



**NAGOYA  
JAPAN**

## **Conference Program**

March 29-31, 2017

### **ACEAIT**

Annual Conference on Engineering and Information Technology

### **APLSBE**

Asia-Pacific Conference on Life Science and Biological Engineering

### **ISFAS**

International Symposium on Fundamental and Applied Sciences

### **ICBASS**

International Conference on Business and Social Science

### **ISEPST**

International Symposium on Education, Psychology and Society

Grazie

감사합니다

謝謝

Tak

Tack

d'akujem

Gracias

謝謝

d'akujem

Thank you

Tack

Dank

감사합니다

ありがとう

Danke

Cám o'n

Merci

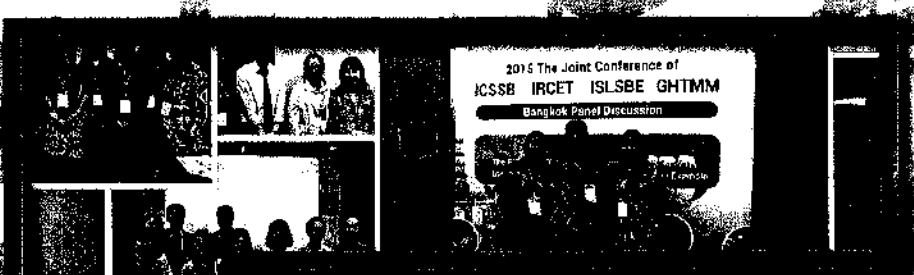
Thank you

ありがとう

謝謝

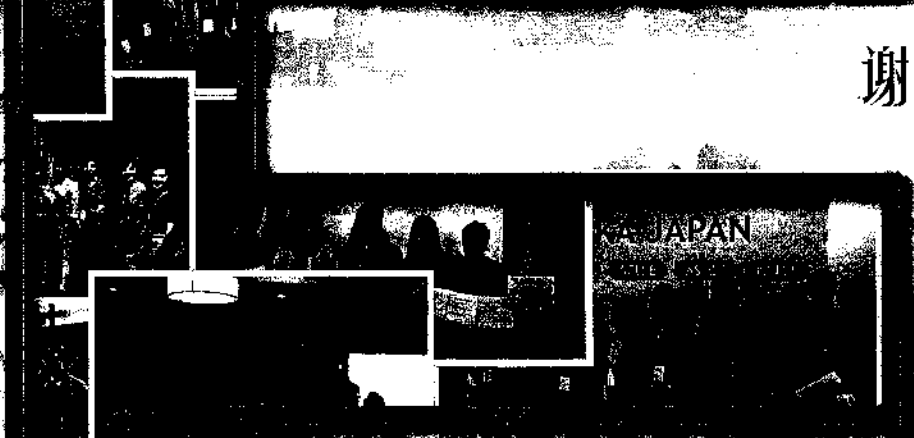
Cám ơn

Tak



Danke

谢谢

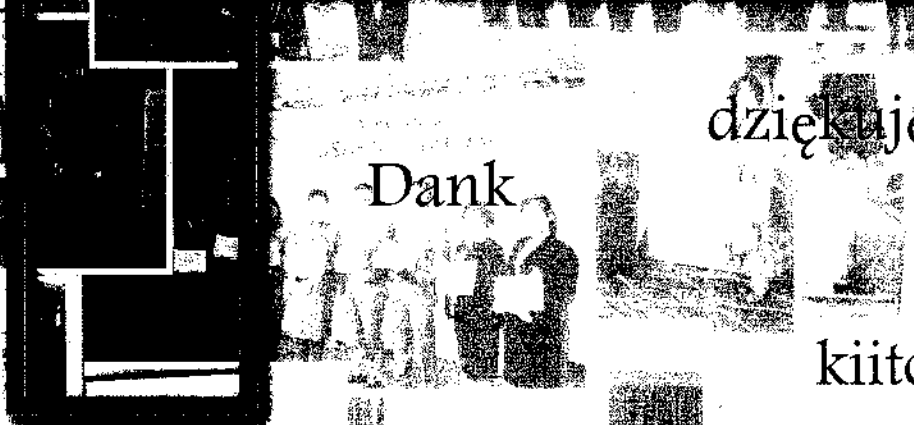


Grazie

dziękuję

Dank

kiitos



Gracias

Tack

dziękuję

kiitos



Merci

Grazie

Cám ơn

謝謝

감사합니다



The logo for Osaka Japan, featuring the words "OSAKA" and "JAPAN" stacked vertically in a bold, sans-serif font, enclosed within a dark, speech-bubble-like shape.

OSAKA  
JAPAN

August 14–16, 2017

Venue: Osaka International Convention Center

Important Dates:

Abstract/Paper Submission Deadline	May 1, 2017
Notification of Acceptance/ Rejection	May 19, 2017
Due Date for Final Paper and Registration	June 12, 2017

The logo for ACMASS, consisting of the word "ACMASS" in a bold, sans-serif font, enclosed within a dark circle.

ACMASS

Annual Conference on Management and Social Sciences

Website: <http://www.acmass.org/>

Topics:

- Business
- Management
- Culture
- Politics
- Economics
- Law
- Education
- Psychology
- Finance
- Communication
- Society

Secretariat

- [acmss@acmass.org](mailto:acmss@acmass.org)

The logo for ISEAS, consisting of the word "ISEAS" in a bold, sans-serif font, enclosed within a dark circle.

