

**CETS-19**

**BOOK OF  
ABSTRACTS**

# CONFERENCE PROCEEDINGS

**2ND INTERNATIONAL CONFERENCE ON CREATIVITY &  
INFORMATION TECHNOLOGY IN ECONOMICS, BUSINESS,  
TOURISM & SOCIAL SCIENCES**

**November 23-24, 2019**

**Mercure London Hyde Park Hotel**

**CETS-2019**

**Organized by:**



**Research Forum for  
Social Science Innovation**

## TABLE OF CONTENTS

Review Board . . . . .	5
Organizing Committee . . . . .	6
Shareholder Litigations and Firm Risk-taking . . . . .	11
Leadership'S Relationship in the Banking Sector According to Leader-Member Exchanges (LMX) Theory and Employees' Experience . . . . .	12
A Zero-One Integer Programming for Preventive Maintenance Scheduling for electricity Plants with Production . . . . .	13
Improving Some Mechanical Properties of Concrete by Using Hyper-Plasticizer (HP-580) and Steel Fibers . . . . .	14
Laser-Induced Surface Modification of Contact Lenses for Measuring Intraocular Pressure for Glaucoma Patients . . . . .	15

## Chair's Welcome

Research Forum for Social Science Innovation as 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 a good opportunity for 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 honourable scientific 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. Lets break all the discriminating barriers and get free from all minor affiliations. Lets 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. Vance Alfie**

Conference Co-chair

### Review Board

Arpad Abraham	Department of Economics, Faculty of Economics and Business Studies, University of Rochester, New York
Michele Belot	School of Economics, University of Edinburgh, Scotland
Juan J. Dolado	Department of Economics, Universidad Carlos III de Madrid, Spain
Andrea Galeotti	Department of Economics, University of Essex, England
Piero Gottardi	Department of Economics, University of Venice, Italy
Andrea Ichino	Department of Economics, University of Bologna, Italy
Dermot McCann	Head of Politics and International Relations, London Metropolitan University
Dr Tony Novak	Senior Lecturer in Social Work, London Metropolitan University
Trushar Adatia	School of Human Sciences, London Metropolitan University
Axelle Ferriere	Department of Economics, Stern School of Business, New-York University USA
Dr. Des Raj Bajwa	Department of Commerce & Management, Govt. Post Graduate College Ambala Cantt, Director General Higher Education, Kurukshetra University, India

### **Organizing Committee**

Dr. Vance Alfie	Conference Chair Person
Mr. James Z.	Conference Coordinator
Ms. Misha Mathew	Conference Coordinator
Dr. Arthur Mason	Conference Coordinator

## CONFERENCE VENUE



Mercure London Hyde Park Hotel

**Address:** Poyle Rd, Slough SL3 0FF, UK



## CONFERENCE SCHEDULE

DAY 01 Saturday (November 23, 2019)

**Venue:** Room 1

09:00 am - 09:10 am

Registration & Kit Distribution

09:10 am - 09:20 am

Introduction of Participants

09:20 am - 09:30 am

Inauguration and Opening Address

09:30 am - 10:00 am

Grand Networking Session & Tea/Coffee Break



## PRESENTATIONS DETAIL

DAY 01 Saturday (November 23, 2019)

Session 1 (10:00 am - 12:30 pm)

Venue: Room 1

<b>Track: Social Sciences &amp; Business Management</b>		
Bo Ouyang	Shareholder litigations and firm risk-taking	ICRO-11-105
John F. Maune	Easily Incorporated Brain-based Teaching Hacks	ICRO-11-106
Doc. sc. Sanja Broz Tominac	Accounting Effects of Subsequent Measurement of Financial instruments - Case of Croatia	ICRO-11-107
Dr. Felix A. Flores	Gender Diversity, Rewards, and Process Informality in New Product Development Creativity and Innovation	CETS-NOV19-101
Henryk Seeger	Technical Implementation of Micro-Donations	CETS-NOV19-108
Henryk Seeger	The Corporate Perspective of Micro-donations	CETS-NOV19-109
Thamrongsak Svetalekth	Good Tax Administration in Personal Income Tax : Experience from Thailand	LBMES-119-ANI101
Dr. Huzaina Abdul Halim	Using Multimodal Approaches in Meaning-Making of Literary Texts Among Tertiary Level ESL Students	ICRO-11-102

