

# Program and Proceedings

## New York International

### Business and Social Science Research Conference 2018



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**Friday 13 July – Saturday 14 July 2018**  
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- Akdeniz University, Turkey
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# NYIBSRC 2018 KEY PEOPLE

## KEYNOTE SPEAKER AND CONFERENCE CHAIR- DR FRANCISCO F. CORONEL



Dr Francisco F. Coronel is a Professor of Business Administration and Marketing at Hampton University Business School, Hampton University, Virginia USA. He received his Bachelor of Science in Mathematics from Massachusetts Institute of Technology (MIT), USA; Master in Mathematical Statistics and Master of Business Administration from Columbia University, New York, USA and PhD Degree in Marketing from Herman C. Krannert Graduate School of Management, Purdue University, Indiana, USA. In addition to his current academic position as a Professor of Business Administration and Marketing at Hampton University, he worked at many other universities e.g. National University of Engineering, Peru; City University of New York, USA; University of Quebec at Chicoutimi, Canada; Sir George Williams University, Montreal, Canada; Memorial University of Newfoundland, St. John's, Canada; Purdue University, West Lafayette, Indiana, USA; University of Cincinnati, USA; University of Wisconsin-Milwaukee, USA; Illinois Institute of Technology, USA; Loyola Marymount University, USA; University of California-Davis, USA; University of Southern Europe, Monaco; Madrid Business School, Spain; International University of Monaco, University of Maryland, USA. He published in international journals and presented papers at number of international conferences.

## KEYNOTE SPEAKER - JULIO CESAR RAMIREZ MONTAÑEZ



Julio Cesar Ramirez Montañez is a Professor at the Universidad Pontificia Bolivariana, Colombia. He is a professional in International Relations and holds a Master degree in International Relations from Flinders University, Australia. As a research professor, he is the leader of the research group of the Faculty of International Business Administration of the Universidad Pontificia Bolivariana (Bucaramanga), Coordinator of the Seedbed of Research SIGI, Faculty Advisor of the Model of the United Nations. With experience as a university professor in the subjects of Geopolitics and International Relations, Intercultural Negotiation, Research Methodology and Research Seminar. With extensive knowledge on Geopolitics, International Affairs, Asian International Policy and Research applied to International Business. He has an excellent interpersonal relationships and ability to work as a team and individually in the field of research. With facilities for oral and written expression.

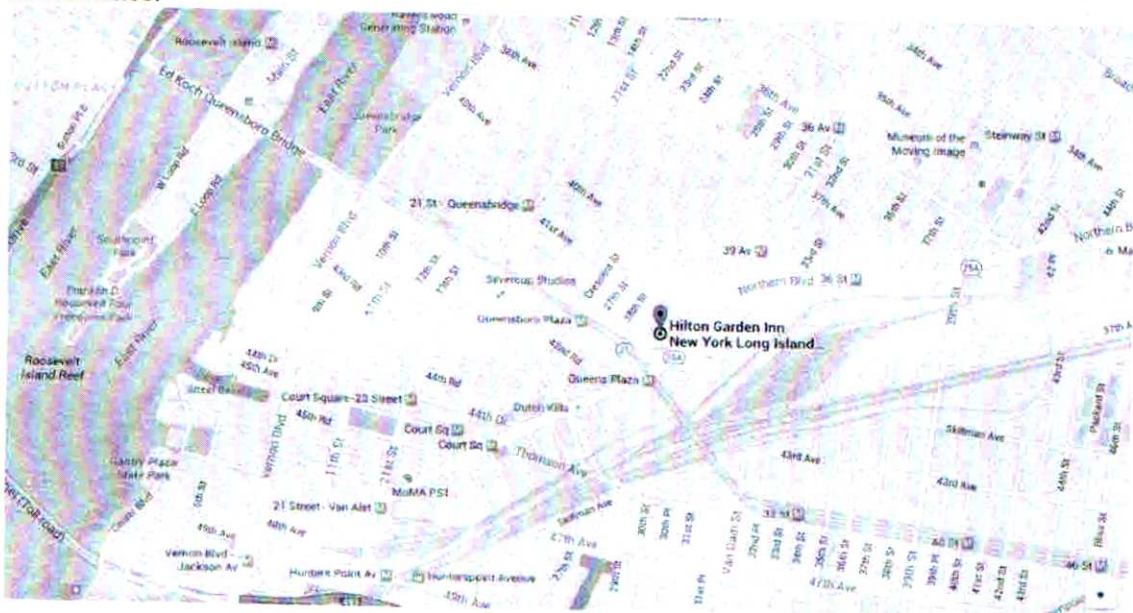
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If you are travelling from overseas, depending on your airline and the day you are travelling, you will be arriving any of the following airports: (1) John F. Kennedy International Airport, (2) La Guardia Airport and (3) Newark Liberty International Airport. After arriving please adjust your time to New York local time. If your mobile is not roaming, try to purchase a local SIM card with data facility from the airport.