ISEAS

International Symposium on Engineering and Applied Science

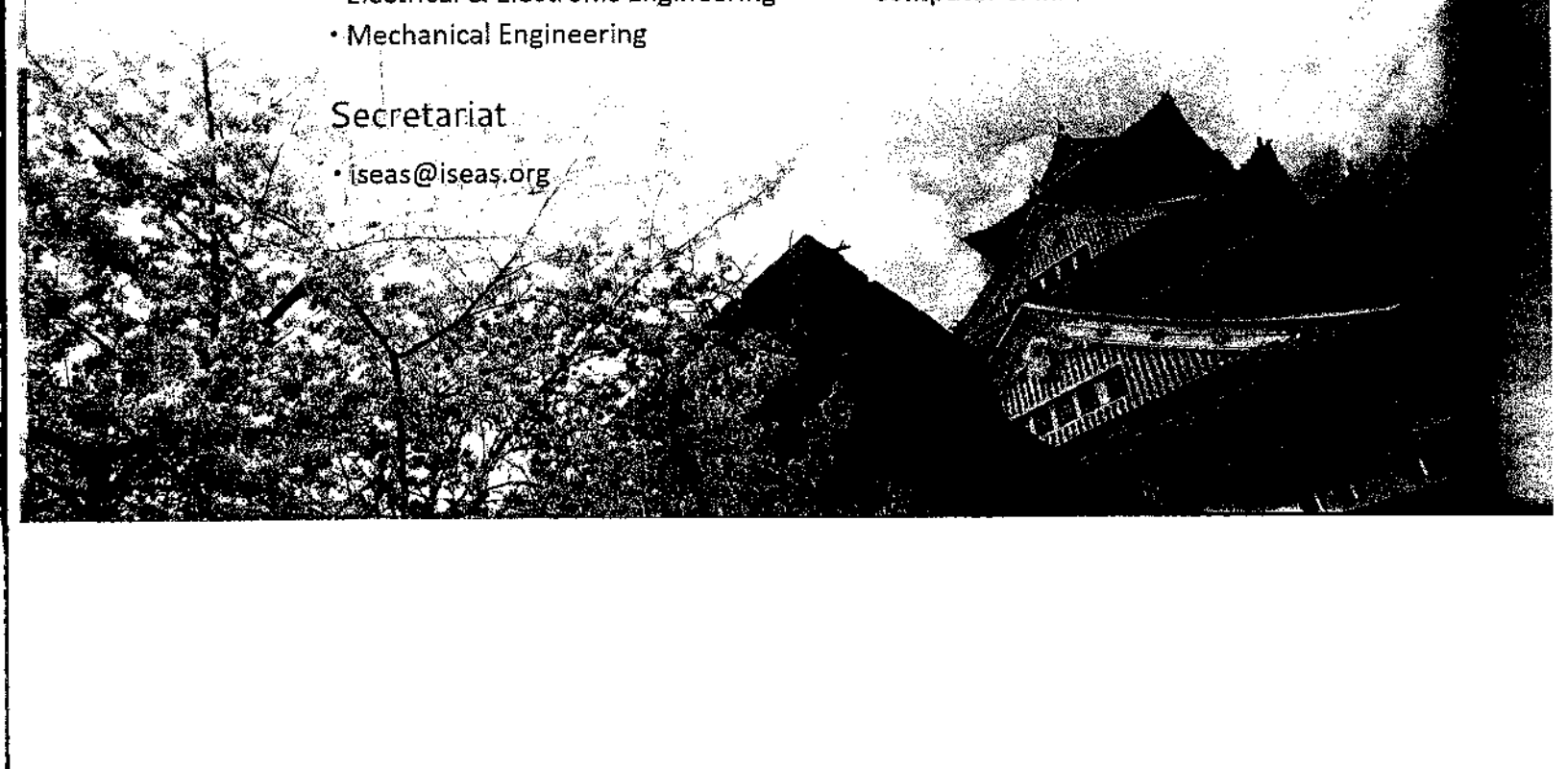
Website: <http://www.iseas.org>

Topics:

- Biomedical Engineering
- Chemical Engineering
- Civil Engineering
- Electrical & Electronic Engineering
- Mechanical Engineering
- Material Science Engineering
- Fundamental & Applied Sciences
- Environmental Sciences
- Computer & Information Sciences

Secretariat

- [iseas@iseas.org](mailto:iseas@iseas.org)



# Conference Program

March 29-31, 2017  
Nagoya, Japan

## **ACEAIT**

Annual Conference on Engineering and Information  
Technology

## **APLSBE**

Asia-Pacific Conference on Life Sciences and  
Biological Engineering

## **ISFAS**

International Symposium on Fundamental and  
Applied Sciences

## **ICBASS**

International Conference on Business and Social  
Science

## **ISEPST**

International Symposium on Education, Psychology  
and Society

**ACEAIT**

**Annual Conference on Engineering and Information Technology**

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ISBN 978-986-89298-6-9

**APLSBE**

**Asia-Pacific Conference on Life Sciences and Biological Engineering**

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ISBN 978-986-5654-49-8

**ISFAS**

**International Symposium on Fundamental and Applied Sciences**

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ISBN 978-986-89298-5-2

**ICBASS**

**International Conference on Business and Social Science**

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ISBN 978-986-89298-7-6

**ISEPST**

**International Symposium on Education, Psychology and Society**

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ISBN 978-986-89298-8-3

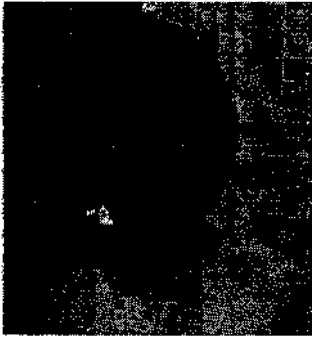
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## *Welcome Message*

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### **Local Host**

**Michiko Miyamoto**

Professor

Akita Prefectural University, Japan

Dear Conference Delegates,

I would like to extend a very warm welcome to all of you to joint conferences in Nagoya, Japan, organized by the Higher Education Forum (HEF).

Nagoya is located at the center of Honshu (the main island of Japan) and has a long history dating back 1900 years, when Atsuta Jingu (one of Japan's most important Shinto shrines) has a close relationship with the legendary people who appear in Kojiki (the oldest history book of Japan), was established. Nagoya is the birthplace of three notable feudal lords, Oda Nobunaga, Toyotomi Hideyoshi and Tokugawa Ieyasu, and developed as the castle town of the Owari, one of the three branches of the ruling Tokugawa family during the Edo Period (1603 - 1867). Nagoya plays an important role in Japan's industrial society. The Toyota Motor Corporation, a global automotive industry leader, maintains its headquarters just outside of Nagoya. Today, Nagoya continues to draw attention and keeps on developing as a Japanese international city.

Nagoya has many famous attractions to entice the keen traveler, including Nagoya Castle (one of Japan's Three Famous Castles), Atsuta Jingu, and Osu Kannon Temple (a popular Buddhist temple in the heart of the city).

Nagoya is home to arguably some of Japan's best food as well. It has always been a popular destination for people in the know with some of the country's best and most interesting culinary delights, such as Miso Katsu (Deep fried pork cutlet topped with a thick miso sauce), Tebasaki (Deep fried spicy chicken wings), Miso Nikomi Udon (an udon that's stewed in a miso based broth with hacho-miso), Ankake Spaghetti (spaghetti topped with a spicy and sticky sauce), Tenmusu (A rice ball containing shrimp tempura).

Enjoy this opportunity to both share your research and experience Nagoya!

Michiko Miyamoto

Local host

Professor, Akita Prefectural University

## General Information for Participants

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### ■ Registration

The registration desk will be situated on the 2F of Building 2 at the Nagoya Congress Center during the following time:

08:30-16:00 Thursday, March 30, 2017

08:30-14:00 Friday, March 31, 2017

Lunch Venue: Cafeteria Cascade on B1F of Building 3

### ■ Organizer



Higher Education Forum (HEF)

Tel: + 886 2 2740 1498 | [www.prohef.org](http://www.prohef.org)



### ■ A Polite Request to All Participants

Participants are requested to arrive in a timely fashion for all addresses, whether to their own, or to those of other presenters. Presenters are reminded that the time slots should be divided fairly and equally between the number of presentations, and that they should not overrun. The session chair is asked to assume this timekeeping role and to summarize key issues in each topic.



Sandals or Slippers



Tank Top



Shorts

**■ Preparation for Oral Presentations**

All presentation rooms are equipped with a screen, an LCD projector, and a laptop computer installed with Microsoft PowerPoint. You will be able to insert your USB flash drive into the computer and double check your file in PowerPoint. We recommend you to bring two copies of the file in case that one fails. You may also connect your own laptop to the provided projector; however please ensure you have the requisite connector.

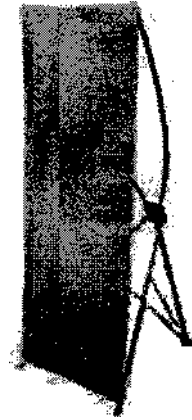
**Preparation for Poster Presentation**

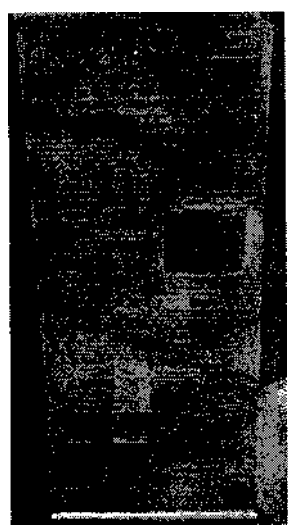
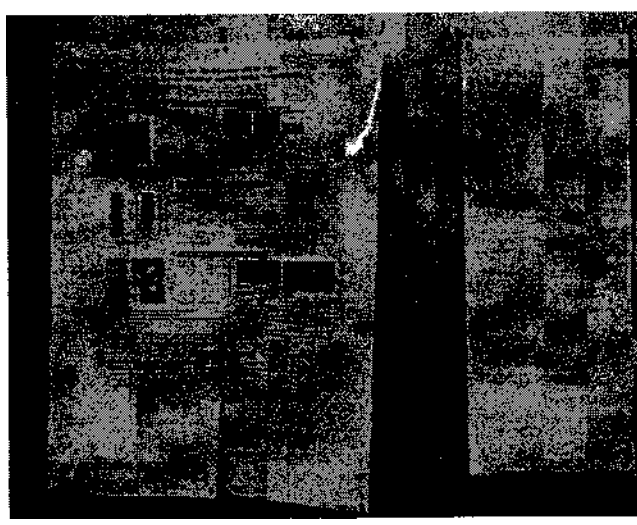