Lunch Break (12:30 pm - 01:30 pm)

Closing Ceremony



## **2nd Day (November 24, 2019)**

**All respective guests are free to conduct their own sightseeing and tour.  
The second day of the event is reserved for this memorable purpose.**



## Shareholder Litigations and Firm Risk-taking

<sup>1</sup>Sang Mook Lee, <sup>2\*</sup>Bo Ouyang, <sup>3</sup>Hakjoon Song, <sup>4</sup>Huishan Wan

<sup>1,2</sup>Management Division Great Valley School of Professional Studies Pennsylvania State University, USA, <sup>3</sup>Department of Accounting, Finance and Economics, California State University, Dominguez Hills, USA, <sup>4</sup>Department of Accounting, University of Northern Iowa, USA  
bouyang2@yahoo.com

Prior studies have examined the economic consequences of shareholder litigation risk. Firms with high litigation risk underprice their Initial Public Offerings (IPOs) as a form of insurance (Lowry and Shu 2002). Shu (2000) shows that auditors charge higher audit fees for clients with higher litigation risk. In relation with firms' investment and financing behavior, firms exposed to greater security litigations hold more cash in anticipation of future settlement costs and other litigation-related costs, reduce risky capital expenditure (Arena and Julio 2015) and raise their leverage levels to protect their assets from potential litigation costs (Crane 2009). In a similar vein, following the passage of Universal Demand (UD) laws which imposes restriction on shareholders' derivative lawsuits thereby significantly reduces a firms litigation risk, firms invest more in R&D, produce more patents and generate more patents that have a large number of citations (Lin, Liu, and Manso 2017). However, prior research focuses on firms' real actions in response to shareholder litigation risk, but pay little attention to idiosyncratic return volatility (IRV). In this study, we examine the impact of shareholder litigation risk on firm risk-taking. Shareholder litigations inflict significant personal costs to managers, including reputational costs (Karpoff et al. 2008), early termination of employment (Dechow et al. 1995), opportunity cost of managers time for lawsuits, and stress arising from lawsuits. These costs motivate managers to revise their beliefs about the costs/rewards relationship of their investment opportunities and refrain from taking risky investments which increase firms bankruptcy risk and higher likelihood of shareholder litigation (Cao and Narayanamoorth 2011; Cazier et al. 2016). Therefore, we predict this decrease in risky investments will decrease information asymmetry and improve financial reporting quality, which will lower uncertainly related to firm performance and its cash flow and, consequently, firm risk-taking. Our empirical findings suggest a negative relationship between shareholder litigation risk and firm risk-taking.

**Keywords:** Shareholder, Risk-taking.



## **Easily Incorporated Brain-based Teaching Hacks**

**John F. Maune**

Hokusei Gakuen University Jr. College English Department, Japan  
jfmaune@gmail.com

Through the interdisciplinary utilization of neuroscience and educational and psychological studies that is mind brain and education (MBE) insights into effective teaching practices have been empirically elucidated. The goal of this poster is to present some basic concepts that can be used as teaching hacks to better engage and motivate learning in any classroom without the need to take on any new teaching system or altering course content. The benefits of engaging emotions via passion, humor, and narrative, timed transitions, as well as movement will be discussed in this poster presentation. For example, the idea that teachers should be passive and let the course's content matter be the motivating factor is outdated and wrong. A teacher showing passion for their subject material is known to stimulate student's to engage with, thus learn, that subject. Humans are not socially isolated individuals, but rather a collection of people in which emotion and social interactions do impact how the student, and their brain of course, learn. This will be related to another emotional trigger for learning and memory retention: narrative. The use of stories to explain concepts is much more effective for understanding than unassociated facts. The use of a film version of Shakespeare's Romeo and Juliet to teach biological concepts will be mentioned as one such use of narrative. Movement and timed classroom transitions to keep students' minds and bodies will also be discussed, and further tied into narrative and passion for such transitions. Humor too should not be banned from the classroom. It is known to increase attention and reduce stress which are both highly desirable for the classroom environment. The teaching hacks to be presented in this poster are easily grasped and implemented, but can have profoundly positive educational effects.

