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CONFERENCE PROCEEDINGS

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2nd International Conference on “Global Research insights in Social
Science Business, Economics and Management Studies” (GSBEM-
2019), Seoul, South Korea

Book of Abstracts Proceeding

**2nd International Conference on “Global Research insights in
Social Science Business, Economics and Management Studies”
(GSBEM-2019)
Seoul, South Korea**



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Proceedings of the International Conference on

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**2nd International Conference on “Global Research
insights in Social Science Business, Economics and
Management Studies”
(GSBEM-2019)
Seoul, South Korea**

Venue: Crown Park Hotel 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 “Global Research insights in Social Science Business, Economics and Management Studies” (GSBEM-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

Venue: Crown Park Hotel Seoul

Time: Registration & Kit Distribution (08:00 – 08:20 am)

Day: Monday

Date: December 16, 2019

Venue: Room 1

08:20 am – 08:30 am	Introduction of Participants
08:30 am – 08:40 am	Inauguration and Opening address
08:40 am – 08:50 am	Grand Networking Session

Tea/Coffee Break (08:50 am - 09:00 am)

DAY 01 (December 16, 2019)
First Presentation Session (09:00 am – 12:00 pm)
Session Chair: Chitpong Ayasanond

Track A: Business, Management, Economics, Social Sciences and Humanities

GSBEM-DEC-106	Too Much Or Too Few: Reverse Effects Of Leader's Humor	Inju Yang
GSBEM-DEC-113	Exploring the Business Model of Technology Fitness Entrepreneurship: A case study of Peloton and ClassPass	I-Tzu Huang
GSBEM-DEC-113	Trends in the relationship between global education expansion and unemployment: a review of literature by using the science mapping tool	Jia-Ling Kang
SBTM-129-ANII01	Strategic Logistics Marketing Management Of Retail Stores In Salaya Subdistrict, Phutthamonthon District Nakhonpathom	Anuch Nampinyo
SBTM-129-ANII02	Product Development Of Nata De Coco From Jaggery Sorbet	Budsayamalee Tanontip
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SBTM-129-ANII05	A Study of Stevia Substitute Sugar Replacer in Ready-to-drink Pineapple Jelly Products	Sasithon Pomchiangpin
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SBTM-129-ANII09	Management of Public Cold Storage Business Organization to A Sustainable Competitive Advantage	Jirung Jirungkanont
SBTM-129-ANII10	Increasing the Service Efficiency of BTS Sky Train, During the Rush Hours	Kamonchanok Kulwong
SBTM-129-ANII11	The Customer's Satisfaction of the Chao Phraya Express Boat Services	Kanokporn Pimolsiri
SBTM-129-ANII12	Study of Operational Procedures to Propose Ways to Increase Efficiency in the Loading and Unloading Stations	Klasing Kongsakul



DAY 02 Tuesday (Dec 17, 2019)

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**

Exploring the Business Model of Technology Fitness Entrepreneurship: A case study of Peloton and ClassPass

I-Tzu Huang*

Abstract Over the past few years, people are getting conscious about fitness and changing their lifestyle for better health. With the demand of fitness solutions for busy individuals, technological innovations and alternate exercise options are introduced to the fitness industry. Hence, technology fitness startups are growing rapidly to meet the requirement for immediacy, convenience, and flexibility of fitness-obsessed consumers. The rapid growth of fitness technology industry brings not only opportunities, but also challenges to technology-based fitness startups. This research aims to analyze overseas experience of technology fitness entrepreneurship in the U.S. about how to develop successful business models, taking advantage of the emerging opportunities as well as creating value from satisfying customer's demand with technologic innovation. Through approach of case study and comparative analysis, this research is expected to identify key factors that can impact the sustainability of technology fitness entrepreneurship. Online questionnaire will be adopted to investigate the universality and acceptance of fitness technology in Taiwan and exploring the traits of potential target group as well. The research result will be applied to form a reciprocal reference from a contrasting perspective between entrepreneurship and customer to construct an industry map with profitable and applicable business model that can help technology fitness entrepreneurship in Taiwan to develop their business sustainably.

Keywords: Business Model; Entrepreneurship; Technology Fitness Industry; Technological Innovation

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Trends in the Relationship between Global Education Expansion and Unemployment: A Review of Literature By Using The Science Mapping Tool

Jia-Ling Kang*

Abstract Under the trend of increasing global demand for talents, education in all countries has strengthened the cultivation of talents with international competitiveness. Education has developed significantly in both quality and quantity. Under the rapid expansion of education in various countries, graduates are in the workplace. The phenomenon of oversupply has arisen, and the unemployment rate has been high, which has raised doubts about the imbalance between talent cultivation and industrial demand. This research uses bibliometrics research to search the Web of Science (WOS) database based on relevant literature from 2015 to 2019 to analyze its content, relevant topics, and research trends. This study uses Citespace software as a research tool, which aimed at WOS over the years and the number of citations, essential authors, paper publishing areas, keywords, essential papers and papers, and international citations. For the first time, this paper uses the literature analysis of Trends in the relationship between global education expansion and in order to provide a reference for the development of subsequent related research.