**Materials Provided by the Conference Organizer:**

1. X-frame display & base fabric canvases (60cm×160cm)
2. Adhesive tapes or binder clips

**Materials Prepared by the Presenters:**

1. Home-made Poster(s)
2. Material: not limited, can be posted on the canvases
3. Recommended poster size: 60cm\*160cm



	
<p>A 60cm*160cm poster illustrates the research findings.</p>	<ol style="list-style-type: none"> <li>1. Wider than 60cm (left)</li> <li>2. Copy of PowerPoint slides in A4 papers (right)</li> </ol>
	

## International Committees

### International Committee of Nature Sciences

Abdelmalik Serbout	University of physical and sports activities Djelfa	Algeria
Abdelwahab Elghareeb	Cairo University	Egypt
Abhishek Shukla	R.D. Engineering College Technical Campus, Ghaziabad	India
Ahmad Zahedi	James Cook University	Australia
Alexander M. Korsunsky	Trinity College, Oxford	UK
Almacen	Philippine Association of Maritime Training Centers	Philippines
Amel L. Magallanes	Capiz State University	Philippines
Amran Bin Ahmed	University Malaysia Perlis	Malaysia
Anthony D. Johnson	Seoul National University of Science & Technology	UK
Ashley Love	A.T. Still University	USA
Asif Mahmood	King Saud University, Riyadh	Saudi Arabia
Asmida Ismail	University Technology Mara	Malaysia
Baolin Wang	University of Western Sydney	
Byoung-Jun Yoon	Korea National Open University	South Korea
Chang Ping-Chuan	Kun Shan University	Taiwan
Chee Fah Wong	Universiti Pendidikan Sultan Idris	Malaysia
Chee-Ming Chan	Universiti Tun Hussein Onn Malaysia	Malaysia
Cheng, Chun Hung	The Chinese University of Hong Kong	Hong Kong
Cheng-Min Feng	National Chiao Tung University	Taiwan
Cheuk-Ming Mak	The Hong Kong Polytechnic University	Hong Kong
Chia-Ray Lin	Academia Sinica	Taiwan
Chih-Wei Chiu	National Taiwan University of Science and Technology	Taiwan
Chikako Asada	Tokushima University	
Chi-Ming Lai	National Cheng-Kung University	Taiwan
Ching-An Peng	University of Idaho	USA
Chin-Tung Cheng	National Kaohsiung (First) University of Science and Technology	Taiwan
Christoph Lindenberger	Friedrich-Alexander University	Germany
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Din Yuen Chan	National Chiayi University	Taiwan
Don Liu	Louisiana University	USA
Edward J. Smaglik	Northen Arizona University	USA
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<b>Farhad Memarzadeh</b>	National Institutes of Health	USA
<b>Fariborz Rahimi</b>	University of Bonab	Iran
<b>Fatchiyah M.Kes.</b>	Universitas Brawijaya	Indonesia
<b>Gi-Hyun Hwang</b>	Dongseo University	South Korea
<b>Gwo-Jiun Horng</b>	Southern Taiwan University of Science and Technology	Taiwan
<b>Hae-Duck Joshua Jeong</b>	Korean Bible University	South Korea
<b>Hairul Azman Roslan</b>	Universiti Malaysia Sarawak	
<b>Hamed M El-Shora</b>	Mansoura University	Egypt
<b>Hanmin Jung</b>	Convergence Technology Research Planning	South Korea
<b>Hasmawi Bin Khalid</b>	University Teknologi Mara	Malaysia
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<b>Hiroshi Uechi</b>	Osaka Gakuin University	Japan
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<b>Hsien Hua Lee</b>	National Sun Yat-Sen University	Taiwan
<b>Hung-Yuan Chung</b>	National Central University	Taiwan
<b>Hyomin Jeong</b>	Gyeongsang National University	South Korea
<b>Hyoungseop Kim</b>	Kyushu Insititute of Techonogy	Japan
<b>Jacky Yuh-Chung Hu</b>	National Ilan University	Taiwan
<b>Jeril Kuriakose</b>	Manipal University	India
<b>Jieh-Shian Young</b>	National Changhua University of Education	Taiwan
<b>Jivika Govil</b>	Zion Bancorporation	India
<b>Jongsuk Ruth Lee</b>	Korea Institute of Science and Technology Information	South Korea
<b>Jui-Hui Chen</b>	CPC Corporation, Taiwan	Taiwan
<b>Jung Tae Kim</b>	Mokwon University	South Korea
<b>Kamal Seyed Razavi</b>	Federation University Australia	Australia
<b>Kazuaki Maeda</b>	Chubu Univeristy	Japan
<b>Kim, Taesoo</b>	Hanbat National University	South Korea
<b>Kuang-Hui Peng</b>	National Taipei University of Technology	Taiwan
<b>Kun-Li Wen</b>	Chienkuo Technology University	Taiwan
<b>Lai Mun Kou</b>	SEGi University	Malaysia
<b>Lars Weinehall</b>	Umea University	Sweden
<b>Lee, Jae Bin</b>	Mokpo National University	South Korea
<b>M. Chandra Sekhar</b>	National Institute of Technology	India
<b>M. Krishnamurthy</b>	KCG college of technology	India
<b>Manc Aasheim Knudsen</b>	University of Agder	Norway
<b>Michiko Miyamoto</b>	Akita Prefectural University	Japan
<b>Miyagawa, Masaru</b>	Tokyo City University	Japan

Mu-Yen Chen	National Taichung University of Science and Tchonology	Taiwan
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Osman Adiguzel	Firat University	Turkey
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Vivian Louis Forbes	Wuhan University	China
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Wong Tsun Tat	The Hong Kong Polytechnic University	Hong Kong
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Yee-Wen Yen	National Taiwan University of Science and Technology	Taiwan
Yoshida Masafumi	Tokyo City University	Japan
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Yuan-Lung Lo	Tamkang University	Taiwan

## International Committee of Social Sciences

Adeeb Jarrah	United Arab Emirates University	UAE
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Amol Gore		Thailand
Atefeh Ferdosipour	Azad University (East Tehran Branch)	Iran
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Azilawati	Nanyang Technological University, Singapore	Singapore
Aziz Bin Ahmad	University Malaysia Terengganu	Malaysia
B. Suresh Lal	Kakatiya University	India
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Jian-Horng Chen	Chung Shan Medical University	Taiwan
Jill Thompson-White	Edith Cowan University	Australia
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Jonas Chao-Pen Yu	Takming University of Science and Technology	Taiwan
Jongkun Jun	Hankuk University of Foreign Studies	South Korea
Joseph Lau	The University of Hong Kong	Hong Kong
Joyce Zhou	Emporia State University	USA
Julia Wong	Family Justice Courts Singapore	Singapore
K. Prakash Vel	University of Wollongong	Dubai
Kaedsiri Jaroenwisan	Silpakorn Univesity	Thailand
Kanokphon Chantananungpak	Srinakharinwirot University	Thailand
Karen Miranda Fernandez	Imus Institute	Philippines
Keith H. Sakuda	University of Hawai'i — West O'ahu	USA
Kim , Kyung Hee	Mokpo National University	South Korea
Kim Sangho	Ritsumeikan Asia Pacific University	Japan
Kim, Deok Man	Baekseok University	South Korea
Kimble Byrd	Rowan University	USA
Krishna Govender	AAA School of Advertising	South Africa
Kurt W. Ackermann	Hokusei Gakuen University	Japan
Lin, Hsiao-Tseng	Meiho University	Taiwan
Linda Oshita	University of Hawaii	USA
Linda Ross	Rowan University	USA



