

# **ITSBM-2017**

**International conference on  
Innovative Trends in Social Sciences  
Business and Management Studies**

**Volume 02, Issue 03**

**Tokyo, Japan**

**March 09-10, 2017**

# ***CONFERENCE BOOK OF ABSTRACT PROCEEDINGS***

## ***ANISSH***

Akademika Nusa Internasional Association of Social Sciences & Humanities

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# **Book of Abstracts Proceedings**

**6th International Conference on Innovative Trends in Social  
Sciences, Business and Management Studies**

Tokyo, Japan  
March 09-10, 2017

**Head Office:**

Jl. Pasirlayung Selatan VIII No. D69  
Bandung 40192, West Java Indonesia  
WhatsApp Contact: +62-812-2430-0811  
Email: [info@anissh.com](mailto:info@anissh.com)  
URL: [www.anissh.com](http://www.anissh.com)

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Proceedings of the International Conference on Innovative Trends in Social Sciences, Business and Management Studies (ITSBM)

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***6th International Conference on Innovative Trends in  
Social Sciences, Business and Management Studies  
(ITSBM)***

**Venue: Shinjuku New City Hotel 31-1 Nishi-Shinjuku 4-chome, Shinjuku-ku,  
Tokyo, Japan**

**Conference Theme:** Promotion and enhancement of networking opportunities among scholars from Social Sciences, Business, Economics and Management Studies.

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Urban Development Authority of Malaysia (UDA), Malaysia

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Symbiosis Institute of Operations Management, India

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Srishti International, India

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**Prof. Nurul Wahida Binti Abdullah**

Politeknik Muadzam Shah, Malaysia

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**Dr. Sukri Plautturi**

Conference Chair

**Email:** [conference.chair@anissh.com](mailto:conference.chair@anissh.com)

**Santi Rahmawati**

Conference Supervisor

**Email:** [santi.rahmawati@anissh.com](mailto:santi.rahmawati@anissh.com)

**Desintha Dwi Asrini**

Conference Supervisor

**Email:** [sintha.dwi@anissh.com](mailto:sintha.dwi@anissh.com)

## CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

## CONFERENCE CHAIR MESSAGE

### **Dr. Sukri Palutturi**

“International Conference of Akademika Nusa Internasional Association of Social Sciences and Humanities” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Sukri Palutturi

Conference Chair

Email: [conference.chair@anissh.com](mailto:conference.chair@anissh.com)

## CONFERENCE SECHDULE

**ANISSH-2017**

**Venue:Shinjuku New City Hotel 31-1 Nishi-Shinjuku 4-chome, Shinjuku-ku,  
Tokyo, Japan**

**Time: Registration & Kit Distribution (8:30 - 9:30 am)**

**Day: Thursday**

**Date: March 09, 2017**

**Venue: Room 1**

09:30 am - 9:40 am	Introduction of Participants
09:40 am - 09:50 am	Inauguration and Opening address
09:50 am - 10:00 am	Grand Networking Session

**Tea/Coffee Break (10:00 am- 10:30 am)**

**DAY 01 Thursday (March 09, 2017)**

**First Presentation Session (10:30 am - 12:30 pm)**

**Venue: Room 1**

**Session Chair: Chitpong Ayasanond**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Interdisciplinary</b>		
Suchada Noiuyenyong	Influencing Factors of Tranwomen's Decision Making on Sex Reassignment Surgery (Male-To-Female)	ITSBM-037-ANI105
<b>Track B: Organizational Studies</b>		
Hsu Fang-yu	A Study on Modes of the value-creation for the University-Industry- Institute Collaborative Behavior in Taiwan	ITSBM-037-ANI109
<b>Track C: Educational and Communication Studies</b>		
Robert Walsh	Addressing writing woes in the MBA student: A subtle Intervention	ITSBM-037-ANI118
John P. L. Miscione	Co-Author	ITSBM-037-ANI118C
<b>Track D: Economic, Finance and Accounting</b>		
Dr. Theobald Francis Kipilimba	Impact of tax administration to the Government Revenue in Tanzania- Case of Dar es salaam City	ITSBM-037-ANI119

**Lunch Break: (12:30-01:30pm)**

**DAY 01 Thursday (March 09, 2017)**

**Second Presentation Session (01:30 - 02:30 pm)**

**Venue: Room 1**

**Session Chair: Dr. Theobald Francis Kipilimba**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track E: Business and Management Studies</b>		
Wissawa Aunyawong	Entrepreneurs Choice of Non-Equity Modes Versus Equity Modes: A Case Study of Foreign Businesses in Thailand	ITSBM-037-ANI106
Chitpong Ayasanond	Desirable Characteristics of Low-Cost Carriers Flight Attendants: The Case of Lion Air	ITSBM-037-ANI113
Ruei-Shian Wu	The Effect of Venture Capitalists on IPO firms	ITSBM-037-ANI117
Wan-Chen Chen	National Innovation System and Value co-Creation: The Experience of Taiwans Industry-Academia Collaboration	ITSBM-037-ANI120

