Shanghai Academic Network-SAN

2nd International Conference on Knowledge Management, Business, Social Science and E-Learning

December 28-29, 2019

Hotel: Vesh Coffee Shanghai, China

Book of abstracts


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Organizing Committee

1. Professor Longzhen F

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
**Conference Schedule**

**Shanghai China**

**Venue: Room 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 am – 09:10 am</td>
<td>Welcome Reception &amp; Registration</td>
</tr>
<tr>
<td>09:10 am – 09:20 am</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td>09:20 am – 09:30 am</td>
<td>Welcome Remarks – Conference Coordinator SAN</td>
</tr>
<tr>
<td>09:30 am – 09:40 am</td>
<td>Introduction of Participants</td>
</tr>
<tr>
<td>09:40 am – 09:50 am</td>
<td>Group Photo Session</td>
</tr>
<tr>
<td>09:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
</tr>
</tbody>
</table>
DAY 01 Saturday (Dec 28, 2019)
Session 1 (10:00 am – 12:00 pm)
Venue: Room 1
Track A: Business, Economics, Social Sciences and Humanities

<table>
<thead>
<tr>
<th>Session Code</th>
<th>Title</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMBSE-DEC2019-106</td>
<td>E-Portfolios and Students’ Perceptions: Evidence from Business Translation Class</td>
<td>Angkana Tongpoon-Patanasorn</td>
</tr>
<tr>
<td>KMBSE-DEC2019-108</td>
<td>Tariffs under Globalization 3.0</td>
<td>Frank T. Lorne</td>
</tr>
<tr>
<td>KMBSE-DEC2019-110</td>
<td>RBM: An Antidote to Program Management</td>
<td>Bongs Lainjo</td>
</tr>
</tbody>
</table>

Lunch Break (12:00 – 01:00 pm)
Closing Ceremony
List of Conference Attendees

The following Scholars/practitioners/educationists who don’t have any paper presentation, however they will be attending 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>SHS-4129-101A</td>
<td>Illia Danylenko</td>
<td>Ukraine, Kyiv, Bolsunovska street 13-15</td>
</tr>
<tr>
<td>02</td>
<td>SHS-4129-102A</td>
<td>Ji Mi</td>
<td>Kyiv, Bolsunovska street 13-15</td>
</tr>
<tr>
<td>03</td>
<td>SHS-4129-103A</td>
<td>Victoria Mokhova</td>
<td>Moscow, Tverskaya 8/45</td>
</tr>
<tr>
<td>04</td>
<td>SHS-4129-104A</td>
<td>Roman Dudin</td>
<td>Hong Kong, Salisbury Rd, 28</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 HUMANITIES
A Picture-Book Oriented E-learning Platform for Kids Coding

Chun-Hsiung Tseng\textsuperscript{1*}, Jia-Rou Lin\textsuperscript{2}

\textbf{Abstract} Learning how to program is an established phenomenon and trend. In some developed countries, preschool kids are already covered in coding education, and the most widely adopted tools are Scratch and similar applications. We wonder that if this approach suitable for Asia kids or not. Most preschool kids in Asia rely on picture books at their first stage of learning. Our survey of existing research works shows that picture books do help preschool kids greatly in the aspect of learning abstract concepts. A good picture book needs a good story background and good art materials. To make a picture book a good medium for delivering coding concepts, connections between the story elements, the art elements, and coding concepts are also required. In this research, the goal is to create a collaboration platform for building such picture books. The platform will serve as a repository of open-sourced stories, art materials, and coding concept guidelines and the output will be an electronic picture book for coding education for preschool kids.

\textbf{Keywords:} Kids Coding, PreSchool Education, E-Learning

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E-Portfolios and Students’ Perceptions: Evidence from Business Translation Class

Angkana Tongpoon-Patanasorn¹*, Chomraj Patanasorn²

Abstract Portfolio has been used in language teaching as a means for language learning and language assessment. It is the collection of students’ artefacts or best pieces of work that they have successfully completed throughout the semester. Due to advanced technology, portfolios have been prepared and presented online, known as e-portfolio or digital portfolio. This study examined students’ perceptions on the use of Google Classroom as e-portfolios. In this study, e-portfolios were used as a means for students to document their translation works and to reflect on their learning. The participants of this study were 24 EFL Thai learners taking a Business translation class (English to Thai and Thai to English translation). They were asked to use Google Classroom as a means to collect their translation works throughout the semester, and at the end of the semester, they were asked to complete a questionnaire to elicit their opinions about using Google Classroom for e-portfolios. The results revealed students’ positive experience on using Google Classroom as e-portfolios. However, some technical problems were reported and prior training on how to use Google Classroom was needed. Discussion concerning how to improve the use of Google Classroom as e-portfolios for language classroom will be provided.

Keywords: E-Portfolio, Business Translation Class, EFL

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Tariffs under Globalization 3.0

Frank T. Lorne¹*, Xiyi Yang²

**Abstract** Davos 2019 World Economic Forum characterized globalization as starting from the old silk road of Globalization 1.0 to now possibly entering the phase of Globalization 4.0. The possibility of the new phase is partially triggered by an anti-globalization movement grounded on populism and a promotion of “me-first” rather than a “win-win”, moving away from the neoclassical framework of international trade based on the balance of current account and capital account, the principle by which Globalization 3.0 has operated for many years. Some country leaders blatantly ignore standard textbook framework on international trade, advocating fair trade principle based on zero current account balance as the ideal. The threat of raising tariffs as a policy tool can escalate into an excuse for a revival of Keynesian economics applied globally, resulting in “lose-lose” rather than “win-win” that neoclassical economics advocates. Can tariffs be rationalized beyond an attempt to pursue Keynesian economics? This paper examines tariffs from a game-theoretical perspective in a neoclassical framework of international trade. We evaluate the possible consequences of tariffs under Globalization 3.0 and speculate on its effectiveness in promoting Globalization 4.0.

**Keywords:** Globalization, Tariffs, Economic

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Leisure Trip vs Business Trip: Whether Greater Self-Efficacy Increases Customer Satisfaction under Hedonic/Utilitarian Conditions When Using Self-Service Technologies

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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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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Vision

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