Maria Cristina M. De los Santos	Kyungdong University-Global Campus	South Korea
Marie Paz E. Morales	Philippine Normal University	Philippines
Masoud Kavooosi	The George Washington University	USA
Mehryar Nooriafshar	University of Southern Queensland	Australia
Michael Kao	Chang Gung University	Taiwan
Micheal Kon	Aletheia University	Taiwan
Ming-Chang Chih	National Chung Hsing University	Taiwan
Mingchu (Neal) Luo	Emporia State University	USA
Mohamad Hafis Amat Simin	University Sultan Zainal Abdin	Malaysia
N. S. Ravishankar	Axis Bank	India
Naim Uzun	Aksaray University	Turkey
Nezaket Memmedli	Azerbaijan National Academy of Sciences	Azerbaijan
Obydullah Al Marjuk	Independent University, Bangladesh	Bangladesh
Ozgul Keles	Aksaray University	Turkey
Prasong Tanpichai	Kasetsart University	Thailand
Qi Wang	University of Southern Denmark	China
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Ramayah Thurasamy	Universiti Sains Malaysia	Malaysia
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Ricky Ng	Vocational Training Council	Hong Kong
Ronald Griffin	Florida Agricultural & Mechanical University	USA
Rotaru Ioan-Gheorghe	Timotheus Brethren Theological Insititute of Bucharest	Romania
Ruby Ann L. Ayo	Bicol University	Philippines
Sadiq Abdulwahed Ahmed Ismail	United Arab Emirates University	UAE
Sally dhruva' Stephenson	Frosterburg State University	USA
Seonjeong Ally Lee	Kent State University	USA
Shaik. Feroz	Caledonian College of Engineering	Oman
SHANG Songmin	The Hong Kong Polytechnic University	Hong Kong
Shujen Lee Chang	Asia University	Taiwan
Soon SONG	Wonkwang University	South Korea

Suzanne Beasterfield	Idaho State University	USA
Szu-Wei (Chris) Chen	I-Shou University	Taiwan
T.S.Devaraja	University of Mysore, Hemangothri Campus	India
Tan Khay Boon	SIM Global Education	Singapore
Theeraphab Phetmalaikul	Srinakharinwirot University	Thailand
Thoedsak Chomtohsuwan	Rangsit University	Thailand
Vijayaletchumy Subramaniam	Universitas Putra Malaysia	Malaysia
Wang Yu-Shan	National Kaohsiung First University of Science and Technology	Taiwan
Warren Matthews	Belhaven University	USA
Wei-Cheng(Joseph) Mau	Wichita State University	USA
Wen-Pei Sung	National Chin-Yi University of Technology	Taiwan
William Richeson	University of Kentucky	USA
Ye PeiShi	Family Justice Courts Singapore	Singapore
Ying Zhang	Southeast University	China
Yong-Ho Kim	Pukyong National University	South Korea
Yuki Yokohama	Kanto Gakuin University	Japan
Zabihollah Rezaee	The University of Memphis	USA
Zhou Xiao	Fudan University	China

## Conference Venue Information

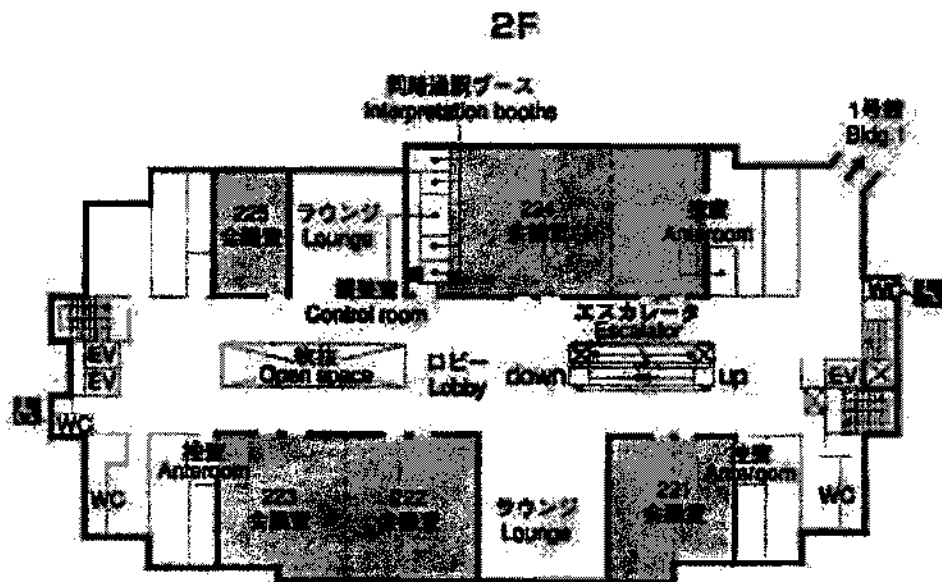
### Nagoya Congress Center

1-1 Atsuta-nishimachi, Atsuta-ku, Nagoya 456-0036

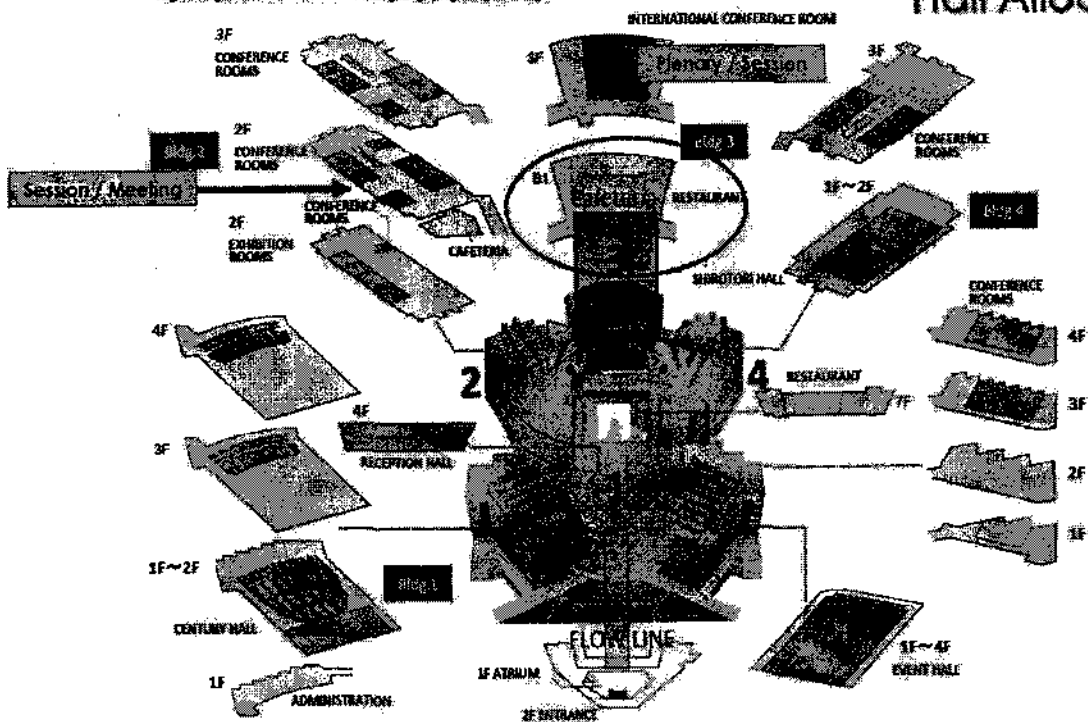
Tel:+81-52-683-7711

Fax:+81-52-683-7777

### Floor Map (2<sup>nd</sup> floor, Building 2)



# Hall Allocation



## *Special Thanks to Session Chairs*

---

Cholid Badri	Universitas Indonesia
Preechaya Kittipaisalsilpa	Rangsit Univerisity
Kanchana Chokriensukchai	The University of the Thai Chamber of Commerce
Marilyn Somera Luzano	Isabela State University Roxas Campus
Hwee Ling Lim	The Petroleum Institute
Lih-Wu Hourng	National Central University
Mei-Shiu Chiu	National Chengchi University
Donald Louis Amoroso	Auburn University Montgomery
Chung-Chan Hung	National Cheng Kung University
Wai Kit Ng	City University of Hong Kong
Y. Lakshmi Malroutu	California State University, Sacramento
Chun-Hung Cheng	The Chinese University of Hong Kong
Sanhawatt Chaiwong	University of Phayao
Chih-Yung Lin	Yuan Ze University
John P.T. Mo	RMIT University
Ahmad Salihin Bin Samsudin	Universiti Malaysia Pahang
Charatchai Yenphayab	King Mongkut's Institute of Technology Ladkrabang Prince of Chumphon Campus
Robert Rieger	National Sun Yat-Sen University
Intan Safinar Ismail	Universiti Putra Malaysia