Before you travel, please take a note that the US electric socket is different from any other countries in the world. Please try to purchase an international adaptor/converter from your home country that can be used in the USA. You can also purchase an adapter from a local Super Market after arriving in the USA. It is also advised that you carry a power bank and have enough charge in all your devices (Tablet, Phone and Computer).

Hilton Garden Inn (the conference venue) is located in beautiful Long Island City. It is 2 minutes walk from the Queens Plaza subway (train) station. It is 4.7 miles from both Times Square and La Guardia Airport. It is 14 miles from John F. Kennedy International Airport and 24 miles from Newark Liberty International Airport. It is on the corner of Northern and Queens Blvd. The physical address of the Hotel is: **Hilton Garden Inn, 29-21 41st Ave, Long Island City, NY 11101, United States.** A map covering nearby area is shown below for your convenience.



You have few choices to arrive at the conference venue at Hilton Garden Inn, Long Island City, New York:

You have the following transport options available from different airports:

### **John F Kennedy (JFK) Airport**

- **Taxi:** there is an approximately US\$60 fare to Manhattan. From Manhattan, you can catch a train to go to your destination (conference venue or your accommodation).
- **AirTrain plus the Subway:** The AirTrain is a people mover that takes you to either Howard Beach (for the NYC Subway A train for Lower Manhattan and Brooklyn) or Jamaica (J and Z trains for Lower Manhattan and E train for Midtown Manhattan). The

AirTrain is US\$5, plus US\$2.25 flat fare on the subway. If you're heading for New York's Penn Station, you can also take the Long Island Rail Road commuter train there from Jamaica, although the fare is US\$8 on top of the AirTrain US\$5. The journey into the city takes just over an hour. Visit <http://www.panynj.gov/airports/pdf/jfk-airtrain-brochure-english.pdf> for full detail.

**Newark (EWR) Airport**

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**La Guardia (LGA) Airport**

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**Registration on Arrival**

All delegates must report their arrival to the conference at 'Registration Desk'. The registration desk will remain open within the following timetables:

**Saturday, 14 July 8:30 AM-12:00 PM**

**Refreshment Breaks**

Refreshment, lunch and dinner breaks time are provided below:

<b>Day 2: Saturday 14 July 2018</b>	
<b>8:30 AM – 9.00 AM</b>	<b>Arrival tea/coffee and networking</b>
<b>10:00 AM – 10.30 AM</b>	<b>Morning tea/coffee and networking</b>
<b>12:10 PM – 1.00 PM</b>	<b>Lunch and Networking</b>
<b>3:00 PM – 3.30 PM</b>	<b>Afternoon tea/coffee and networking</b>

**Name Badges**

All **registered** delegates will receive a name badge upon registration. The name badge is the official pass and must be worn to obtain entry to all conference sessions. **Only registered participants will be given a name badge to attend all conference sessions.**

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Mobile phones must remain switched off while you are in a session.

### ***Muslim Praying Facilities***

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Please do not forget to visit this beautiful city during your leisure time. Needless to say do not forget to take your camera!

