INTERNATIONAL

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19th International Conference on Management, Education and Social Science (MESS-19)

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Applied and Advanced Science Exchange (AASE):

The *Applied and Advanced Science Exchange* (AASE) is an active professional community and registered as a non-profit organization (NGO) in Japan. AASE has devoted itself to disseminate a variety of knowledge and worked with a vision to share the innovations in fields of academia by building up an international platform. Nowadays, interdisciplinary research is increasing and playing a key role. In our interdisciplinary joint conferences, participants are able to share their viewpoints from different perspectives and seek new collaborative opportunities across fields.

The *Applied and Advanced Science Exchange* (AASE) offers an extraordinary platform for networking opportunities and discussions to enhance research progress in various fields. From 2016, we have run a series of professional workshops, conferences, seminars and symposiums, and have built a reputation for delivering inspirational conferences with flawless execution. Our purpose is to facilitate networking opportunities for scholars and be the information resources for dynamic professional development opportunities throughout the World.

AASE conferences footprints of the world

EDITORIAL MESSAGE

It is my proud privilege to welcome you all to the AASE International Conference at Tokyo/Japan on 16th-17th November, 2022. AASE International Conference serves as platform that aims to provide opportunity to the academicians and scholars from across various disciplines to discuss interdisciplinary innovations. We are happy to see the papers from all part of the world published in this proceedings. This proceeding brings out the various Research papers from diverse areas of science, engineering, technology, management, business and education. These articles that we received for these conferences are very promising and impactful. We 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 all the participants for being here with us to create an environment of knowledge sharing and learning. I am also thankful to our scientific and review committee for spending much of their time in reviewing the papers for these events. I am sure the contributions by the authors shall add value to the research community.

Editor-In-Chief
Dr. H. Miyamoto

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★★★

The Impact of Regular Exercise or Sports Participation on Students' Academic

Dr. Ngangbam Shantikumar Meetei
Applied English and Foreign Languages Department, Hungkuo Delin University of Technology Tucheng District, New Taipei City, Taiwan
Corresponding Email Address of Corresponding Author: mrworldinba@gmail.com

Abstract

The present paper is a case study on the impact of regular exercise or sports participation on students' academic performance based on the hypothesis that regular exercise and regular sports participation can help students do better in academic performance. The research investigates what changes, benefits and impact regular exercise or sports participation brings on the subject of study for the present paper. Not only investigates the impact of regular exercise or sports participation on academic performance, the researcher also observes the changes it brought on the attitudes and actions of the subject of case study areas, which many researchers care less. Then, the researcher compares academic performance of the case study subject with his classmates, the non-athlete students. The researcher examines the main factors which changes the subject's attitude and actions that helped him to do better in his academic performance. Not only investigating the changes with the subject of case study, the researchers also did a class survey to get feedback how students think about the impact of regular exercise or sports participation on academic performance. Not only observing academic performance, the researcher also observed how regular exercise or sports participation can help students in different areas thus leading students to an overall personal development. The researcher found a big change with the subject of case study not only with his academic performance but also with his attitude towards his day-to-day actions. The researcher also found very positive feedback from the class survey which clearly supports the hypothesis that regular exercise or sports participation improves students' academic performance

Keywords: Impact, regular exercise, sports participation, academic performance

The risk tolerance of Individual Investors in Stock Market-the Case of Mongolia

Munkhjin Enkhbold

Master Program in Management Sciences, Department of Business Administration,

College of Management Nanhua University

Abstract

This study focuses on the risk tolerance of individual investors in the Mongolia stock market. Behavioral finance is the traditional financial approach based on investors, assumptions, and the best actors' deficiency. It provides an opportunity to assess risk tolerance and average estimates by individual and quantity the difference in stock returns. The main findings of the research are studied, psychology, and sociology that differ from this tradition's financial trends, it provides examples of situations. Investor risk is a stable nature, such as personal characteristics, but the risk of changing investors depending on the age of investors, recent market events, and life experiences. The important aspects of objective risk tolerance are the proportion of an investor's total wealth in financial assets, and the investment horizon. Risk aversion plays a central role in financial investment, driving the key trade-off between risk and return in the pricing of financial assets. The study used Statistical Packages for Social Scientists (SPSS Version 23.0) and analyzed using descriptive statistics. The study concluded demographic, knowledge, and personality effect, risk aversion, influence investment performance in the stock market.