**Ending Note: (02:30 - 03:30 pm)**

## **Participants Registered As Listener/ Observer**

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

**Official ID:** ITSBM-037-ANI121A  
Wenti Du, Ph.D.  
Akita International University, Japan

## **Conference Day 02 (March 10, 2017)**

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



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***TRACK A***

***INTERDISCIPLINARY***

## **Influencing Factors of Tranwomen's Decision Making on Sex Reassignment Surgery (Male-To-Female)**

\*Suchada Noiyuenyong  
Thammasat University, Thailand  
Corresponding Email: Suchada.Noiyuenyong@Gmail.Com

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**Keywords:** Powerful Sector, Transwomen Deny, Yogyakarta Principle

Transwomen, generally, have been found as the biggest groups among transgender types in Thailand. The gender reassignment business is one of the powerful sector in South-East Asia where attracts the transwomen around the world to attend the gender reassignment surgery as there are a lot of expertise surgeons and the medical service fee are worthwhile. Gender Equality Act B.E.2558, furthermore, is enacted in order to protect all persons from gender discrimination based on the Yogyakarta Principle. These fundamentals should be naturally accepted from all transwomen; however, there are some groups of transwomen deny attending the gender reassignment. The logistic regression model, therefore, is conducted to analyze the core factors which influence the decision-making of transwomen regarding the gender reassignment from male-to-female. Influencing factors are classified into internal and external factors. Also, the study will consider the consistency between the regulation, Gender Equality Act B.E.2558, and the obstacles in the daily life of transwomen in the current situation.



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***TRACK B***

***ORGANIZATIONAL STUDIES***

## **A Study on Modes of the value-creation for the University-Industry- Institute Collaborative Behavior in Taiwan**

<sup>1\*</sup>Hsu Fang-yu,<sup>2</sup> Chang Yue-shan

<sup>1,2</sup> The Third Business Division Chinese Management Association Department of  
Finance National Sun Yat-sen University, Taiwan  
Corresponding Email: fyhsu@mail.management.org.tw

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**Keywords:** Value-Creation, Collaborative Behavior, University-Industry- Institute

The aim of this paper is to present and discuss the technology innovation of university how to implement the industrialization and policy objectives between effectiveness and efficiency in the different technology features. This paper uses the meta-analysis to investigate the relationship between technology features, collaborative modes, and industry benefits to propose the three modes of the value-creation, namely Mode 1: Application Extension Technology, Mode 2: Niche Extension Technology, and Mode 3: Foresight Extension Technology. Furthermore, the paper attempts to explore the differences in the essence and value-creation models of the University-Industry-Institute collaborative behavior for the Technology Development Program for Academia (TDPA) in Taiwan. The empirical results investigate that principal investigators, firms importance of the supply-chain, and technological competences of the research institutes affect the performance significantly.



***TRACK C***

***EDUCATIONAL AND COMMUNICATION STUDIES***

## Addressing writing woes in the MBA student: A subtle Intervention

<sup>1</sup> Robert Walsh, <sup>2\*</sup> John P. L. Miscione, J.D., M.B.A, C.F.A.

<sup>1,2</sup> University of Maryland University College-Asia Yokosuka, Japan

Corresponding Email: john.miscione@faculty.umuc.edu

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**Keywords:** MBA, Writing, Deficits, Challenges, Intervention

This practitioner research emerged out of growing concerns about gaps in writing prowess, notably in graduate students. The setting, a hybrid MBA program, requires writing for reports, discussions, and projects, both in class and out of class. Two faculty members first commiserated then collaborated to address graduate student writing woes. A key factor in responding to writing deficits at this level is students perceptions about their own writing. Students who enter graduate programs may do so after having completed undergraduate programs in which a focus on writing may have been secondary. Having rarely been flagged for writing concerns, not a small number of MBA students tend to assume they possess a rhetoric of writing when, in fact, they lack agility as matured writers. Therefore, an essential factor in calling attention to writing deficits is strategic pedagogy. An interactive group process was designed and initiated for face-to-face class times to help students to notice gaps in writing competencies. The process employed a learner-as-consultant model to subtly but pointedly illuminate writing deficits commonplace in MBA students. This presentation illustrates how a specific intervention can equip faculty with a referral mechanism. That is, through an experiential exercise and its materials, educators can assist students to first pinpoint problems and second to devote effort to correcting them. The strength of the experience may be the impact of graduate students learning from other graduate students. The goal in this presentation is to illuminate the experiential group process as practice-based design research and to provide the tools used in order that graduate educators can seamlessly include the intervention into their own classrooms.