## Conference Schedule

Internal Meeting (HEF Staff Only)
--------------------------------------

Time	Schedule	Venue
<b>08:30-16:00</b>	<b>Registration</b>	<b>Foyer area</b>
<b>09:00-10:30</b>	Biological Engineering & Biomedical Engineering & Chemical Engineering	Room 221
	Politics & Law	Room 222
	Communication & Society	Room 223
<b>10:30-10:50</b>	<b>Tea Break</b>	<b>Foyer area</b>
<b>10:50-11:50</b>	<b>Keynote Speech</b> Dr. Donald L. Amoroso Auburn University Montgomery Topic: <i>Innovation in ASEAN 2025</i>	Room 221
	Education (1) & Culture	Room 222
	Marketing & Management (1)	Room 223
	<b>11:50-13:00</b>	<b>Lunch Time</b>
<b>13:00-14:30</b>	Mechanical Engineering and Technology (1)	Room 221
	Education (2) & Culture	Room 222
	Marketing & Management (2)	Room 223
<b>14:30-14:50</b>	<b>Tea Break</b>	<b>Foyer area</b>
<b>14:50-16:20</b>	Civil Engineering & Materials Science and Engineering	Room 221
	Education (3)	Room 222
	Business (1) & Economics (1)	Room 223

Time	Information
	Poster Session (1)
09:30-10:30	Computer Engineering and Technology / Electrical Engineering and Technology / Information Engineering and Technology
	Poster Session (2)
11:00-12:00	Education & Culture / Communication & Society / Marketing & Management
	Poster Session (3)
13:30-14:30	Materials Science and Engineering / Biological Engineering / Biomedical Engineering / Chemical Engineering
	Poster Session (4)
15:00-16:00	Mechanical Engineering and Technology

Time	Schedule	Venue
08:30-14:00	Registration	Foyer area
	Computer Engineering and Technology & Information Engineering and Technology	Room 221
09:00-10:30	Environmental Engineering & Geology / Earth and Environmental Sciences	Room 222
	Banking & Finance & Business (2) & Economics (2)	Room 223
10:30-10:50	Tea Break	Foyer area
	Mechanical Engineering and Technology (2)	Room 221
10:50-11:50	Fundamental Sciences & Nanotechnology	Room 222
	Agricultural Engineering and Technologies	Room 223
11:50-13:00	Lunch Time	Cafeteria Cascade (B1, Bldg. 3)
13:00-14:30	Electrical Engineering and Technology	Room 221
	Life Sciences	Room 222

Time	Information
09:30-10:30	Poster Session (5) Life Sciences (1) / Nanotechnology
11:00-12:00	Poster Session (6) Life Sciences (2) / Agricultural Engineering and Technologies / Environmental Engineering / Geology, Earth and Environmental Sciences



# Keynote Speech

Room 221, 2<sup>nd</sup> Floor

10:50-11:50, Thursday, March 30, 2017

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*Topic: Innovation in ASEAN 2025*

**Dr. Donald L. Amoroso**

Lowder-Weil Endowed Chair and Professor of Information Systems

Auburn University Montgomery

President and CEO of Axcell LLC



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**Abstract:**

With the entrance of the Association of Southeast Asian Nations, there has been a strong initiative for innovation. The size of ASEAN is projected to have a combined GDP of \$3.5 trillion by 2020 and projected to rank as the 5th largest economy in the world. With over 125 million consumers and a projected populations in 2020 of 800 million people, there is much potential for innovation, impact, and social change. ASEAN Impact Challenge is a regional challenge designed for impact-driven innovators within the ASEAN region. The initiative is open to innovations with the potential and capacity to develop and scale, while providing long-term solutions and impact on pressing community, social and environmental issues around the theme of Innovations for Urban Impact. We will discuss the ASEAN ecosystem and the opportunities for innovation over the next ten years.

**Brief Introduction of Dr. Donald L. Amoroso**

Dr. Amoroso is the Lowder-Weil Endowed Chair and Professor of Innovation and Strategy at Auburn University Montgomery, Alabama, United States. He is Visiting Professor and Research Fellow at Asian Institute of Management in Manila, Philippines and Palawan State University, Philippines. He has been Visiting Professor at Tsukuba University, Japan, Addis Ababa University, Ethiopia, and Australian Defence Force Academy, Canberra Australia. His industry experience includes working in General Electric Capital as Assistant Vice President and Director of Enterprise Solutions, with Solista/GartnerGroup as a consulting partner, and with Northrup-Grumman in finance. He worked with the Center for the Commercialization of

Advanced Technologies (CCAT) in Washington D.C. and San Diego where he led over 24 innovation projects and assisted in the start up of 14 new companies. Dr. Amoroso received his MBA and Ph.D. from the University of Georgia in 1984 and 1986, respectively.

In research, Dr. Amoroso is conducting a five-year project studying consumer intention to adopt mobile wallet applications in different ASEAN ecosystems in Southeast Asian countries, Japan, China, and Korea. Dr. Amoroso is working with colleagues at twelve Japanese, fifteen Chinese, and six Philippine universities to understand innovation processes in organizations, in addition to consumer adoption. Dr. Amoroso has been on the editorial board of key journals and has written five books, published in 121 refereed academic journals and over 70 conferences in the past 30 years.

In consulting, Dr. Amoroso is Founder and CEO of Axcell LLC Consulting Group, with over 25 years of consulting, mentoring, seminars, and facilitation in the spaces of leadership, innovation and strategy. Organizations that want to break the competitive boundary in their industry consult with Dr. Amoroso, especially in the area of big data and analytics, innovation and design thinking, and strategic planning with Blue Ocean Strategy. He coaches and mentors over 65 executives and has been working with organizations to establish portfolio management offices (PMO) and has mentored 207 aspiring CIOs in multiple countries.

