **Welcome Reception and Registration**

**14.30-14.40**      **Opening Address**

Conference Coordinator: Mrs. Santi Rahmawatii – Research Synergy Foundation

**14.40-15.00**      **Group Photo Session, Morning Tea and Grand Networking**

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**Day 01**

Room I

Thursday, 17 May 2018

Session 1 (15.00 – 15.30)

Session Chair : Santi Rahmawati

Track Marketing

Paper ID	Author	Media	Paper Title
<b>MAS18106</b>	Hui-Min Chien	Poster Presentation	Enhancing Volunteers' Intention of Engagement Toward Citizen Science

**Day 01**

Room I

Thursday, 17 May 2018

Session 2 (15.30 – 16.00)

Session Chair : Santi Rahmawati

Track Human Resource Development

Paper ID	Author	Media	Paper Title
<b>MAS18103</b>	Chia-Pin Kao	Poster Presentation	Investigating Perceptions of Using Online Educational Resources in Teaching from Attitudes and Self-Efficacy toward Web-based Professional Development

**Day 01**

Room I

Thursday, 17 May 2018

Session 3 (16.00 – 16.30)

Session Chair : Santi Rahmawati

Track Psychology

Paper ID	Author	Media	Paper Title
<b>MAS18105</b>	Jose Anton Vernelli Magno	Oral Presentation	What's Your Drive? The Motivations of Transport Network Vehicle Service Workers

**Dinner Break 16.30-17.00****Closing Ceremony**

Day 02

**Friday (May 18, 2018)**  
**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: Marketing Research

# Enhancing Volunteers' Intention of Engagement Toward Citizen Science

Hui-Min Chien<sup>1</sup>, Chia Pin Kao<sup>2</sup>

<sup>1</sup>Cheng Shiu University

<sup>2</sup>Southern Taiwan University Of Science And Technology

<sup>1</sup>kaocp1976@gmail.com

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## Abstract

*This study, carried out at the Science Volunteer Program 2018 which is run by Taiwan's Ministry of Science and Technology, tested how social cognitive variables affect volunteers' intention to continue their engagement at events and for organizations by Social cognitive career theory (SCCT). A total of 156 volunteers taking part in the program completed a questionnaire measuring Self-efficacy, Satisfaction, Trust and Intention. A structural equation model (SEM) was developed, and SEM procedures were used to test proposed relationships between these variables. Results of the SEM analysis found that there is a positive relationship between (a) Self-efficacy and Satisfaction, (b) Self-efficacy and Intention, (c) Satisfaction and Intention, and (d) Trust and Intention. The discussion highlights implications for science volunteer managers who are not only in a position to increase volunteers' behavioral intention to continue their engagement toward volunteer work but also to facilitate interventions to boost volunteerism in Taiwan.*

Keywords: Citizen science, science volunteers, social cognitive career theory, structural equation model

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**Track: Human Resource  
Development Research**

# Investigating Perceptions of Using Online Educational Resources in Teaching from Attitudes and Self-Efficacy toward Web-based Professional Development

Chia Pin Kao<sup>1</sup>, Hui-Min Chien<sup>2</sup>

<sup>1</sup>Southern Taiwan University Of Science And Technology

<sup>2</sup>Cheng Shiu University

<sup>1</sup>kcp76@stust.edu.tw

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## Abstract

*There is a large body of study concerning elementary school teachers' perceptions of using online educational resources in teaching, and their web-based professional development self-efficacy and attitudes. However, little research has been particularly conducted on the correlation between and effect of these scales which additionally explains their relationship to each other. This research was conducted on the results of an investigation into 178 elementary school teachers regarding the latent variables of perceptions of using web-searching in teaching, and their web-based professional development self-efficacy and attitudes. Factor analysis, correlation analysis and regression were adopted in this study. Further, the most significant finding is that the elementary school teachers' web-based professional development self-efficacy and attitudes are the important predictors of their perceptions regarding adopting online educational resources in their teaching. Thus, this result suggests that improving the elementary school teachers to prompt the learning attitudes and develop the potential self-efficacy when teachers apply the online educational resources in teaching as an innovative teaching, which may strengthen their teaching practice in web-based professional development.*

Keywords: Online Education, Self-Efficacy, Attitude, Web-Based Professional Development

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## Track: Psychology Research



# What's Your Drive? The Motivations of Transport Network Vehicle Service Workers

Michaela Bianca R. Pascual<sup>1</sup>, Jose Anton Vernelli Y. Magno<sup>2</sup>,  
Rene Antonio R. Melevo<sup>3</sup>

<sup>1,2,3</sup> Ateneo De Manila University

<sup>2</sup>vernellimagno@gmail.com

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## Abstract

*Transport Network Vehicle Service (TNVS) is a new, relatively unexplored phenomenon, especially from a psychological perspective. Furthermore, current studies fail to view TNVS within the Philippine context. A mixed methods sequential confirmatory strategy was utilized to test the relevance of the Filipino Needs Theory of Motivation on Filipino TNVS drivers. Additionally, the study aimed to see which of the needs predicted the employee engagement of Filipino TNVS drivers and if this engagement predicted turnover intention. The study consisted of two phases. In the first phase, 100 Filipino TNVS drivers were surveyed and in the second phase, three of the participants from the first phase were interviewed. The phase one results were tested using confirmatory factor analysis and multiple regression, while the phase two results went through thematic analysis. The statistical analysis confirmed that the needs mentioned in the Filipino Needs Theory of Motivation: Job-Related Needs, Family-Related Needs, Organization-Related Needs and Career-Related Needs, applied to the sample. Of these, Job-Related and Family-Related needs were found to be predictors of employee engagement. It was also found that employee engagement did not predict turnover intention. The thematic analysis supported these findings by emphasizing the importance of Family, Autonomy and Human Interaction for Filipino TNVS drivers. Additional factors such as National Context, Compensation, and Convenience and Accessibility were also found, which may have affected Turnover Intention. These highlight the role of context, both societal and industrial, in the relationships between motivators, employee engagement and turnover intention for TNVS drivers.*

Keywords: Motivation, Employee Engagement, Turnover Intention, TNVS, Filipino Culture

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## FUTURE EVENTS

May 21 - 22, 2018

International Conference on Interdisciplinary in Business, Economy, Management, and Social Studies (IBEMS)

<http://www.ibems.researchsynergy.org/>

June 4 - 5, 2018

International Conference on Emerging Issues in Social Studies, Economy, Education and Management in Digital Era (EISDE)

<http://www.eisde.researchsynergy.org/>

June 20 - 21, 2018

International Conference on EGlobal Economy in Business, Management, Social Science and Humanity Perspective (GEMSH)

<http://www.gemsh.researchsynergy.org/>

June 28 - 29, 2018

International Conference on Interdisciplinary Studies for Leveraging Innovation (ISLI)

<http://www.isli.researchsynergy.org/>

July 2 - 3, 2018

International Conference on Entrepreneurship Studies, Business, Economy, and Management Science (ESBEM)

<http://www.esbem.researchsynergy.org/>

July 12 - 13, 2018

International Conference and Global Forum on Business, Management Studies, Economy and Social Science (BUMES)

<http://www.bumes.researchsynergy.org/>

July 19 - 20, 2018

International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science (RESBUS)

<http://www.resbus.researchsynergy.org/>

July 26 - 27, 2018

Global Conference on Sustainable Economy Development in Business, Management, Humanity and Social Science Perspective (CEBUMS)

<http://www.cebums.researchsynergy.org/>