***TRACK D***

***ECONOMIC, FINANCE AND ACCOUNTING***

## **Impact of tax administration to the Government Revenue in Tanzania- Case of Dar es salaam City**

\* Dr. Theobald Francis Kipilimba  
Ruaha Catholic University Iringa, Tanzania  
Corresponding Email: theokipilimba@yahoo.com

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**Keywords:** Impact, Tax administration, Government Revenue

Purpose of this study was to assess the impacts of tax administration on government revenue in Tanzania- case of Dar es Salaam City Councils, i.e Ilala, Temeke, and Kinondoni. This study is purely quantitative; questionnaires have been used to access the required information. Data have been collected from 85 respondents out of 100 targeted respondents from the area of the study. SPSS version 16 and excel have been used. Findings of this study have been analyzed and reveal that, Good tax design, Effective tax policy and laws, Tax administrative structure, Tax collection methods, Proper use of computerized system of maintaining taxpayer Register, Outsourcing revenue collections to private tax collectors, Internal and external capacity building, Intensive coordination with other entities and Proper maintenance of taxpayers records are the main factors that enhance effective tax administration in Tanzania. It is concluded that Corruption practices on taxation issues, lack of awareness of Local Tax payers, political pressure to relax tax collections, ineffective tax laws and policies, Insufficient budget or funds, High rate of Tax evasion and avoidance, Outsourced revenue retained by Revenue collectors, lack of tax compliance, are the challenges facing tax administration in Tanzania. Also concluded that eradication of the mentioned challenges above effects/results to , Adequate tax collections, Efficient tax system, High tax compliance by tax payers, Attainment of revenue targets, Increase in tax bases and declined cost of revenue collection, Minimum Tax evasion and avoidance, are the impacts that result from Tax administration. Recommendations for the way forward; Firstly, emphasis has to be put on the tax laws and policies mechanism to be reviewed time to time in order to save the purpose due to the prevailing situation, international tax environments, and the changes on the technology on tax administration. Secondly, efforts should be put on improving the tax payers convenience in the assessment and payment process whilst at the same time entrenching effective and modern human resource management practices in the tax authorities in respect to vetting, recruitment and selection of employees. Thirdly, tax collection Authorities should ensure that all revenue receivables are paid promptly into designated bank accounts and failure to do so within the stipulated period of time should attract to the severe penalties to the officers concerned.



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***TRACK E***

***BUSINESS AND MANAGEMENT STUDIES***

## **Entrepreneurs Choice of Non-Equity Modes Versus Equity Modes: A Case Study of Foreign Businesses in Thailand**

\* Wissawa Aunyawong

College of Logistics and Supply Chain, Suan Sunandha Rajaphat University, Thailand

Corresponding Email: [Wissawa.a@gmail.com](mailto:Wissawa.a@gmail.com)

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**Keywords:** Foreign Market Entry Modes, Cultural Dimensions, E-Commerce, Special Economic Zone (SEZ), Resource-Based View

The objective of this survey research was to understand the decision making of foreign entrepreneurs in choosing modes of foreign market entry in relation to the differences in cultural characteristics of the entrepreneurs, locations of the businesses, and the business experiences. The hypotheses were based on the differences in cultural characteristics of these entrepreneurs, locations of the businesses, and the business experiences affecting differences in decision making of foreign entrepreneurs in choosing modes of foreign market entry divided into Equity modes versus Non-Equity modes. Participants in this study were 30 entrepreneurs, running business Thailand. Sampling technique used to select samples in this study was convenience sampling and proportional sampling. The researcher was approached to gather the completed questionnaire from entrepreneurs. The statistics used were frequency, percentage, mean, standard deviation. The findings found that the more entrepreneur value high power distance, compared with those who value low power distance, leads to the high tendency to use equity modes of foreign market entry. Moreover, they found that the more entrepreneur value low uncertainty avoidance, compared with those who value high uncertainty avoidance, leads to the high tendency to use equity modes of foreign market entry. However, high business experiences and doing business in special economic zone or costal area are not the factor affecting entrepreneurs decision to choose either non-entry modes or entry modes of foreign market entry. As a result, these results provide support to previous literature regarding the relationship between cultural dimensions and foreign market entry modes.