**Keywords:** Teaching Hacks.

## **Accounting Effects of Subsequent Measurement of Financial Instruments - Case of Croatia**

**<sup>1\*</sup>Doc. sc. Sanja Broz Tominac, <sup>2</sup>Prof. Dr. Sc. Vesna Vaiek**

<sup>1,2</sup>Department of Accounting, Faculty of Economics and Business, University of Zagreb, Croatia  
sbroz@efzg.hr

This paper presents the accounting effects of the subsequent measurement of financial instruments on the example of a selected commercial bank. Before presenting those accounting effects the structure of assets and liabilities of the banking sector of the Republic of Croatia and the share and importance of financial instruments in bank operations will be presented. After defining financial instruments, the accounting framework for financial instruments is presented through International Financial Reporting Standard 9 Financial Instruments and differences from International Accounting Standard 39 Financial Assets: Recognition and Measurement. On the example of the banking sector of the Republic of Croatia and on the example of chosen commercial bank transitional provisions and business impacts related to the implementation of International Financial Reporting Standards 9 Financial Instruments are analysed. Finally, the impact of the subsequent measurement of financial instruments on the business activities and profitability of mentioned bank will be discussed.

**Keywords:** Financial Instruments, Bank, IFRS 9, Subsequent Measurement.

## **Using Multimodal Approaches in Meaning-Making of Literary Texts Among Tertiary Level ESL Students**

**<sup>1\*</sup>Huzaina Abdul Halim, <sup>2</sup>Farah Amirah Faisal**

<sup>1,2</sup>University of Malaya, Malaysia  
huzaina@um.edu.my

It is a common practice for educators to be limited to conventional teaching approaches in classroom confined settings. The fact is students are inevitably engaged in various multimodal texts due to their active participation in social media and frequent usage of mobile devices on a daily basis. Students perform better when learning takes place in accordance to their learning styles and preferences and MMA emphasizes on differentiation of learning experiences (Walsh, 2010). Such daily activities advocate the need for a transformation in the teaching and learning of ESL lessons in order to promote students capabilities in making meaning of different literacy texts which students come across in their ESL learning activities. Therefore, there is a need for a transformation in the teaching and learning of ESL lessons in order to enhance students capabilities in making meaning of different literacy texts. This paper highlights the benefits of multimodal approaches to the ESL tertiary learners in meaning making of different literacy texts. It also explores the ESL tertiary learners perceptions on the use of Multimodal Approaches in the teaching and learning of reading and writing.

**Keywords:** Multimodal, Literacy texts, Learning styles.

## **Gender Diversity, Rewards, and Process Informality in New Product Development Creativity and Innovation**

**<sup>1\*</sup>Dr. Felix A. Flores, <sup>2</sup>Gary Frankwick, <sup>3</sup>Jessica Felix**  
<sup>1,2,3</sup>Metropolitan State University of Denver, USA  
fflore11@msudenver.edu

Innovation is crucial for company success making it essential to choose the best team for new product development (NPD). Based on cognitive resource perspectives (McGrath, Arrow & Berdahl, 2000), the purpose of this study is to examine the effects of team gender diversity on creativity and new product performance. Also, grounded in the input-process-output (IPO) model (McGrath, 1984), we examine the effects of process informality and three types of rewards (recognition, promotion, and financial) on NPD creativity and innovation, as well as the interactions of these factors with gender diversity. To test our research model, shown in Figure 1, we used a Qualtrics panel of 186 US product development managers to gather the data and used structural equation modeling to examine the data. Our results suggest, that female diversity on a team positively affects the number of ideas generated, which in turn influences NPD performance. Also, as the female presence in a team increases, so does the effect of financial rewards on the number of ideas generated, and the effects of recognition on the novelty of ideas generated. In general, our findings provide managerial support for increasing the number of women on NPD teams and provides suggestions for the optimal use of rewards to enhance NDP outcomes. Our study adds to the literature exploring the role of gender diversity and rewards, on new product development creativity and innovation. Future studies can examine these interactions in NPD teams where the presence of female members exceeds fifty percent, as this was the highest found in our sample. These limitations and as well as the results of our study can have policy implications, such as the need for supporting female participation in the STEM fields.

