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2nd International Conference on Economics Social Science and Business Development

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Book of abstracts


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Organizing Committee

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   Conference Coordinator

2. Associate Professor Mingdong Xu

   Conference Coordinator

3. Professor A. CHEN

   Conference Coordinator

4. Ms. Petrel Qiu

   Conference Coordinator
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Conference Chair Message

Dr Maggie Qin

“Shanghai Academic Network (SAN)” serves 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 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 Maggie Qin
Conference Chair
SAN- Secretariat, 2019
**Shanghai China**

**Venue: Room 1**

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<tr>
<td>09:00 am – 09:10 am</td>
<td>Welcome Reception &amp; Registration</td>
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<tr>
<td>09:10 am – 09:20 am</td>
<td>Opening Ceremony</td>
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<tr>
<td>09:20 am – 09:30 am</td>
<td>Welcome Remarks – Conference Coordinator SAN</td>
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<td>09:30 am – 09:40 am</td>
<td>Introduction of Participants</td>
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<td>09:40 am – 09:50 am</td>
<td>Group Photo Session</td>
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<tr>
<td>09:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
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### Track A: Business, Economics, Social Sciences and Humanities

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<tr>
<td>ESBD-SEP2019-102</td>
<td>The Impact of Name Change on Short-term Values for Quoted Firms – A Case Study Conducted at a-Share Market</td>
<td>Ziyue Yan</td>
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<td>ESBD-SEP2019-103</td>
<td>RBM: An Antidote to Program Management</td>
<td>Bongs Lainjo</td>
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### Track B: Engineering and Technology study

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<tr>
<td>ICCABRE-SEP19-101</td>
<td>Factor Analysis of the Impact of Energy Consumption, GDP and Carbon Dioxide Emissions in Japan</td>
<td>Yu Dan</td>
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### Lunch Break (12:00 – 01:00 pm)

Closing Ceremony
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 HUMANITIES
The Impact of Name Change on A-Share Quoted Firm Values

Ziyue Yan¹, Yiyao Xu², Siyang Weng³, Dejun Xie⁴

Abstract Investors’ recognition and their responses to corporate name changes are scanty explored areas in the field of behavioral finance. Based on a sample of 150 companies which are quoted on Chinese A-Stock Market and have changed their name once from 2009 to 2019, the study aims to investigate the impact of name change on companies’ stock performance in terms of abnormal returns. The results show that companies undergone name changes experience abnormal return fluctuations around announcement dates. Investors respond positively to name changes owing to merger and acquisition in the short term, while name changes because of restructuring or reputation could degrade firms’ market values. Name changes due to the change in business type generate no significant stock price reaction. Additionally, our findings support that name change mainly serves as a signal to investors and presents no plausible wealth effect to companies.

Keywords: Corporate Name Changes; Event Study; Corporate Strategy; Chinese Stock Market; Short-Term Performance

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Yuerong Han*

Abstract In the past few decades, a considerable number of firms have applied a variety of Self-Service Technologies (SST) in their businesses to cut down labor costs and improve the customer experience. One of the questions in SST applications is whether the use of SSTs increases customer satisfaction. Prior research suggests self-efficacy could be an explanation for increasing customer satisfaction (to the brands) under SST applications. This paper explores whether customers with higher self-efficacy are more satisfied with SST application than the face to face transactions. More specifically, this paper tests whether the relationship between self-efficacy and customer satisfaction holds for transactions with hedonic or utilitarian motives. In the first experiment, participants rate their satisfaction to a five-star hotel during a leisure trip (hedonic motive) versus a business trip (utilitarian motive). In the next study, we manipulate people’s perceived self-efficacy levels and explore whether customer satisfaction to the firms increases when customers’ self-efficacy level increase. The self-efficacy manipulation is also performed under the two motive conditions (hedonic versus utilitarian) to show the moderating effect of the motives. This paper predicts that higher self-efficacy increases customer satisfaction to the firms while using SSTs but only when the consumptions happen based on utilitarian motives. Although the proposal suggests that hedonically driven brands may hurt customer satisfaction when using SSTs, further research should look into individual differences in which SSTs can still benefit the firm with hedonic products and services.