## **Banking & Finance & Business (2) & Economics (2)**

**Friday, March 31, 2017**

**09:00-10:30**

**Room 223**

**Session Chair: *Chih-Yung Lin***

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### **ICBASS-8755**

#### **The Influence of Risk Culture on Firms' Returns in Times of Crisis**

*Chih-Yung Lin | Yuan Ze University*

*Dien Giau Bui | National Taiwan University Yuan Ze University*

### **ICBASS-8703**

#### **Stock Feature Extraction from Trend Lines Generated by Hough Transform Method**

*Parisut Jitpakde | Omicron Laboratory*

*Niran Pravithana | Omicron Laboratory*

*Bunyarit Uyyanonvara | SIIT, Thammasart University*

### **ICBASS-8688**

#### **IP Practice of Creative Professionals Living and Working in a 'Foreign' Country**

*Fangyan Tang | University of Nottingham Ningbo China*

*Sue Cobb | University of Nottingham (UK)*

*Xu Sun | University of Nottingham Ningbo China*

*Effie Law | University of Leicester*

*Rob Edlin-White | University of Leicester*

*Qingfeng Wang | University of Nottingham Ningbo China*

*Xiaosong Zhou | University of Nottingham Ningbo China*

### **ICBASS-8695**

#### **Do the Ritual Dimension of Consumer Behavior and Religion Play Their Role in Innovation of Family Firm?**

*Susminingsih | University Islam Pekalongan*

*K. Chandra Kirana | Sarjanawiyata Tamansiswa University*

*Sri Hermuningsih | Sarjanawiyata Tamansiswa University*

*Imam Kanafi | University Islam Pekalongan*

## **Do The Ritual Dimension Of Consumer Behavior And Religion Play Their Role In Innovation Of Family Firm?**

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### **Abstract**

The primary purpose of this paper is to explore the role of ritual dimension of consumer behavior and religion in innovation in family firm organization. There is no doubt that the economic life of Pekalongan city based on batik creative industry has become a tradition in the life of the people, passed down from generation to generation. Thus Pekalongan is widely known in Indonesia as the Batik City. The presence of various economic infrastructures such as batik market, batik villages and batik galleries all over the city, confirms that the economic life of the city is based on the art, craft and culture of batik. The batik exports were mainly to Malaysia, UEA and Thailand. In 2009, batik cultural heritage was officially recognized by UNESCO through the decision of the 4<sup>th</sup> Meeting of the intergovernmental Committee for Safeguarding the Intangible Cultural Heritage in Abu Dhabi UAE on 2<sup>nd</sup> October 2009.

This paper built with a number of interesting facts. First, batik becomes an important industry in order to creating jobs and revenue for society. Second, most of the batik industry is family business. Third, ritual dimensions of consumer behavior affect the batik trading. Fourth, the sustainability of family firm organization of batik depends on innovation of batik product itself. This article makes three main contributions. First, we apply the ritual dimension of consumer behavior and its influence in level of batik trading. Second, batik sales depend on consumer tastes. Third, by investigating consumer behavior, and religion affected on it, this study draws the need of innovation in family firm organization. This paper consider that value drive man to innovate their production by creating "new" objects. Then, the understanding of subjective and intangible value, namely religious and culture become an important to consideration in order to learn the relationship between consumer and innovation behavior.

We will shed light on ritual dimension of consumer behavior (RDCB), religion (Re) and their interrelationship to look closely in family firm innovation (FFI). There are

more than 800 batik industries in Pekalongan City, Central Java. The descriptive analyze were used in this study. This paper assumed that consumption behavior affected by the value. When they make the decision to consumption, also based on value. Generally, they determine the value of product by the quality, uniqueness, and utility. Sometimes, the values depend on a quality of object, but sometimes depend on uniqueness, on its utility or any combination between them.

This research found that in batik industry, *homo moralis* or *homo socialis* is going on the basis of the relationship between the worker and employer. The work climate that constructed at their place affects the enthusiasm to create new motif, new design because the worker feel happy and unstressed. Human resource should be innovation in every time as well as possible. The interaction between values and performance of organization similar with the new institutional theory which emphasized the importance of cultural factors in understanding the business as organization and innovation, especially intangible innovation.

The batik industry as cultural values form of the source of the behavior that's cultural rites of passages, especially in performances experience festivals such as Pekalongan batik carnival or international batik week, also in the marine charity event, marriage, death ceremony, and so on. More, this study try to understand the batik industry as a business negotiation which based on group learning that cover the family firm and consumer.

The results show that consumer behavior means ritual experience and religion associated with the innovation of batik industry as a material and cultural heritage. The value, religion and culture have an important role into the family firm. The relation helps to learn about of the modifying of batik production. The interaction between values and performance of organization similar with the new institutional theory which emphasized the importance of cultural factors in understanding the business as organization and innovation, especially intangible innovation.

Keyword: ritual, consumer behavior, religion, innovation, family firm.

#### A. Background

Batik industry in Pekalongan City has become a tradition in the life of the people, passed down from generation to generation. The presence of various economic infrastructures such as batik market, batik villages and batik galleries all over the city, confirms that the economic life of the city is based on the art, craft and culture of batik. This paper consider that value drive man to innovate their production by creating "new" objects. The understanding of subjective and intangible value, namely religious and culture become an important to consideration in order to learn the relationship between consumer and innovation behavior.

This article makes three main contributions. First, we apply the ritual dimension of consumer behavior and its influence in level of batik trading. Second, batik sales depend on consumer tastes. Third, by investigating consumer behavior, and religion affect on it, this study draws the need of innovation in family firm organization. Our study has the opportunity to inform the wider on family firm research. Ritual behavior often involves the extensive exchange of goods and services, which are often consumed at dramatic, ceremonial or even solemn occasions. The resulting literature sparked intense interest in consumer research that highlighted the cultural and social complexities of consumptions (Joy and Li, 2012, p. 142).

Table 1.  
The Amount of Effortand Labor Unit Batik Business  
Pekalongan City Until 2013

No	Sub-district	2011		2012		2013	
		Business Units	Labor	Business Units	Labor	Business Units	Labor
1.	West Pekalongan	262	4.261	264	4.335	346	5033
2.	South Pekalongan	188	2.074	188	2.074	263	2575
3.	East Pekalongan	110	2.536	111	2.510	114	2483
4	North Pekalongan	71	1.073	71	1.073	80	1030
Total Amount		<b>632</b>	<b>9.944</b>	<b>634</b>	<b>9.992</b>	<b>803</b>	<b>11.121</b>

Source: Industrial Offices, Cooperatives and SMEs of Pekalongan City.

From the table 1, the batik amount always to develop and bigger in every year. Batik industry as a company always seek a good product as a mainly factor to give a satisfaction for the consumer. There are many options that can be chose to get a high competition. Innovation of batik motif, clothing, coloring, marketing and others should be need as fast as possible. The consumer behavior has a relationship with producer innovation. More innovative, there is more profitable. It seems reasonable to assume that innovation in the economic subsystem, especially at the organizational level, is driven by the desire to make profits (Johannessen, 2013, p. 1211).

Religion's contribution to society is a formalized structure in which humans help one another connect with God and, in so doing, explore and respond to the divine within themselves and others. Moreover, the concepts of economic institution and economy activity are merely useful abstractions for describing human interactions (Davies, 2004, p. 38 & 39). Taken together, religion has been a significant force in the lives of many individuals, its role in consumer choice can be characterized as unclear or "fuzzy" (Delener, 1994, p. 36).

Consumption itself, as a process whereby agents engage in appropriation and appreciation, whether for utilitarian, expressive or contemplative purposes, of goods, services, performances, information or ambience, whether purchased or not, over the agent has some degree of discretion (Warde, 2005, p. 137)

Many literatures have placed a lot of attention to the issue of consumption, religion and innovation. Previous research has stressed that consumers with a high degree of cognitive religious commitment viewed sales personal friendliness, shopping efficiency and product quality as being of greater importance in selecting a retail store than did those low in cognitive religious commitment. Muslim consumers, their findings suggest that there is no difference in consumer shopping behavior between devout and casually religious Muslim consumers, except for the trendy shopper type (Mokhlis, 2009, p. 78). Published research about human ritual experience comes primarily and traditionally (Rook, 1985, p. 251). The consumer decision and being a user connected to how much innovation to be done.

The consumer determine the value of product by the quality, uniqueness, and utility. Sometimes, the value depend on a quality of object, but sometime depend on uniqueness or on its utility or any combination between them. The behavioral economics has also been successfully combined with the analysis of behavior in general as well as with applied behavior analysis in human contexts Foxall (2013, p. 231).

