



**ASIAN-PACIFIC**  
RESEARCH FORUM

# **ABSTRACT PROCEEDING BOOK**

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Seoul, South Korea**



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# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS ASIAN PACIFIC RESEARCH FORUM- 2019

2nd International Conference on “Multidisciplinary Approaches in  
Business Economics and Social Sciences Disciplines” (MBES-  
2019), Seoul, South Korea



# **Book of Abstracts Proceeding**

**2nd International Conference on “Multidisciplinary Approaches  
in Business Economics and Social Sciences Disciplines” (MBES-  
2019)  
Seoul, South Korea**

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## Proceedings of the International Conference on

2nd International Conference on "Multidisciplinary Approaches in Business Economics and Social Sciences Disciplines" (MBES-2019)

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**2nd International Conference on “Multidisciplinary  
Approaches in Business Economics and Social  
Sciences Disciplines”  
(MBES-2019)  
Seoul, South Korea  
Venue: Nine Tree Premier Hotel Myeongdong 2,  
Seoul, South Korea**

**ORGANIZING COMMITTEE**

**1. Mr. Jiyong**

*Conference Coordinator*

**2. Mr. Jaywon Lee**

*Conference Coordinator*

**3. Mr. Youngsun Kwon**

*Conference Coordinator*

## CONFERENCE CHAIR MESSAGE

**Mr. Jiyong**

2nd International Conference on “Multidisciplinary Approaches in Business Economics and Social Sciences Disciplines” (MBES-2019) 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.

**Mr. Jiyong**  
Conference Chair  
2019

## Conference Schedule

**DAY 01 Thursday (June 13, 2019)**

**Venue: Nine Tree Premier Hotel Myeongdong 2 Seoul, South Korea**

09:00 am – 09:20 am	Welcome Reception & Registration
09:20 am – 09:30 am	Introduction of Participants
09:30 am – 09:40 am	Welcome Remarks – Conference Coordinator
09:40 am – 09:50 am	Grand Networking Session
09:50 am – 10:10 am	Group Photo Session
10:10 am – 10:30 am	Tea Break

**DAY 01 Thursday (June 13, 2019)**  
**Session 1 (10:30 am – 01:00 pm)**  
**Venue: Room 1**

**Track A: Business, Economic, Social Sciences and Humanities**

<b>NDMA-06-101</b>	Agency in Language Policy and Planning: A multidisciplinary perspective	Jeremie Bouchard
<b>NDMA-06-103</b>	Using Data Mining to Validate and Enhance the Student Selection Process	Jess Tan Wei Chin
<b>NDMA-06-104</b>	The Impact of the Graded Response Method on English Language Learners	Assist. Prof. Laura Taylor
<b>NDMA-06-112</b>	The Effects of nursing College Students" Mentoring Activities on Their College Life Adaptation and Learning Attitudes	Prof. Dr. Cha Miyoun
<b>MBES-JUN-105</b>	Roles of Storytelling on International Consumers" Acculturation and Country Images: A Focus on U.S. TV Shows	Young Han Bae
<b>MBES-JUN-107</b>	Juridical Analysis Of The Confiscation Enforcement Action By Indonesian Laws Officer At Outer Territory Of Indonesian Country On Charge Of Corruption Chase In Indonesia	Dian Narwastuty S.H.,Mkn
<b>MBES-JUN-108</b>	Developing Capstone Course with Industry Mentor Collaborative Teaching for Technological University	Su Chang Chen
<b>MBES-JUN-109</b>	Effectiveness of knowledge of result and knowledge of performance in the learning of motor skills by vocational high school students	Yi-Fang Lee

**Lunch Break & Closing Ceremony (01:00 pm –02:00 pm)**

### 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.

Sr. No	Official ID	Name	Affiliation Details
1.	SEO-269-101MA	Muhammad Khalid Masood	Service Institute of Medical Sciences, Pakistan
2.	SEO-269-102MA	Andrew Yu	Physical Medicine & Rehabilitation Pain Medicine, USA
3.	GSEI19-06-104A	Steven Stewart	USA

## **DAY 02 Friday (June 14, 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.



**TRCAK A: BUSINESS MANAGEMENT, ECONOMICS,  
SOCIAL SCIENCES AND HUMANITITES**

# Roles of Storytelling on International Consumers' Acculturation and Country Images: A Focus on U.S. TV Shows

Young Han Bae\*<sup>1</sup>, Jong Woo Jun<sup>2</sup>, Hyung Min Lee<sup>3</sup>

**Abstract** This study aims to investigate media content effects from international branding perspectives. Using Korean college students as a sample, we explore various storytelling dimensions of U.S. TV shows and their effects on international consumers' attitudes toward U.S. TV shows, acculturation, and their attitudes toward the country such as the United States. We find that story dimensions of U.S. TV shows are categorized into American values, emotion, happy ending, competition, and science fiction. By employing a structural equation model, we further find that American values, happy ending, and competition influence attitudes toward U.S. TV shows, and American values and emotion are linked to the level of acculturation of international (e.g., Korean) audiences. More specifically, happy ending is negatively connected to attitudes toward U.S. TV shows. Moreover, attitudes toward US TV shows affect acculturation, and both attitudes toward U.S. TV shows and acculturation are linked to attitudes toward U.S. country brand. We discuss implications and recommendations for future research.