**Keywords:** Gender Diversity.



## Technical Implementation of Micro-Donations

<sup>1\*</sup>Mr. Henryk Seeger, <sup>2</sup>Prof. Dr. Constantin Militaru

<sup>1,2</sup>Facultatea de Ingineria si Managementul Sistemelor Tehnologice, Politehnica University of Bucharest, Romania  
henrykseeger@aol.com

Voluntary micro-donations, collected by rounding-up invoice amounts in everyday transactions, have the chance to strongly influence the donation market especially for two target groups (the less wealthy and the young) that are rarely involved with charity microdonations, which could be a low-threshold way to contribute. An exploratory study conducted in Germany and Romania proved this assumption: Young people and those with lower incomes would be willing to contribute with a micro-transactionbased system, given the right circumstances. This goes in alignment with scientific literature which shows that, under the right circumstances, people would be willing to donate small amounts of money, since this will not cause them any inconvenience. Those right circumstance can mostly be defined by different means of technical implementation at the point of sale, where the micro-donations should be collected. Retailers most prominently H&M or the German Kaufland are already actively using different systems to gather those donations within the payment process. Different approaches either follow a classical analogue system that collects spare change if the customer decides to agree to the micro-donation or they handle the process in a digitized way. Both different systems offer unique advantages and disadvantages to both the consumer and the company responsible. This paper discusses the different technical strategies regarding their implementation from a technical and a financial point of view on the example of DEUTSCHLAND RUNDET AUF (DRA; Germany Rounds Up). The technical implementation is discussed based on the Technology Acceptance Model (TAM).

**Keywords:** micro-donations, point-of-sale, user experience, technical implementation.

## **The Corporate Perspective of Micro-Donations**

**<sup>1\*</sup>Mr. Henryk Seeger, <sup>2</sup>Prof. Dr. Constantin Militaru**

<sup>1,2</sup>Facultatea de Ingineria si Managementul Sistemelor Tehnologice, Politehnica University of Bucharest, Romania  
henrykseeger@aol.com

Sustainability and socially responsible action are understood as the main challenges of modern management. At various levels - from product development to PR to HR management - companies are trying to integrate sustainable business practices. Following the widespread triple-bottom approach, ecological, economic and social aspects of sustainable action are taken into account. This is understood not only as a social task, but also as a reaction to changing values and demands of different stakeholders. Contrary to earlier work on the subject of CSR, this is no longer understood as benevolent action that is in the interests of the good of the company, but as an active contribution to the company's success. The present study aims to understand how voluntary micro-donations, collected by rounding-up invoice amounts in everyday transactions can contribute to the CSR strategy of retail trade companies. Research questions addressed within this study are how micro-donations differ from other corporate-driven strategies of corporate giving. Also, the study aims to explore the reasons corporations have to use micro-donations and which client-needs and client-wants are addressed thereby. These questions are answered and discussed in the light of scientific literature on CSR, corporate welfare and corporate giving on the one hand and in the context of the German micro-donation initiative DEUTSCHLAND RUNDET AUF (DRA; Germany Rounds UP). Implications for practitioners in the field are derived from the experiences of corporations taking part in the initiative already and are described also in the light of potential risks and challenges associated with the usage of micro-donations.

**Keywords:** Micro-Donations.

## **Good Tax Administration in Personal Income Tax: Experience from Thailand**

**\*Thamrongsak Svetalekh**

Kasetsart Business School, Bangkok, Thailand

Good tax administration can be examined from effectiveness, efficiency towards government and perceiving of equity, fairness and social acceptability towards taxpayers. Thailand restructured personal income tax in terms of tax deductions, tax allowances and tax rates in 2016 and 2018. Government mentioned taxpayers will obtain benefits from higher tax deduction, higher tax allowance, changing of tax rate and also new tax allowances. However, government will lost revenue collection. Researcher investigates whether or not restructuring of personal income tax generates good tax administration. Secondary data analysis and semi-structure interview from various related groups are used for data collection. Results found that restructuring of personal income tax reflects good tax administration in the aspect of social acceptability. However, in terms of fairness, equity and others may not reflect good tax administration.

**Keywords:** Good tax administration, Personal Income Tax, Taxpayers, Tax Allowance, Fairness.