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# Day Two Saturday, 14 July 2018

## CONCURRENT SESSIONS:

<b>10:30 AM</b>	<b>Concurrent Session-1A: Law, Ethics and Governance Track (Room 1)</b> <b>Session Chair: Professor Dirk Holtbrügge</b>
10:30 AM	<b>A Legal Framework for Healthcare: Personal Data Protection for Health Law in Turkey</b> <b>Author(s): Veli Durmuş and Mert Uydacı, Marmara University, Turkey</b>
10:50 AM	<b>The Impact of Transformational Leadership on Innovative Work Behavior and the Mediating Effect of Psychological Empowerment: A Research in Antalya Hotels</b> <b>Author(s): Ahmet Ferda Cakmak, Bulent Ecevit University, Zonguldak, Turkey, Filiz Arslan, Akdeniz University, Antalya, Turkey</b>
11:10 AM	<b>Decoupling in CSR Reports: A Linguistic Content Analysis of the Volkswagen Dieselgate Scandal</b> <b>Author(s): Marcus Conrad and Dirk Holtbrügge, Friedrich-Alexander University Erlangen-Nürnberg, Germany</b>
11:30 AM	<b>The Influence of Fan's Superhero Preference, Superhero's Leadership, and Ethics on Fans' Leadership Imitation</b> <b>Author(s): Proud Arunrangsiwed, Pongsin Jareonpon, Thanatorn Suwan, Ajuda Wichakam, Phubeth Atta-Arunwong, Krisana Cheachainart, Panpare Bunyapukkna, Suan Sunandha Rajabhat University, Thailand</b>
11:50 AM	<b>For CEOs, It pays to be Ethical and is Lethal to Manage Earnings</b> <b>Author(s): Wai Kin Leung, University of Nottingham Ningbo China</b>
<b>12:10 PM</b>	<b>Close Concurrent Session-1A and Photo Session</b>
<b>10:30 AM</b>	<b>Concurrent Session-1B: Accounting, Economics and Finance Track (Room 2)</b> <b>Joint Session Chairs: Professor Ruby Beale and Dr Sylvia Rose</b>
10:30 AM	<b>Agency Issues and Investment: A Comparative Analysis of the UK and Pakistani Listed Firms</b> <b>Author(s): Kashif Naeem and Matthew C. Li, Royal Holloway University of London, United Kingdom</b>
10:50 AM	<b>The Dynamics of The Shadow Economy of Nigeria: The Mimic Approach</b> <b>Author(s): Prince Baah, University of Clermont Auvergne, France and Jonathan Ronald Muller Eghan, Mendel University in Brno, Czech Republic</b>
11:10 AM	<b>The Urgent Need for Retirement Planning Information among Low to Moderate Income Families: Impact of MRS Information</b> <b>Author(s): Ruby Beale, Sylvia Rose, James Hooper, Shannon Lloyd, Hampton University, USA</b>
11:30 AM	<b>Inter and Intraday Analyses of IPO Aftermarket: Evidence from Indonesia Stock Exchange</b> <b>Author(s): Mamduh M. Hanafi, Universitas Gadjah Mada, Indonesia</b>
11:50 AM	<b>The Benefits of Local Taxation in the City of Muntinlupa, Philippines</b> <b>Author(s): Erwin P. Vibora, University of the Philippines, Philippines</b>
<b>12:10 PM</b>	<b>Close Concurrent Session-1B and Photo Session</b>
<b>12:10 PM</b>	<b>Lunch and networking</b>
<b>01:00 PM</b>	<b>Concurrent Session-2A: Multidisciplinary Track (Room 1)</b> <b>Joint Session Chairs: Professor Yumiko Baba and Dr Raymond Shorter</b>