Keywords: Bibliometrics, Global Education, Unemployment, Citation Analysis

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Strategic Logistics Marketing Management of Retail Stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom

Anuch Nampinyo*

Abstract The purposes of this research were 1) to study the strategic logistics marketing management of retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom 2) to compare demographic characteristics towards strategic logistics marketing management of retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom 3) to study the guidelines for the development of strategic logistics marketing management of retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom. The sample group in this research is the retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom with a total of 400. Found that retail stores operators in Salaya Subdistrict, Phutthamonthon District Nakhonpathom had opinions about the strategic logistics marketing management of retail businesses in the overall picture is at a very important level, with an average value of 4.85 when considering each aspect of the variable. In order from highest to lowest, as follows: data have an average of 4.52, packaging has an average of 4.47, material- handling management in production averages 4.46, demand for products averages 4.24, warehouse management has mean 4.35, inventory management average 4.37, financial average 4.25, transportation systems average 4.26, Order process the process of purchasing an 4.15 and an average of 4.13.

Keywords: Strategic, Logistics Marketing Management, Retail Stores, Salaya Subdistrict

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Product Development of Nata de Coco From Jaggery Sorbet

Budsayamalee Tanontip*

Abstract Sorbets palm sugar products. The study found that formulations 2 is a basic recipe that has scored the most respected. The amount of palm sugar the yellow and smell of palm sugar. The taste is very sweet and a smooth texture. The study of the physical quality of sorbets palm sugar found that the sweetness of 26 Brix 24 percent cost overrun, an overrun of the ice cream is in the range of 20-150 percent. melting of ice Made from pasteurized cream in a range from 91.66 to 95, the percentage of melting ice cream is based on heat from the environment into the ice makes the ice crystals melt by early dissolution rates are low, he added Higher over a longer time. Chemical analysis showed that palm sugar, sorbets, energy consumption per unit of 110 kilocalories, carbohydrates 27.6 grams protein 1.25 grams fiber 0.08 grams humidity 72.0 grams and ash 0.44 grams. Study on the acceptance of consumer acceptance of the products, sorbets palm sugar. And to evaluate the sensory qualities of appearance, color, aroma, taste, texture and overall liking. The average is 4.42 4.34 4.08 4.20 4.38 and 4.42, respectively, showed that consumer acceptance of products, sorbets palm sugar 150 people representing 100 percent.

Keywords: Sorbet, Jaggery, Sorbet

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The Development of the Quality of Life of the Population into the Elderly Society of Thailand to be Happy in the Case of Nakhon Pathom Province

Bunyaporn Phoothong *

Abstract Research subject ” The development of the quality of life of the population into the elderly society of Thailand to be happy. ” with the objective (1) to study the problems that the elderly in Thailand (2) to study the guidelines for the development of the quality of life of the elderly to have happiness The population is those aged 60 years and over. It is a qualitative and quantitative research. By means of interview and statistical methods for analysis, such as frequency, percentage, mean, standard deviation Including the introduction of quality variables namely personal factors such as gender, occupation, economic conditions, family status, health, participation in social activities, and acceptance in order to find relationships with the variables of happiness received when entering the aging society. The results of the study of the problems of the elderly in Thailand, found that personal factors such as gender, occupation, economic conditions, family status, health different, will be happy to enter into a different age society with health problems at the highest level. Next is the economic conditions and having a career is the least problem. And participation in society and acceptance, found that most of the elderly need the most acceptance and the second is participation in society for guidelines for improving the quality of life of the elderly population to be happy. The study found that the government should have measures to prepare the elderly in terms of access to public health such as medical rights and take care of your health basic service systems such as public transport, and the government should have equal public welfare.

Keywords: Quality of Life, Happiness, Elderly Society

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Grain Milk Made from Five Color-based Types of Beans as a Replacement to Dairy Milk in Tofu Pudding Products