Keywords: investment risk tolerance, behavioral finance, risk subjective and risk objective, investment performance

Transfer Function Selection and Importance Ranking of Time, Cost, and Quality Factors in Project Management of Construction Firms using Back Propagation Neural Network coupled with Multiple Linear Regression based Feature Reduction Approach

Dr. Dante L. Silva , Mr. Kevin Lawrence M. De Jesus, Ms. Gezelle M. Cangco, Mr. John Oliver S. Manaois, and Ms. Kimberly L. Quintana

School of Civil, Environmental, and Geological Engineering, Mapua University, Philippines

Corresponding Email Address of Corresponding Author:

[a]dantesilva2000@yahoo.com, [b]kevinlawrencedejesus@ymail.com, [c]gezellecangco@yahoo.com, [d]josmanaois25@gmail.com, [e]klquintanaa@gmail.com

Abstract

There are numerous challenges faced by these professionals in management such as slow decision making, changing scope and priorities, insufficient management skills, misallocation of resources, budget estimation, project conditions, and risks. To achieve a successful project that meets objectives with customer satisfaction, engineers and project managers need to be sufficiently experienced to identify which constraint is best to utilize in certain conditions. Lock (2003) interpreted that project management is essential for a company to be able to develop and manage different project operations, together with leading management devices and techniques for managing time, cost constraints and meeting challenging requirements for enhanced efficiency. Moreover, Kerzner (2003) clarified that project management consists of organizing, planning and managing the assets of the company for a relatively short-term goal setting objective. The main objective of this research study is to develop a model using a Back Propagation Neural Network as basis for transfer function selection and importance ranking of time, cost, and quality in construction project management. Specifically, the study will design the topology of the best model utilizing transfer function selection for predicting time, cost and quality as well as project management using artificial neural network, and test different combinations of parameters and rank its importance in time, cost and quality & project management using Feature Reduction through Multiple Linear Regression. This enables project team members to understand the factors they need to closely monitor in order to be successful in the project. All models have a final internal parameter of Levenberg – Marquardt algorithm for the training algorithm and hyperbolic tangent sigmoid function for the transfer function. The final importance ranking based on the feature reduction approach performed is Quality<Cost<Time. Being Quality as the most important factor to project management and time as the least important project management factor.

Keywords: Artificial Neural Network-Levenberg Marquardt, Back Propagation, Project Management, Triple Constraint

➢ *This research was presented on 19th International Conference on Management, Education and Social Science (MESS-19) : Tokyo/Japan, Nov., 16th-17th, 2022*

The Analysis of Factors Influencing The Purchase Intention of Indonesian Customers in Online Shop in Taiwan

Jau-Rong Chen, Brolyn Christian Sitompul*
Department of Business and Management, Ming Chi University of Technology, Taiwan
Corresponding Email Address of Corresponding Author: kellychen@mail.mcut.edu.tw

Abstract

Growth of online market between buyers and sellers also enthusiasm for buying and selling transactions has increased every year. Unfortunately, many online shopping applications in Taiwan does not provide language change feature from Chinese Language to another language such as English. Most of Indonesian people who working and studying in Taiwan lack of knowledge about Chinese language and character. This will make it difficult for customers to understand the content and find some information about product. The objectives this study is to identify and get insight into Indonesian customer behavior towards online shopping experience, satisfaction, purchase decision and purchase intention. Online shop not only just selling the product and goods and offer the best price. It must be known how consumers make decisions to choose companies that are suitable for these consumers in terms of culture, reviews, company reputation and past consumers experiences.

This study aimed to examine customer purchase behavior in Indonesian online shop and identify factors of Influencer Marketing and Online Purchase Intention influencing customer to purchase intention. This research is using quantitative method. Data collected with distributing questionnaires to 180 respondents. The main target of questionnaires is Indonesian workers in Taiwan. The data collected will be analyzed by SPSS (statistical package for social science) and completed questionnaires were using analysis correlation, regression, multiple linear regression, and moderated regression analysis. Significant and positive finding between Influencer to Purchase Intention and Online Customer Service on Purchase Intention and positive moderated analysis between Online Customer Service on Purchase Intention.

Keywords: Purchase Intention, Influencer Marketing, Online Customer Service,

Strategy for Optimizing the Achievement of Sustainable Development Goals West Bandung, Indonesia