Keywords: Utilitarian, Satisfaction, Technologies

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Boston University
RBM: An Antidote to Program Management

Bongs Lainjo*

Abstract Results-based Management (RBM) is an important concept in the strategic system approach. It is systematic coalesce of efforts consciously made to achieve a desired result. It is a management approach purely shaped by the results. This study seeks to explore RBM in strategic system approach through the analysis of a life case study. This section discusses the results-based management logical framework and the theory of change. The logical framework of RBM evidently resides on the structured, logical model, which identifies the expected outputs and consequently the inputs as well as activities required to accomplish the outcomes. The logical framework is structured around five items: assess, think, plan, do and review. The philosophical assumptions underlying this study are based on critical realism. This study seeks to establish the mechanisms applied in results-based management and the structures that are required via a life case study of the United Nations Organizations. In critical realism ontology, three aspects are considered, the real, the actual and the empirical. To understand the application of RBM in the case study, this study combines all the three aspects of an insightful analysis. The study draws important lessons in the implementation of results-based management model stemming from the introduction of changes in the RBM framework and the incentives for motivating the management to adopt results-based management. The study notes the existence of RBM on policy papers, but there is the minimal impetus to implement it practically despite its potential benefits in achieving the organizational performance. In occasional cases where the framework is implemented, there exists an inadequate degree of inclusivity, participatory and enabling environment. The life case study focused on the United Nation Organization and the modalities for the implementation of RBM. As a critical step in the evolution of logical framework approaches, RBM attempts to respond to some issues of the Project Cycle Management (PCM) and Logical Framework Approach (LFA) methods. People often ask what the difference is between PCM or LFA and Results Based Management. In a sense, RBM is PCM done right. It provides more tools and directives on what should be done to ensure that project design is performed in a participatory way, and to make sure that one takes into consideration any assumptions and risks. In conclusion, this work has explored the concept of results-based management as a management approach that targets at the improving results in a three-thronged model constituted of Short-, medium-, and long-term types of results, outputs, outcomes, and impacts. The concept is particularly prevalent in the public and not-for-profit organizations. The study has focused on getting insight on the results-based approach in program management and its application in a selected case study. The study explored the application of RBM in the United Nations Organizations such as UNESCO, UNDP among others with a focus on the global, regional and country-based implementation of RBM.

Keywords: Result-based management, Theory of change, United Nation Organization, Logical Framework, Project Cycle Management, Risks and Assumptions, inclusive, participatory, environment.

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2nd International Conference on Economics Social Science and Business Development
TRACK B: ENGINEERING, TECHNOLOGY & APPLIED SCIENCES
Factor Analysis of the Impact of Energy Consumption, GDP and Carbon Dioxide Emissions in Japan

Yu Dan¹*, Bart Dewancker²

Abstract One of the top concerns of countries around the world is the mutual promotion and mutual restraint of energy, economy and environment. In order to study the impact of industrial structure and energy use efficiency on energy, economy and environment. This article takes Japan as an example and collects comprehensive annual energy consumption, GDP and carbon dioxide emissions data from 1965 to 2016. The factor analysis model is used to study the influence of structural factors and efficiency factors on energy intensity and carbon intensity of energy consumption, so as to find key areas for the development of energy-saving and emission reduction technologies.

Keywords: Energy Intensity; Factor Analysis Model; Energy Consumption Carbon Emission Intensity

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Synthesis, Reactions and Biological Evaluation of Some Novel Thienothiophene Derivatives

Mounir A. A. Mohamed¹, Hanan Salah², Ahmed M. M. El-Saghier³*

Abstract A synthesis of some novel bis(chalcones)-based thienothiophene derivatives and studying their synthetic utilities as building blocks for novel bis(thiazole), bis(dihydropyran), bis(dihydropyridine), bis(isoxazoles), bis(pyrazoles), bis(hydropyrimidinethiones), bis(tetrahydrodiazepines, oxazepines) and bis(dihydrobenzodiazepines, benzoxazepines) each linked to a thienothiophene core is reported. Biological evaluation of the obtained compounds as antibacterial agents was achieved.

Keywords: Reactions, Biological, Derivatives

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http://chinaconferencehub.com/conferences/
Vision

Our vision is to demonstrate sustainable research with a global reputation for academic excellence.