01:00 PM	<b>Improve Research Skills by Collaboration and Networking</b> <b>Author(s): Dennis Amoateng, University of Parma, Italy</b>
01:20 PM	<b>A Simple Method of Inducing Cooperation in a Finitely Repeated Prisoner's Dilemma</b> <b>Author(s): Yumiko Baba, Aoyamagakuin University, Japan</b>
01:40 PM	<b>Decisions To Blow The Whistle or to Remain Silent: Does National Culture Matter?</b> <b>Author(s): Moeen Umar Cheema, Rahat Munir and Sophia Su, Macquarie University, Sydney, Australia</b>
02:00 PM	<b>Effect of Customization, Core Self-evaluation, Information Richness on Trust with Intelligent Agent as a Moderating Variable</b> <b>Author(s): Shu-Hua Chien, National Taichung University of Science and Technology Taichung, Taiwan, Jyh-Jeng Wu and Chi-Hsiang Wen, National United University, Taiwan</b>
02:20 PM	<b>Using GIS to Identify Credit Union Placement in Underserved Communities</b> <b>Author(s): Simone Heyliger and Ruby L. Beale, Hampton University, USA, Raymond Shorter, George Mason University, USA</b>
02:40 PM	<b>Organizational Trust and Employee Performance of Selected Bottling Companies in South-South, Nigeria</b> <b>Authors(s): Ikon Michael and Ohue Paul Itua, Nnamdi Azikiwe University, Nigeria</b>
03:00 PM	Close Concurrent Session-2A and Photo Session
01:00 PM	Concurrent Session-2B: Management and Marketing Track (Room 2) <b>Session Chair: Professor Julio C. Ramirez</b>
01:00 PM	<b>Assessing the Influence of Product Inscriptions on Purchasing Decisions of Baby Food</b> <b>Author(s): Appiah Sarpong, Takoradi Technical University, Ghana</b>
01:20 PM	<b>Impact of HRM Practices on Job Satisfaction in a Canadian Financial Institution</b> <b>Author(s): Abdelhadi Naji, Université du Québec à Trois-Rivières (UQTR), Canada</b>
01:40 PM	<b>The Role of Entrepreneurship in Colombian Universities: An Approach</b> <b>Author(s): Jaime E. Sarmiento S. and Julio C. Ramirez, Universidad Pontificia Bolivariana, Colombia</b>
02:00 PM	<b>Understanding the Relationship between Emotional Intelligence and Job Performance: An Empirical Study in context of Sialkot's Education Sector</b> Kashaf Munir, University of Central Punjab, Sialkot Campus, Pakistan
02:20 PM	<b>Cause-Marketing (CM) and Consumer Behaviour: Consumers Response to Donation for the Similar Future Cause-Marketing</b> <b>Author(s): Md Al-Emran, McNeese State University, USA</b>
02:40 PM	<b>Consumers Knowledge of Tipping Norms &amp; Non-Tipping Behaviour</b> <b>Author(s): Jeff W. Totten, Cynthia R. Cano and Md Al-Emran, McNeese State University, USA</b>
03:00 PM	Close Concurrent Session-2B and Photo Session
03:00 PM	Afternoon tea/coffee and networking
03:30 PM	Concurrent Session-3A: Multidisciplinary Track (Room 1) <b>Session Chair: Dr Usanee Aimsiranun</b>
03:30 PM	<b>The Public Fiscal Administration in the Local Government Unit</b> <b>Author(s): Erwin P. Vibora, University of the Philippines, Philippines</b>
03:50 PM	<b>SavMe App: Gamification for Financial Literacy</b> <b>Author(s): Sylvia Rose, Ziette Hayes, Ruby Beale, Indya Weaver, James Hooper</b>

**The Influence of Fan's Superhero Preference, Superhero's Leadership, and Ethics on Fans' Leadership Imitation**

**Proud Arunrangsiwed, Pongsin Jareonpon, Thanatorn Suwan, Ajuda Wichakam,  
Phubeth Atta-Arunwong, Krisana Cheachainart, Panpare Bunyapukkna**

Suan Sunandha Rajabhat University, Thailand

**Abstract**

After superhero comics were reproduced as films, they influenced wide-range of people. The current study aimed to test if fans' superhero preference, superhero's ethics, and leadership could bring about fans' intention to imitate leadership of superhero characters. Univariate regression was used to analyse data given by 134 participants. The findings reveal that fans' superhero preference and superhero's leadership have a positive effect on fans' intention to imitate leadership of superhero, but superhero's ethic failed to predict it. This suggested that if media producers need prosocial media effect to occur in media fans, they should increase heroic characters' leadership, so people would imitate leadership from ethical one.