## B. Methods

This research used a qualitative research method. The primary data was collected with semi-constructed interviews batik producer, consumer and local

government through the observation and documentation. We also used relevant international academic journal of consumer behavior, religion and innovation in family firm. The thematic analysis was used to identify the construction of contribution the ritual of consumer behavior and religion in innovation. The primary and secondary data were triangulated through combining the literature review, industry reports and the key issues about relation between religion and consumer behavior.

### C. Results

#### Ritual dimension of consumer behavior

Indeed, the ritualization of the consumptive experience may better explain some purchase behavior than attitudinal variables such as identification or motivation. Below, we discuss three dimensions in family firm influence that we chose to examine. First, ritual dimension of consumer behavior, second religion and its influence on behavior consumption and third, innovation in batik family firm. Ritual is body language that functions like a natural symbol, facilitating interpersonal interactions (Rook, 1985, p. 252). Rituals often make life better (Vohn, 2013, p. 1719). It's first necessary to identify the sources of behavior and meaning, there are human biology, individual aims and emotions, group learning, cultural values and cosmological belief.

**Table 2.**  
**A Typology of Ritual Experience**

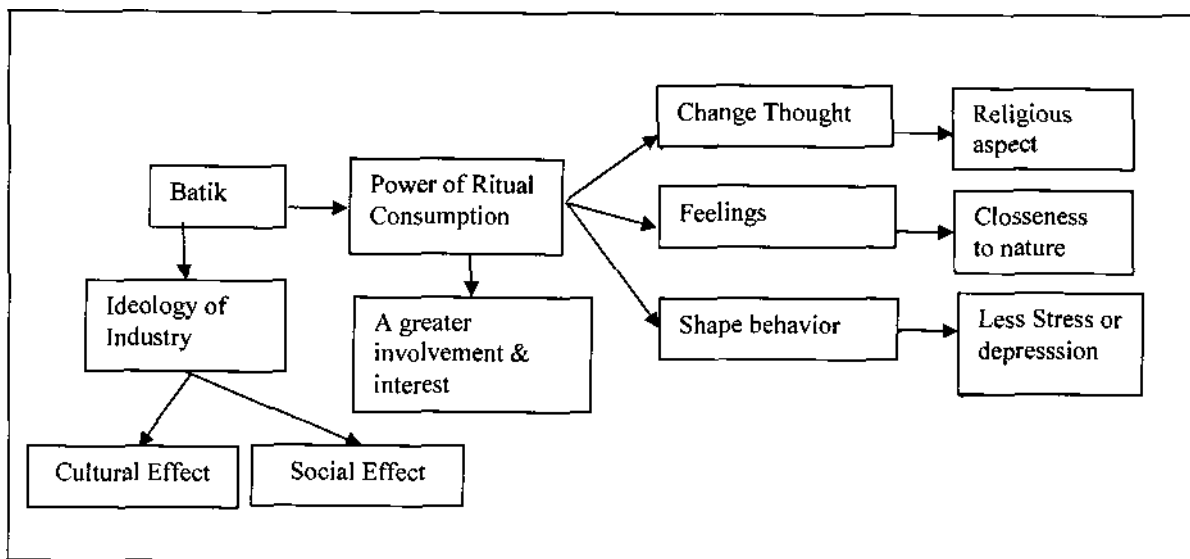
No.	Primary Behavior Source	Ritual Type	Examples
1.	Cosmology	Religious Magic Aesthetic	Baptism, meditation, mass "Healing", gambling Performing arts
2.	Cultural Values	Rites of Passage Cultural	Graduation, marriage Festivals, Valentine's Day etc.
3.	Group Learning	Civic  Small Group  Family	Memorial Day Parade, elections, trials Pancake day, Fraternity initiation, business negotiations, office luncheons Mealtime, bedtime, birthday and holiday celebrations
4.	Individual aims and	Personal	Grooming, household rituals



	emotions		
5.	Biology	Animal	Greeting, mating

Source: Rook, 1985, p. 254

The batik industry as cultural values form of the source of the behavior that's cultural rites of passages, especially in performances experience festivals such as Pekalongan batik carnival or international batik week, also in the marine charity event, marriage, death ceremony, and so on. More, this study try to understand the batik industry as a business negotiation which based on group learning that cover the family firm and consumer.



**Figure 1.**  
**Theoretical Framework**

Rituals mark life event, big and small. Rituals play a particularly prominent role in ancient and modern occasions for consumption. Rituals can enhance consumption (Vohn et, al (2013, p. 1714-1715). Moreover, ritual are an important part of society, and are a frequent topic of investigation among sociologists and anthropologists (Neale et.al., 2008, p. 1).

### **Religion and Its Influence in Behavior Consumption**

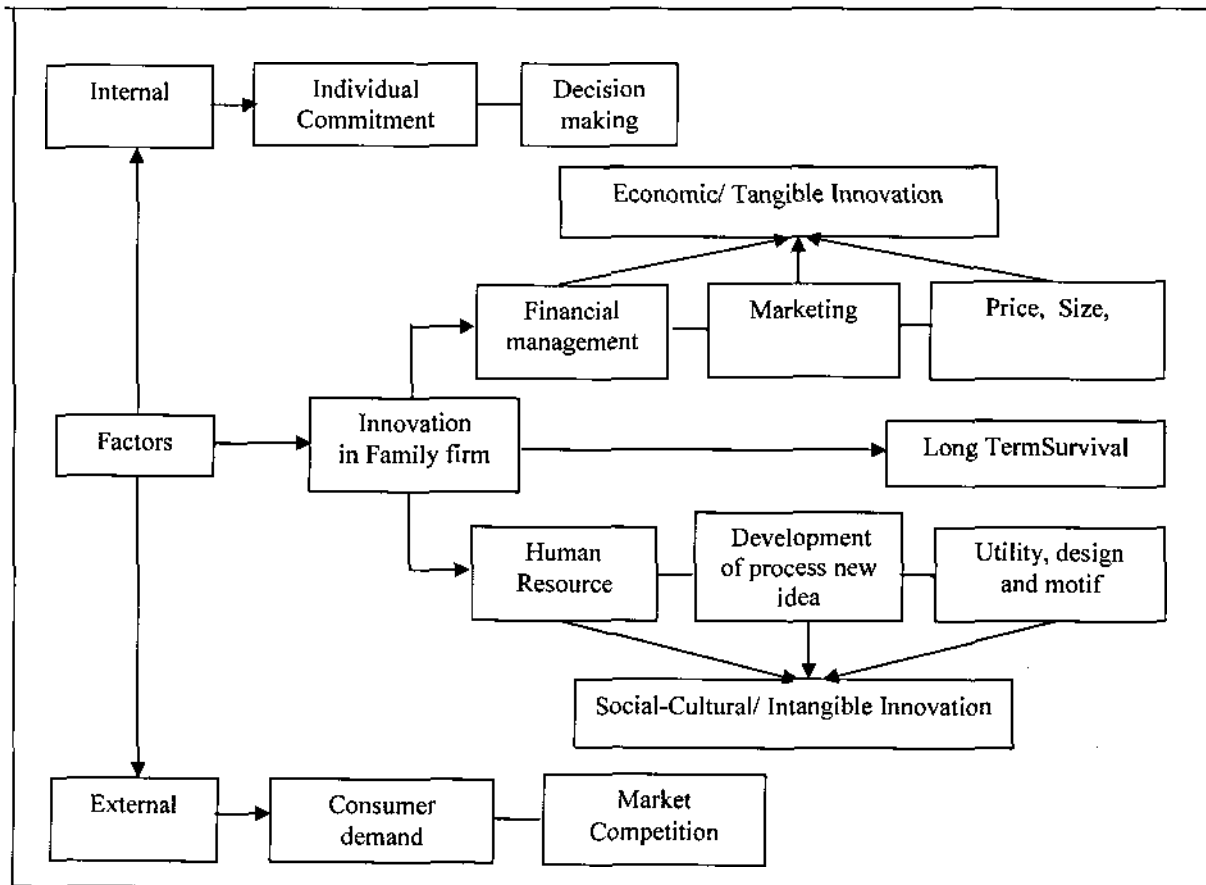
Religion is one of the more frequently mentioned determinants of the moral values that underpin ethical standards (Emerson & McKinney, 2010, p. 2). Religion, being an aspect of culture, has considerable influence on people's values, habits and attitudes, and it greatly influences lifestyle, which in turn affects consumer decision behavior (Delener, 1994, p. 36). Religion represents a potentially significant element in many, if not all, the problem-solving and decision making phases (Delener, 1994, p. 39), include in consumption decision. Beliefs, norms and value systems can influence the members of the community to behave and act in a particular way considered acceptable by the other members in the group (Rashid and Ibrahim, 2008, p. 908).