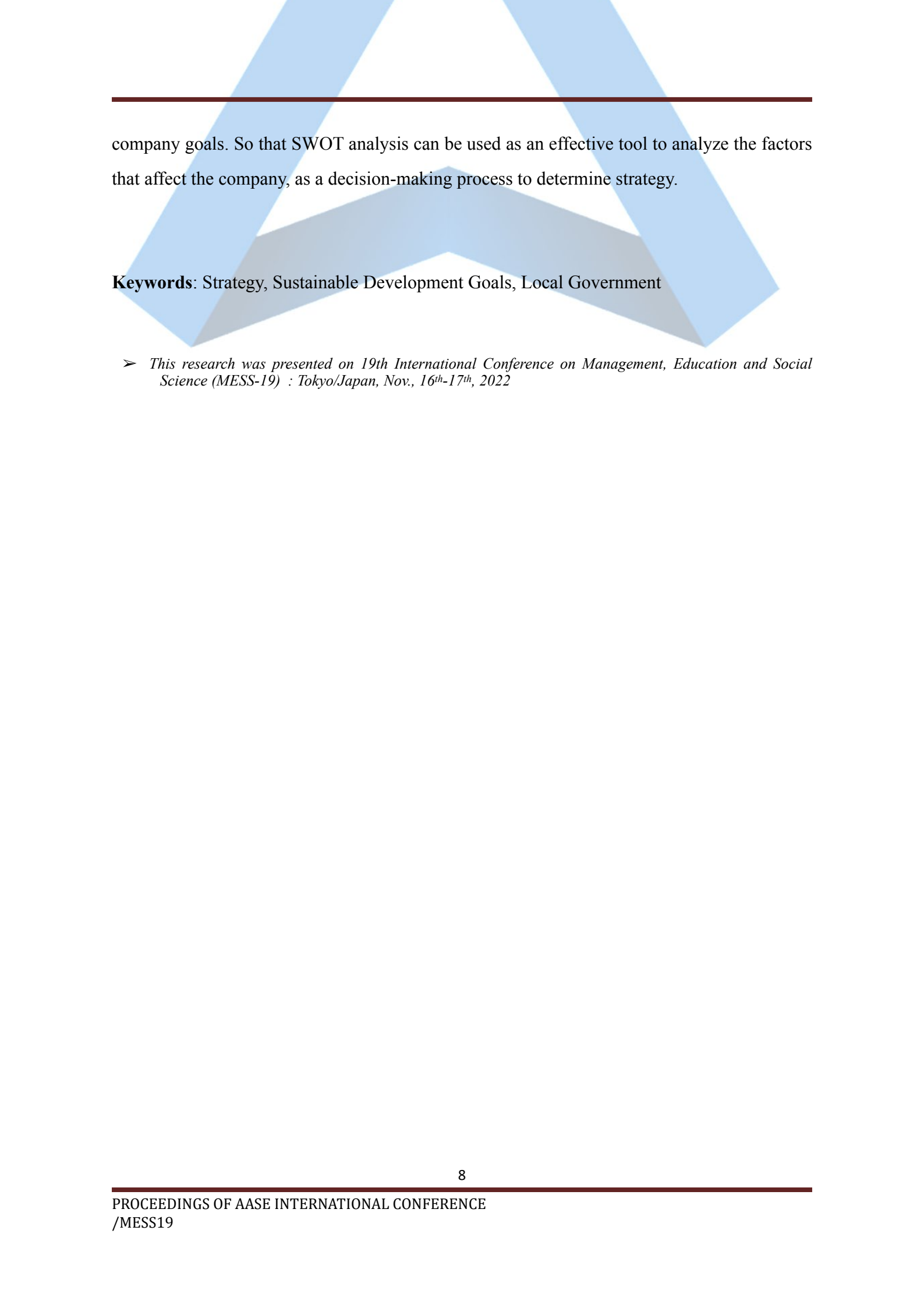**Andre Ariesmansyahr[a]*, Teuku Yuliansyah[b]**
[a] Department of Public Administration, Pasundan University, Indonesia
[b] Department of Communication Science, Pasundan University, Indonesia
Corresponding Email : andre.ariesmansyah@unpas.ac.id

Abstract

Performance measurement is an activity that absolutely must be carried out by west bandung and all levels of the Regional Work Units under it, to find out how far the TPB programs and their respective objectives have been carried out. In this case, the availability of data is very important. Data plays a central role in planning, monitoring and evaluating policies, such as for planning materials, monitoring and evaluation and policy making, on development targets. It is undeniable that the need for data continues to increase for both the government and the private sector, academics and politicians. In the context of development, there is an expression that building data is something that is expensive, but it will be much more expensive to build without relying on data. There are difficulties in selecting priority scales in implementing regional action plans, There are difficulties in measuring the accuracy of west java performance, The west bandung strategy for achieving the purpose deveploment goals, which was announced from the start, has not worked smooth, Development that is not right on target. The analysis of the internal environment, a study was conducted on the planning documents and achievements of SDGs belonging to the Regional Development Planning Agency, Research and Development of the west bandung Region, to see how well or support the policies currently implemented, namely: budget policies, decision-making policies , technical implementation policies in the field, as well as public communication policies regarding programs and achievements. For external environment analysis, Analysis will also be completed by SWOT Analysis. SWOT analysis is a strategic planning method used to evaluate the strengths, weaknesses, opportunities and threats that occur in an activity, or evaluate an environmental condition. To perform the analysis, the business objectives are determined or identify the object to be analyzed. This analysis can logically help in the decision-making process. The decision-making process is related to the company's plans and

company goals. So that SWOT analysis can be used as an effective tool to analyze the factors that affect the company, as a decision-making process to determine strategy.

Keywords: Strategy, Sustainable Development Goals, Local Government

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