## **Desirable Characteristics of Low-Cost Carriers Flight Attendants: The Case of Lion Air**

\* Dr. Chitpong Ayasanond

College of Logistics and Supply Chain Suan Sunandha Rajabhat University Bangkok,  
Thailand

Corresponding Email: [ayasanond@hotmail.com](mailto:ayasanond@hotmail.com), [chitpong.ay@ssru.ac.th](mailto:chitpong.ay@ssru.ac.th)

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**Keywords:** Desirable Characteristics, Flight Attendants, Low-Cost Carriers

The main objective of the study was survey on desirable attribute to determine the desirable characteristics of low-cost carriers (LCCs) flight attendants in Thailand, the case of Lion Air, concerning the ability skill, basic vocational skill, personality and human relations skill, morality and ethics skill. The sample was the 286 Thai passengers from Don Muang international airport and 114 Thai passengers from Hat Yai international airport. For the ability skill passengers focus on duty knowledge (3.97), service knowledge (3.96) and emergency knowledge (3.94). For the basic vocational skill passengers focus on related service skill (4.02), safety skill (4.00), and communication skill (3.86). For the personality and human relations skill passengers focus on behavioral, emotional and psychological (4.36), social personality (4.31) and physical personality (4.17). For the morality and ethics skill passengers focus on responsibility (4.44), caring passenger equally (4.43) and disciplinary regulations (4.42) respectively. This research will contribute to understand the guideline for training flight attendants and anyone interested in this profession. The limitation of the study was only the Thai passenger survey. The future research should be done in other airlines to see the difference desirable characteristics of the flight attendants.

## The Effect of Venture Capitalists on IPO firms

<sup>1</sup>\*Ruei-Shian Wu, <sup>2</sup>Huai-Chun Lo, <sup>3</sup>Ruei-Yu Wu

<sup>1,2</sup> Yuan Ze University, Taiwan <sup>3</sup> Hwa Hsia University of Technology, Taiwan

Corresponding Email: rswu@saturn.yzu.edu.tw

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**Keywords:** Initial Public Offering (IPO), Earnings Management, Venture capital

This study investigates whether venture capital affects the probability of earnings management by initial public offering (IPO) firms. Prior studies suggest that managers of IPO firms motivated by self-interest may exploit information asymmetry and conduct accrual-based and/or real-activity earnings management to achieve their goals especially when firms go public. Moreover, going public usually requires capital, and venture capital is one of the main sources of funding. Building on the prior research, this study examines whether venture capitalist support affects the probability of earnings management of IPO firms through real activity and/or accrual-based manipulation. Our empirical findings suggest that venture capitalists mitigate the conflict of interest from agency problems and thus restrain accrual-based earnings management. However, venture capitalists do not restrain all types of real earnings management by IPO firms. The IPO firms backing by venture capital has a negative influence on long-term operating performance when the firms engage in real earnings management. We further investigate the effect of earnings management on the financial health of the IPO firms and find that the financial health of IPO firms is jeopardized only when these firms experience both financial constraints and engage in real earnings management of abnormal production costs.

## **National Innovation System and Value co-Creation: The Experience of Taiwans Industry-Academia Collaboration**

\* Wan-Chen Chen

Technology Transfer and Business Incubation Center Research and Services  
Headquarter National Cheng Kung University, Taiwan  
Corresponding Email: woanjenchen.tw@gmail.com

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**Keywords:** National Innovation System (NIS), Value Co-Creation (VCC), Industry-Academia Collaboration (IAC), Value Based View (VBV).

Innovation is not only the main driving force of a countrys economic development, but is also regarded as the key factor of a countrys competitiveness. Therefore, in the recent years, the governments of many counties invest substantial resources to promote and enhance their National Innovation System (NIS) through the innovation perspective. NIS emphasizes that a country should facilitate the innovation of their knowledge and technology through innovative means and new policies, while simultaneously driving the economic growth. The interactions between the innovative system members are the main factor that affect the efficiency of NIS, hence only when the frequency of interaction and expansion between the members increase, then the innovative system can create maximum value. When discussed from the perspective of value co-creation, NIS focuses on the process of collaboration and interaction between the members within the system to co-create new value, while each members capture different value individually. This research analyzes the role of industry, government, academia, and research partner of IAC in Taiwan through the perspective of NIS and value co-creation. Additionally, the interaction process of IAC value chain is also analyzed to examine how the partners can create value and even co-create value (synergy) to form a good innovative system cycle. This research contributes academically in providing a new outlook on NIS strategies. It broadens the IAC policy scope to include NIS strategies that integrate with the abundant literature on value based view (VBV) and value co-creation (VCC). Additionally, this research contributes practically by providing recommendations of innovative IAC policies and mechanisms for government institution.

## ***UP COMING EVENTS***

You can find the details regarding our upcoming events by following below:

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# **Our Vision**

Our vision is to establish sustainable research and academic hub for future generations.

**Tokyo, Japan**

**(ITSBM-MARCH-2017)**

**International Conference on  
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