Differences in religious affiliations tend to influence the way people live, the choices they make, what they eat and whom they associate with. It would seem that obtaining an in-depth understanding of the dominant religion and its effect on consumer behavior would be essential to an intimate understanding of consumer choice in a particular context. Religious belief is a significant factor in influencing consumption behavior because of the rules and taboos it inspires. Furthermore, religiosity represents an inherent human value which tends to be stable over a fairly long period of time, and finally many elements of religiosity are observable, and therefore of pragmatic value to marketer. Religion recognizes the divinity of the human being in an economy when it advocates free competition, protection of property rights and encourages people to share and behave well toward one another (Davies, 2004, p. 37).

#### **The Impact of Religious on Innovation in batik family firm.**

The family can be both a help and a hindrance to the firm, and that the various dimensions of family influence impact the effectiveness of family firm innovativeness in terms of firm performance (Kellermans et.al, 2010, p. 1 &2). The study of innovative behavior in family firm is essential since the firms are governed by a set of unique set of norms, cultures and processes. Understanding how family influences can help or hinder a family firm's ability to exploit its innovativeness is important, since innovation helps to renew companies, enhance their competitive

advantage, spur growth, create new employment opportunities and generate wealth (Hayton & Kelley, 2006, p. 407). Innovation is the establishment of new concepts, procedures and/or technologies in an organization (Krauss, et.al. 2011, p. 3; Johannessen, 2013, p. 1195).



**Figure 2.**  
**Innovation in Family Firm**

Figure 2 shows that innovation in the family business is a dependent variable that is influenced by two types of factors: internal and external independent variables. Individual commitment, decision making of single individual, financial performance and business experiences all include in internal factors. While consumer demand and market competition could be external factors, and have a great influence to push the role of innovation in family firm. The two factors simultaneously influence the behavior of innovation, for all dimensions: financial management, strategy, price,

packaging, promotion, human resource, development of process, utility, size, models and motif of batik. The willingness to adapt the economic change by innovation helps the batik entrepreneur to reach out the long term orientation.

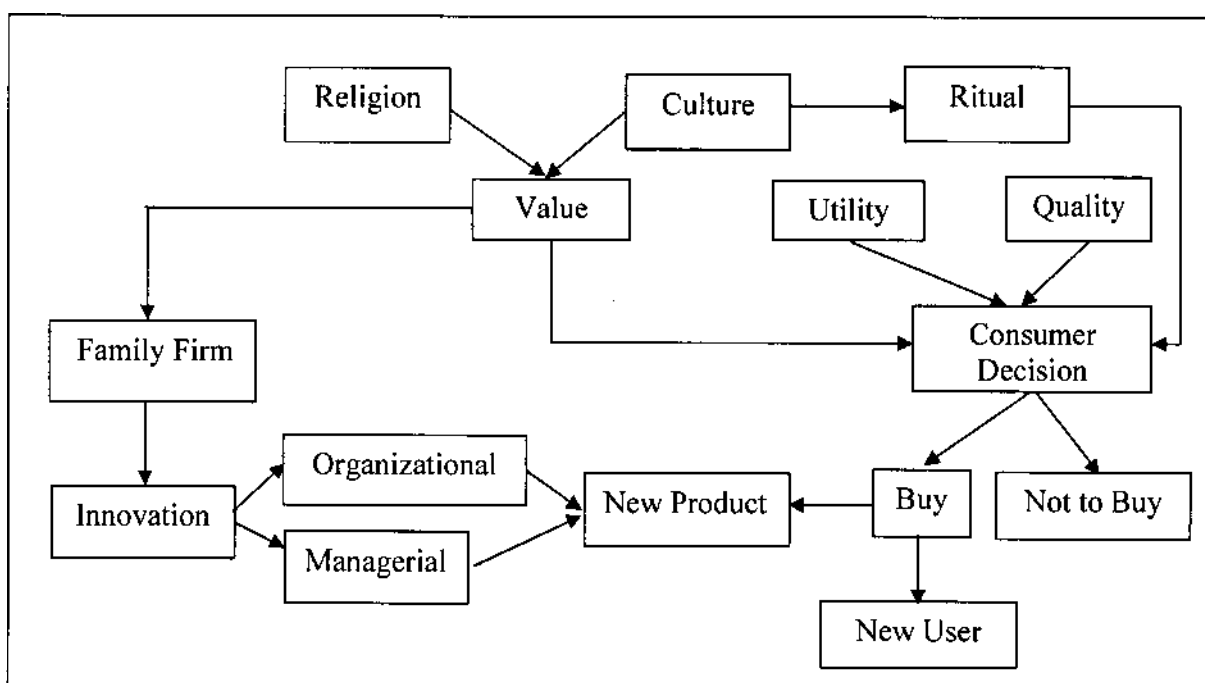
Organizational innovations are related to new ways of managing organizations, as well as new business models. Historical examples of organizational innovations that have had great political value in the area of trade and business are the introduction of joint stock companies and cooperative movement. The cultural innovation are related to norms, values, habits, expectations and new ways of thinking; new ways of thinking relate to ideology (Johannessen, 2013, p. 1196 and 1198).

The work climate that constructed at their place affects the enthusiasm to create new motif, new design because the worker feel happy and unstressed. The interaction between values and performance of organization similar with the new institutional theory which emphasized the importance of cultural factors in understanding the business as organization and innovation.

The firm's activities are determined not only by its physical resources, but also by the firm's ability to use those resources. The resources of each firm may be deployed according to the routines of its employees, that is, according to the of heuristics that the firm has built up over time as efficient ways of undertaking common activities (Robertson and Yu, 2001, p. 185).

The values come from their belief, its religion beside their culture that they have since live before. Religion is concerned with man's relations with God, and with man's belief in the supernatural. It has great impact on nearly every human society because of the commonly shared belief that discovery of truth comes through revelation by supernatural power. In its organized form, religion also impacts business organizations (Chusmir & Koberg, 1988, p. 251). If a company has composite information about manifestation patterns for faith and work integration, it may bring many potential business benefits, including increased diversity and inclusion; avoidance of religious harassment or discrimination claims, respect for people of different faith traditions or worldviews, and possibly a positive impact on ethics programs, employee engagement, recruiting and retention (Miller & Timothy,

2010, p. 55). In Islamic view, the fatalism and non-fatalism or adoption to innovate or to change are the same meaning in case of the kind of value related to adopt the innovation. This result can be learn in Figure 3.



**Figure 3.**  
**Conclusion of Relationship**  
**Between Religion, Consumer and Innovation**

#### D. Conclusion

In batik industry, there is a strong connection in relation between producer values such fatalism and nonfatalism with consumer decision to consumption that also based on value. The relation helps us to learn about of the modifying of batik production. The motif, color, design, marketing strategy, management human resource, and many sides that need more to innovation. This paper analysis showed that the value understanding can help to explain consumers' innovation adoption. This paper found that innovation also applied in batik SMEs, include motif, design, material, strategy marketing and developing industry. This innovation required the individual's think; organizational and managerial innovation as well as economic (tangible) and social-cultural (intangible) innovation.

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