**Keywords:** TV Shows, Storytelling, Acculturation, and Country images

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## Agency in Language Policy and Planning: A Multidisciplinary Perspective

Jeremie Bouchard\*

**Abstract** Drawing from two volumes co-edited by the presenter (Routledge Critical Studies in Multilingualism series, currently in press), this presentation outlines a conceptual model for the study of agency in language policy and planning (LPP) informed by approaches to theorizing agency in a variety of academic fields, and grounded in empirical research conducted in national contexts on all continents of the globe. This model also pays due consideration to the broad range of constraining and enabling forces involved in the complex interaction between language, language policy and language practice. Viewing LPP processes as comprised of decisions about languages made at governmental, institutional, local and individual levels, and as encompassing languagerelated decisions and actions both constraining and enabling situated language use, the presenter also addresses concerns over whether LPP efforts meet their stated objectives, how LPP processes influence attitudes of language users on the ground, and how ideologies influence LPP processes within and across multiple domains of social life.

**Keywords:** Agency, Language, Multidisciplinary Perspective

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# Using Data Mining to Validate and Enhance the Student Selection Process

Jess Tan Wei Chin\*<sup>1</sup>, Koh Hian Chye<sup>2</sup>

**Abstract** The Singapore University of Social Sciences (SUSS) was established in April 2005 (then known as SIM University) as an institution for working adults to upgrade their skills and progress in their career. In 2014, SUSS launched three full-time degree programmes for fresh school leavers. In view of the strong demand for university places, a stringent selection process was introduced to assess the applicants. In particular, the study investigates the usefulness of the selection and other variables in identifying students who are likely to do well in the University, with an aim to validate and enhance the selection process. The findings show that the students' demographic variables, prior academic performance, the discipline of the programme, as well as performance in selection activities are significantly associated with their academic performance at SUSS. This paper also discusses the implications of findings, and highlights the limitations and future directions. The integration of data mining, education and problem solving is illustrated in this paper.

**Keywords:** Determinants Of Student Performance, Selection Process

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# The Impact of the Graded Response Method on English Language Learners

Assist. Prof. Laura Taylor\*

**Abstract** The Graded Response Method (GRM) is a type of assessment that resembles a multiple-choice question except that the possible responses to the question require ranking from best to worst. For students to achieve the correct hierarchy of responses, they must not only be able to rationalize the correct answer but also to justify why other options are „not as correct“. In previous studies of the GRM at the university level, students demonstrated increased engagement with the course material suggesting the GRM was a valuable pedagogical strategy for instructors. Yet, the GRM relies on the intricacies of language to differentiate the best answer from the worst. It was hypothesized that students who did not have English as a first language would be negatively affected by this type of assessment model. As a result, research was conducted with a small first-year class of students to determine whether English Language Learners (ELLs) were adversely affected by the GRM. In leading up to the 20-question test, students were all given the same preparation. A guest speaker delivered the rationale and practice questions were completed as a group. This was followed by a practice test and group discussion. While the findings from this study are still being analyzed, preliminary data suggest that students who have been in Canada for more than five years and native English speaking students are better able to complete the GRM than students who have less than five years of residency in an English speaking country. Outcomes from this research add to the literature that already exists on assessment practices in the university context.

**Keywords:** The Impact, Graded Response Method

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# The Effects of nursing College Students" Mentoring Activities on Their College Life Adaptation and Learning Attitudes

Prof. Dr. Cha Miyoun\*

**Abstract** This study was conducted to verify the effect of a mentoring program on college life adaptation and learning attitudes of nursing students. Data was collected from college students who participated in senior-junior mentoring activities from Mar. to Jun., 2018. The data from 233 students was processed to evaluate the effect of senior-junior mentoring program for single research. College Life Satisfaction of Ki-woong, Kim(2008) and Learning Attitude of Jeong-sun, Kim(2014) were used as the research tools and the collected data was processed by SPSS Win 18.0 program with descriptive statistics such as real numbers, percentage, average and standard deviation. Moreover, the differences of variables according to general characteristics were implemented by T-test and ANOVA and Scheffe test was used for post-test. The relationship among the variables was handled by Pearson correlation. In this study, students who have been involved in mentoring activities for a long time have greater ability to adapt to college life. The numbers of participation, advice and motivation also significantly affected their college life adaptation ability. In addition, the longer they attended the Mentoring Activities, the better their learning attitudes became. The mentoring program is regarded to affect the college life adaptation and learning attitudes of nursing students significantly. As a result, it is suggested that nursing departments make good use of mentoring activities, which will positively help nursing students to adapt their college life.