**Keywords:** superhero, leadership, ethics, fandom, prosocial media effect, preference.

Man, a Marvel fictional character, allowed his fans to share their identity with him, since the death of Uncle Ben was similar to how people in New York City lost people in their family in 9-11 (Sommers, 2012). The reason of this connection is that Spider-Man has a strong relationship to New York City. In other words, without skyscrapers in New York City, Spider-Man would not be able to perform as a superhero. Americans, in the same way as New Yorkers, perceived that Captain American is an icon and the spiritual object regarding the nation, as seen in the study of Boyer (2012), that Captain American represented patriotism, but not nationalism. The difference between patriotism and nationalism is that patriotism is the esteem toward the nation without feeling pessimistic on other countries. According to the changing in American value from the liberty to the materialism, Benton (2013) describe Captain America as the representation of “redemptive” Anti-Americanism, which is the attempt to bring the original American value back into the present days.

Another lens that scholars have discussed regarding comics is how comics constructed the leaders of minority, either disabled people or women. Back into the age of World Wars, while most men fight against the enemies, it was the first era that women held some positions in workplaces. Wonder Woman was created with the belief that women were smarter and able to work faster than men. She is not only the first female superhero who has her own comic title, but she is also the voice of women in the Second-Wave Feminism and also other minorities, including adolescents and people of colors (Cocca, 2014). This could be seen in her public speech and the time that her power was taken off, that she had to live like an ordinary woman in the unjustified world, which is the age of gender inequality (Matsuuchi, 2012). Other than Wonder Woman, who is the icon of feminism, DC Comics contributed the idea of post-feminism through a story of female superhero team, Birds of Prey. As well as Marvel Divas of Marvel Comics, the friendship among women in Birds of

Prey was much stronger than their bond to male companions, especially for Barbara Gordon and Black Canary (Sawyer, 2014). Barbara Gordon, not only as the representation of a post-feminist character, she is also the character with disability, paralysis. Moreover, her marriage to Nightwing also broke the myth that disabled people may not be married.

Back to the original creation of female superheroes in both DC Comics and Marvel Comics, most female superheroes in DC Comics had career, but Marvel Comics' did not (Dunne, 2006; Pratiwi, 2013). DC female superheroes were more subjective, because of their leadership and ability to make their own decision (Dunne, 2006; Pratiwi, 2013). While DC Comics was viewed by the scholars as the creators of feminist leaders, beside Barbara Gordon, they did not give an appropriate role to disabled people, as seen in villains in Batman comics. On the other hand, Marvel Comics established a fictional school for disabled people as seen in X-Men, and also created Daredevil, a hero with a visual impairment and his alter ego as a selfless attorney (Alward, 1982). Currently, X-Men was created as TV series, named, "Gifted." With this serial title, it shows that disabled people were viewed as gifted, not missed. Later, Marvel Comics has also improved the roles of their female characters by creating female superhero team in X-Men (2013). This was read by some online comic reviewers as their responsibility for the cancelation of X-23, the female-led titled comic books, in 2011. For LGBT, Northstar, a gay character in X-Men comics, who had earlier died for 4 times, finally got married in Astonishing X-Men (2012). Similarly, Green Lantern of DC Comics won the heart of LGBT group when Kyle Rayner punished hate crimes (Palmer-Mehta and Hay, 2005). More recently, after Kyle tried to stop violence against LGBT, a gay superhero was created to be the one with Green Lantern power ring.

All of these aforementioned events in comics allow us to recognize the leadership of superheroes either as the icon for minorities or the nation. Hust and his colleagues found that male audiences of crime drama intended to intervene women in sexual assault situation in their real life (Hust, Marvell, Lei, Chang, Ren, McNab, and Adams, 2013). This could be considered as prosocial media effect caused by exposure to media violence. Moreover, fans' perceived similarity toward their favorite superhero and the ethics of the particular superhero significantly described fans' willingness to believe prosocial message presented in comics or superhero films (Arunrangsiwed, 2015). Hence, these could help hypothesize that superhero's leadership should be able to increase fan's willingness to improve their leadership; and which should be predicted by how much fans like the particular superhero, too.