Kanyanas Kaewraksa*

Abstract This research aims: 1) to study the right proportion of grain milk made from 5 types of beans to replace dairy milk in a tofu pudding product of 4 different levels: 25, 50, 75 and 100 percent, and 2) to study the appropriate amount of jelly powder in the tofu pudding products which affect the quality of the product, and 3) to study the consumers acceptance of the products. The research was conducted by planning random experiments in randomized complete block design (RCBD) at confidence level .05 and assessing the color sensory quality assessment of color, flavor, texture and overall preference using the 40 testers with 9-Point tasting methods (9 Points Hedonic Scale) and comparing the difference of average using the Duncan's New Multiple Range Test (DMRT). The analysis was carried out with a statistical program and the results were reported with descriptive statistics, i.e. percentage. Research results revealed that the right proportion of grain milk made from 5 types of beans to replace dairy milk in tofu pudding products is 75 percent. The appropriate amount of jelly powder in the product of tofu pudding is 0.2 percent. The surface appeared to be smooth, soft and of silky texture. There is a moderate stability on the physical characteristics of the product of the tofu pudding, with a value of $L^*a^*b^*$ equal to 69.32, 2.66, and 10.23 respectively, which has a visibility value, light yellow color, producing moderate smelling of grains, and fairly sweet. The chemical characteristics were found that the product has 70.7 kcal, 13.4 g of carbohydrate, 0.08 g of fat, 2.47 g of protein, 83.0 g of moisture, 0.44 g of dietary fiber and 0.32 g of ash. As for the consumers acceptance of the product, it was found that the consumers gave a moderate level of preference to tofu pudding product with the alternative grain-based milk. The reasons were that it was beneficial to the physical health and the suitable cost of the product was 25 baht per 160 g-size cup.

Keywords: Milk Tofu Pudding, Cereal Grain Milk, Made from Five Color-Based Types of Beans

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A Study of Stevia Substitute Sugar Replacer in Ready-to-drink Pineapple Jelly Products

Sasithon Pomchiangpin*

Abstract The Purpose of this research is to study on which (1) amount of pineapple juice, (2) amount of carrageenan and (3) amount of stevia used to substitute. The experiment plan using the Randomized Completely Block Design based on 9-Point Hedonic Scale with 30 tasters and compared the difference of confidence level at rate 95 percent with Duncans New Multiple Range Test (DMRT) by instant statistical analysis software. The result appears that amount of pineapple juice was 93.46 percent ,carrageenan was 0.56 percent and stevia was 0.66 percent which is the most acceptable by the tasters since it has a flexible, good texture , dark yellow color , has a smell of pineapple juice and has sour and sweet taste. The results of the physical properties study of A Study of Stevia Substitute Sugar Replacer in Ready-to-drink Pineapple Jelly Products found that the color is $L^* 57.23$, $a^* 2.76$ and $b^* 48.99$. The sweetness of product is 11 Brix and the pH value is 3.2. The nutritional study of product on each 100 grams, it contains 71.90 kilocalories of energy, 16.94 grams of carbohydrate, 0.72 grams of protein, 0.14 grams of fats, 0.16 grams of fiber, 81.79 grams of moisture and 0.41 grams of ashes. The result of studies found that 99% of consumers were satisfied with the product.

Keywords: Ready to Drink, Pineapple Jelly, Stevia

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Guidelines for Building the Working-age Customer Loyalty to Purchase Organic Products in Bangkok

Thun Chaitorn*

Abstract This research aims to investigate guidelines for building the working-age customer loyalty to purchase organic products in Bangkok. The research was conducted quantitatively by studying a sample group consisting of 400 customers age between 22-55 years of age that purchased organic agricultural products in Bangkok more than two times within a period of six months. The data was collected using questionnaires and statistically analyzed for the frequency, percentage, mean, standard deviation, Confirmatory Factor Analysis (CFA), and Structural Equation Model (SEM). The results showed that the customer sampling aged between 20-25 years, who earned a bachelors degree with the average income between 20,000 35,000 THB per month. Their majority occupation was owner the business and selecting rice as their organic products, which the products are from super markets. The amounts that they spent on products were amount between 101 300 THB per time. The frequency of purchasing organic products was once a week. The duration is not consistence. The factor that affected their intention to bur organic product is their family members. Beside this, most of them are choosing organic products because of the wellness. The results show that factors that affect the loyalty of the working-age customer for organic agricultural products in Bangkok are service marketing strategy, perceived service quality, and customer satisfaction. These three factors have the greatest influence on the customers positive attitude. The customer loyalty building method corresponds to the empirical data at a very good level (Statistical values are Chi square/df=0.98, P-value=0.40272, RMSEA=0.001, GFI=0.98, and AGFI=0.97).

Keywords: Loyalty of Customers, Service Marketing Strategy, Perception of Service Quality, Organic Products in Bangkok

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The Ecological Tourism Behavior in Nakhon Pathom