**Keywords:** Mentoring Activities, Learning Attitudes, Life Adaptation

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# **Juridical Analysis of the Confiscation Enforcement Action By Indonesian Laws Officer At Outer Territory of Indonesian Country On Charge Of Corruption Chase In Indonesia**

Dian Narwastuty S.H.,Mkn\*

**Abstract** The corruption in Indonesia was one of critical matter nowadays. It has to be settled and banish in every side of structure of Nations. Corruption has no longer become single nation matter. There is chase which is prove that corruption chase across two or many country. Since there a limitation of boundaries in each country; the enforcement of confiscation in every country has been very different. . Due to most problem in Indonesia is to bring all the assets of corruption that has been carried to outer country. Each parties of government should have a basic legal to confiscate. Nowadays, to maintaining the corruption assets in outer territory government should pursue the other government to take the assets back. The Jurisdiction also became another matter in chase their government obligated to return the assets. To manage these matter, Indonesian" government should do their best to prevent their territory also their outer territory, especially in confiscation enforcement.

**Keywords:** Enforcement action, Confiscation, Government, Indonesia, Corruption

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# Developing Capstone Course with Industry Mentor Collaborative Teaching for Technological University

Su Chang Chen\*

**Abstract** Technological university need to pay attention to whether students can be succeeded in the future job market. Therefore, technological university courses must meet the both needs of students and industry. The purpose of this study is to develop capstone course with industry mentor collaborative teaching for technological university in Taiwan. This study proposes three steps to meet the research purpose. The first step is prepare stage. In this stage, the teaching content is to introduce capstone course and to establish a contact window with industry mentor. The second step is implementation stage. In this stage, the teaching content includes capstone report writing, data analysis methods, briefing techniques, oral reporting skills. the teacher should coach students to write capstone report and assist in problem solving and discussion. The industry mentor can collaborative teaching with school teacher to coach student's writing capstone report and giving feedback suggestions. The third step is presentation stage. In this stage, the teaching content is to evaluate students capstone report. School teacher needs to gives students a rating scores. The industry mentor needs to give summative commend.

**Keywords:** Capstone Courses, Collaborative Teaching, Industry Mentor, Technological University

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# Effectiveness of Knowledge of Result And Knowledge of Performance in the Learning Of Motor Skills By Vocational High School Students

Yi-Fang Lee\*

**Abstract** Augmented feedback from the processes and outcomes of motor skill learning provides useful information for learners to correct mistakes and to enhance performance. There is limited research on studying the effectiveness between the procedure-oriented feedback (knowledge of performance, KP) and outcome-oriented ones (knowledge of results, KR), especially for skill acquisitions in technical and vocational education. The aims of this study were to explore the influences of KP and KR on sawing skill learning and to compare the impacts of different types of KP. A quasi-experimental research was administered. The participants were 10th graders who majored in car repairing in vocational high schools. A total of 144 subjects were allocated to the control group (g1) and three experimental groups (g2, g3, and g4). Group 1 was given KR only as feedback (reviewing their own sawing works and benchmark piece), while three types of KP were given to the other groups: Group 2 can watch videotape replay of their own performance, Group 3 can watch videotape replay of standard performance, and Group 4 can watch videotape replays of their own, standard, and then, their own performance again. Each participant had one pre-test trial, followed by 8 practices and one post-test trial, and received feedback at the 2nd and 6th trials during the acquisition phase. A delay test was administered one week later. The outcome measures included the depth and deviation of each practice. The results were analyzed by repeated measures ANOVA and ANCOVA. Overall, Group 2 showed a growing tendency across trials, while the Group 1 had an opposite trend, indicating that learners received feedback by watching their own action (KP) might have more capability to adjust movement in successive practices than their counterparts who reviewed outcome performance (KR) only. As for the results among Groups 2, 3, and 4, Group 2 showed better scores than the others, denoting that different kinds of KP feedback might influence the outcome. To sum up, using KP as augmented feedback was effective at improving sawing skill learning, while type of KP feedback was an influential factor that need to take into consideration.

**Keywords:** Augmented Feedback, Knowledge Of Performance, Knowledge Of Results, Motor Skills Learning And Training

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## **FUTURE EVENTS**



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# VISION

Our Vision is to bridge knowledge creation and dissemination for a more progressive and sustainable future.



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