H1: Fans' perceived superhero's leadership can result in fans' willingness to imitate their favorite superhero's leadership.

H2: Fans' superhero preference can bring about fans' willingness to imitate their favorite superhero's leadership.

H3: Superhero's ethics positively predicts fans' willingness to imitate their favorite superhero's leadership.

Across several studies, their researchers believed that comics consumption could cause negative effect on young audiences. The body shape of superhero, for instance, might have influence on young fans who may want to have similar body shape as their favorite superhero (Avery-Natale, 2013). They might have depression symptom when they could not be just as what they need. Comparatively, violence against women in comics was also discussed in an academic work (Phillips and Strobl, 2013), because media have numerous

impacts on audiences' psychological traits (Krahé and Möller, 2010) and belief (Hust, Lei, Ren, Chang, McNab, Marett, and Willoughby, 2013). However, these papers offered some support that comics should have at least some effect on its reader, even if it might be positive or negative. Although few studies efforted to conduct the positive outcome of comics consumption, comic books were found as an effective learning resource in some existing research (Decker and Castro, 2012; Simon, 2012). According to numerous studies regarding comic readers and fans, comics should be able to bring about positive outcome on their audiences as well as their negative outcome that was earlier found. This offers an opportunity for the researchers of current study to examine if fans of superhero comic book could be positively influenced from their fan objects.

## **Method**

Because students were generally fans of some media object (Chen, 2007), the participants of the current study were 150 students from 5 universities, which were random from 31 universities in Bangkok metropolitan areas. Thirty participants per each university were asked to complete a questionnaire which consisted 3 measurements. They needed to answer a question, "Who is your most favorite superhero?," before starting filling in the least of questionnaire. This question allowed them to think of their favorite superhero while they read through the items in questionnaire. Moreover, their answers were also used as a part of analysis. The researchers coded the ethics of their favorite superhero based on their answers (3 = morally good character; 2 = neutral character; 1 = villainous/anti-hero/anti-villain character). After screening out invalid cases, 134 cases were left for the final analysis. Seventy-two of them were male (54 percent), and 62 were female (46 percent). For other 3 measurements, they were first written for the current data collection, so Cronbach's alpha

and factor analysis results were also reported in this part of paper. This helps test their reliability and validity.

(1) Superhero's leadership scale consists 5 items and it was a single-component scale. Its Kaiser-Meyer-Olkin-Statistic (KMO) is .824 ( $p = .000$ ), determinant value is .169, and the correlations between items were ranged from .299 to .685. These values showed that this scale could be used without deleting any item. Cronbach's alpha of this scale is .820.

(2) Superhero preference scale is a one-component scale with 5 items. Its Cronbach's alpha is .705. The correlations between items were ranged from .165 to .549. All other values reveal that this scale can be used for data collection (KMO = .681;  $p = .000$ ; determinant = .346).

(3) Fan's leadership imitation scale is also a one-component scale with 5 items as well as 2 previous scales. Cronbach's alpha shows a high reliability (alpha = .826). Results of factor analysis shows the accepted validity of this scale (KMO = .816;  $p = .000$ ; determinant = .171). The range of correlations between items are from .341 to .553.

All scales used in the present study are 4-point Likert scale (1 = disagree; 2 = somewhat disagree; 3 = somewhat agree; 4 = agree). After the data collection, all values in questionnaire were typed in a spreadsheet. A statistic package was used to conduct a univariate regression analysis. Univariate regression would help test the influence of all predictors on the dependent variable, fan's leadership imitation, and help indicate amount of variances described by each predictor. Homoscedasticity, which is an important assumption of regression analysis, was found in the data which was shown in a histogram of residual, a normal P-P plot, and a scatterplot of predicted value and residual. This implied that regression analysis was allowed to test the current model.