Wiriya Boonmalert*

Abstract This study aims to (1) study the behavior of eco-tourism destinations in Nakhon Pathom (2) to study the factors that influence the behavior of eco-tourism destinations in Nakhon Pathom (3) to guide ecotourism development Province. The population of tourists traveling to Thailand in Nakhon Pathom, quantitative research was primarily due to random chance. The instrument was a questionnaire and in-depth interviews, semi-structured. The statistics used in the analysis were frequency, percentage, mean, standard deviation. Found that doing this research meets the objectives set. The results of the research can be used to guide the development of tourism to increase efficiency. Which bring benefits to the relevant authorities and other parties. The satisfaction of the marketing mix (8Ps) found that tourists were satisfied with the high level of products is diverse products such as souvenirs and OTOP products, fruits and vegetables of the season, food beverages such as fruit and vegetables, organic, organic soap, etc. The price of Thailand tourist satisfaction is moderate the prices are reasonable, with labeled clearly and say the price is cheaper than buying elsewhere. For the distribution of tourists in Thailand are satisfied with the level of distribution through intermediaries in retail/wholesale, bringing products to resell with distribution channels and market products online in a convenient location, easy access, and affordable products. And the promotion of the tourist market in Thailand is satisfied with the level of media advertising and online media such as Facebook, the website of the government Radio and TV. The arrangement opens and billboards with coupons, discounts, and gifts, sales and service of a product or inviting them to participate in the event.

Keywords: Behavior, Ecotourism, Tourist

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Administration and Protection of Customers' Secrets in Parcels Shipping within Thailand

Aumaporn Tongcham*

Abstract This article aims to 1) provide knowledge about the postal delivery system of the Thai Postal Company, 2) maintain the parcel for customers without damage, and 3) deliver the parcel within the time specified. The content of this article has analyzed the administration and protection of customers' secrets in parcels shipping within Thailand. For the benefit of effective organization administration, including efficient service concepts to increase the number of customers, strategic operations of the organization, human resource management, team building and development of service culture to the excellence of the Thai Postal Company.

Keywords: Administration, Protection, Customers secrets, Parcels Shipping

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Management of Public Cold Storage Business Organization to A Sustainable Competitive Advantage

Jirung Jirungkanont*

Abstract This article presents of study reports, concepts, theories and researches from review literatures. Important independent variables to create advantage and sustain of public cold storage organization that related with food industries in Thailand are resources, management capability, process innovation and service quality. This study will be useful for management team and public cold storage entrepreneurs to apply for creating a sustainable competitive advantage in their business. This study will be useful for government sector and private sector to promote and support in public cold storage organization, academic society to next related study as well.

Keywords: Public Cold Storage, Sustainable, Competitive Advantage

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Increasing the Service Efficiency of BTS Sky Train, During the Rush Hours

Kamonchanok Kulwong*

Abstract This article aims to 1) provide knowledge about increasing the service efficiency of BTS sky train, during the rush hours and 2) to propose ways to increase the passenger service efficiency of BTS sky train, during the rush hours. The content of this article contains problems of providing BTS sky train services during rush hours, how to increase passenger service efficiency and advice for the authorities. The knowledge from this article can be used to increase time management efficiency for the authorities in passenger service and related parties for development and resulting in improved service satisfaction.

Keywords: Service Efficiency, BTS Sky Train, Rush Hours

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The Customers Satisfaction of the Chao Phraya Express Boat Services

Kanokporn Pimolsiri*

Abstract This research is to study the customers satisfaction with the Chao Phraya Express Boat Services. By comparison satisfaction of the Chao Phraya Express Boat Services and various factors level of satisfaction among different genders, ages, marital status, occupation, the income of the customer. Expected benefits are 1) to understanding the customers satisfaction 2) to know the relationship between personal characteristic and behavior in using the Chao Phraya Express Boat Services 3) to formulate and strategic plan to strengthen the capability of competition of the business in the short and long term. For data analysis, will collect data of paper based on 400 samples by using a convenience questionnaire among customer or involvement in people who have used the Chao Phraya Express Boat Services. The statistic will use are a percentage (Percentage) and score average (Mean), standard deviation (SD), T-test and F test or one-way ANOVA by defining the significance level at 0.05. Based on the results will help to promote and develop into quality services, safety standards and sufficient to meet the needs of the user. This will lead to the satisfaction of the users as well as using the information to develop for commercial business benefits.

Keywords: Satisfaction, Chao Phraya Express, Boat Services

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Study of Operational Procedures to Propose Ways to Increase Efficiency in the Loading and Unloading Stations

Klasing Kongsakul

Abstract The study is qualitative research. The objectives include 1) study the operation procedure in the container freight station 2) to study the operational problems in the container freight station 3) to propose solutions for increasing operational efficiency in container freight station. The data is collected from interviews, observations, and manual operation, and there are tools that are used in this study as fishbone diagram and analysis with 4M 1E, questioning by 5W1H then analyze the causes of the process of work, ECRS principles were used to settle the update process steps of work by eliminating, combine, rearrange, simplify. The study indicated that the operation procedure of container freight station has an amount of 17 steps but found that 8 steps of the working process were in troubles. By the way, ECRS was used for resolving the issues. After improving the operation procedure, 15 steps of working process can finish the work efficiently.

Keywords: Operational Procedures, Operational Efficiency, Container Freight Station

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FUTURE EVENTS



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