## Result

The results from regression analysis supported H1 and H2, but did not support H3. Fans' intention to imitate superhero's leadership was significant predicted by superhero's leadership (Beta = .343; t = 4.209; p = .000;  $r_{\text{partial}} = .346$ ). Superhero's preference can cause intention to imitate superhero's leadership in fans (Beta = .173; t = 2.133; p = .035;  $r_{\text{partial}} = .184$ ). However, there is no effect found between superhero's ethics and fan's leadership imitation (Beta = .080; t = .968; p = .335;  $r_{\text{partial}} = .085$ ). Overall model is statistically significant. Three predictors can describe 16 percent of variances in the dependent variable (F = 8.248; p = .000; R = .400;  $R^2 = .160$ ;  $R^2_{\text{adjusted}} = .140$ ; S.E. = 3.162).

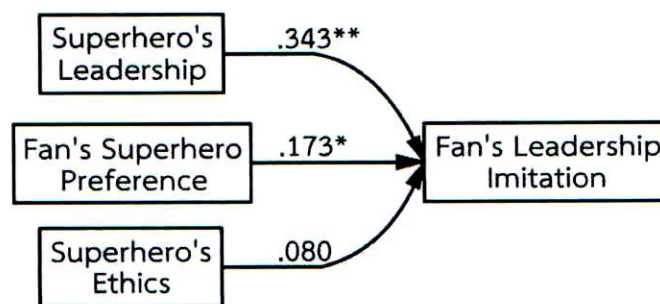


Figure 1. *Model of Superhero's Leadership, Superhero's Ethics, Fans' Preference, and Fans' Intention to Imitate Superhero's Leadership*

**Table I.** Regression Analysis with Fan's Leadership Imitation as Dependent Variable

Predictors	Beta	t	p-value	r	$r_{\text{partial}}$	$r_{\text{part}}$
Superhero's Leadership	.343	4.209	.000**	.357	.346	.338
Fan's Superhero Preference	.173	2.133	.035*	.165	.184	.171
Superhero's Ethics	.080	.968	.335	.110	.085	.078

## **Discussion**

Since comic book publishers have performed as social leaders in national crisis and some superhero characters were good representative of minorities, the current study tested the factors that cause fan's leadership imitation based on superhero characters. Three hypotheses were tested, two of which were supported by the result of univariate regression analysis. Superhero's leadership and fan's superhero preference were found as enabling predictors of fan's leadership imitation. These significant influences supported hypothesis H1 and H2. However, another hypothesis was not supported since there was no relationship between superhero's ethics and fan's leadership imitation. Because H1 was supported, it implies that in order to heighten leadership in fans, media producers should increase leadership in superhero characters. For the reason that H2 was also supported, people who worked in media industry should consider improve either leadership value in fan-favorite characters or fans' preference in the characters with high leadership. If these suggestions were applied to use in actual media, the level of leadership should be able to transfer from media to a large number of fans.

Generally, audiences were both benefited and threatened by media, especially when they identify with some media characters (Konijn, Bijvank, and Bushman, 2007) and earn parasocial interaction during media consumption (Brown, 2015). At the same time, fans' identification is also associated with their media preference (Hoffner and Buchanan, 2005). These evidences and findings of the current study help construct a new research model for future studies that media preference has some relationship with audiences' identification and both of which could cause media effect. Media-based imitation is one of the most important media effects. The researchers of current study encouraged others to conduct the studies

regarding this topic, especially for prosocial behavior imitation and prosocial trait, as well as, it was done in the present study with leadership imitation.

For another part of findings, superhero's ethics failed to predict fan's leadership imitation. This indicated that if fans like a superhero characters and perceived their high level of leadership, fans would be likely to imitate their leadership even these characters are either hero or villain. Consequently, the researchers of the current study suggested comic book editors and movie producers to increase leadership in heroic characters and decrease it in villainous characters. This finding should be able to be applied in video game production since most video games are narrative-based and players are likely to have high level of character identification during play in the role of selected avatar (Donnerstein, 2011; Konijn, Bijvank, and Bushman, 2007). This provides a question about how leadership could be added into the narrative of video game. Although video game players are the one who control the action of their avatar, many video games provide walkthrough story online for marketing purpose. A walkthrough story can be the place for media producers to include leadership value into heroic characters. Another part of video games that allow leadership value to be added into is the intro dialogues of each game character. Intro dialogues are what each character said before he or she started to fight another character. This could be seen in the video game, *Injustice*.

Since null hypothesis of H3 could not be rejected, it led to another question about villain attractiveness. Media fans generally prefer and identify with characters with attractiveness (Donnerstein, 2011). Attractiveness might be a stronger predictor in fan's media-fictional-character preference compared to character's ethics. Not only for narrative-based media, this is especially true for the area of marketing and advertising, that attractive

is one of the dimensions of source credibility scale, which is commonly used for indicating the effectiveness of product endorsement campaign (Ohanian, 1990). If people prefer attractive characters rather than unattractive ones, positive traits and behaviors should be attached with them. However, in the case that attractive and prosocial actions were always in the same characters, this would form the belief regarding beauty and goodness stereotype. Many unattractive and body-disabled were mostly found as villainous characters, from media for young audiences as *Disney* animation (Bazzini, Curtin, Joslin, Regan, and Martz, 2010) until *Batman* stories with full of body-and-metal-disabled antagonists. Hence, this research finding suggested that without considering the relationship between superhero's ethics and fan's leadership imitation, media producers may choose to heighten attractiveness in heroic characters, but at the same time, they should be aware of the fault belief established in fans based on the connection between attractiveness and goodness. Future studies should identify the solution of this problem by having character's attractiveness, ethics, and media effect, either prosocial or anti-social, in the same model.

Another factor that may cause media effect or leadership imitation is character's time of appearance in media. This could be one of the solutions that have never been tested before. Media producer may choose to avoid the stereotype problem by giving both hero and villain the same level of attractiveness. Some heroic characters may be more attractive than villainous ones and vice versa. To control to level of fan's character preference, media producers could portray hero longer than villain in movie length. Thus, time of appearance should be considered use as control variable in future studies.

## **Limitation**

The major limitation of this study is that the scales used in data collection were not initially tested, but the result of factor analysis and Cronbach's alpha shown in method part were computed from the same set of data used to test the research model. This is not a good practice, although this procedure was commonly found in several quantitative studies. Fortunately, the result of validity and reliability testing turned out acceptable. However, if both tests yielded an unacceptable result, the major findings had to be canceled. Thus, future studies should test the instruments before data collection.

Another limitation is that all participants of this study were undergraduate students, which might not be representative for overall fans of superhero media. The researchers of future studies should consider use random-sampling method, and expand the range of media, not to limit just for superhero characters, but also other popular narrative-based-media characters. This refers to the fact that superhero's action based on their leadership might not be able to be applied by fans who live in real-world context. Non-superpowered characters might be a better role model to test in research studies. This association could be described by similarity identification, that media audiences were likely to identify with those characters who have similar attitude and appearance (Van Looy, Courtois, and De Vocht, 2010). Hence, the level of identification is most often related with impact of media in audience (Birk, Atkins, Bowey, and Mandryk, 2016; Hoffner and Buchanan, 2005).

## **Conclusion**

Since superhero comic book and its other transmedia are well-known and should be able to influence in wide-range of audiences, it is worth to test if superhero's leadership and fans' preference could bring about prosocial media effect. The findings of the current study

illustrate the significant relationship between superhero's leadership and fans' intention to imitate their leadership. However, superhero's ethics was failed to predict fans' leadership intention. The researcher suggested that media producers should improve leadership in morally-good hero, not the villainous one, so fans would imitate leadership from hero characters.

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## Appendix

This part shows all items which are consisted in scales used in the current study.

### (1) Superhero leadership scale

1. She/He has the potential to be a leader.
2. She/He has planning skills.
3. She/He has ability to solve problems.
4. She/He has consciousness.
5. She/He has discreteness.

### (2) Superhero preference scale

1. I want to watch movies contained this superhero.
2. I want to meet this superhero in my real life.

3. I like the power of this superhero.

4. I like to collect the figures of this superhero.

5. I like the characteristics of this superhero.

(3) Fan's leadership imitation scale

1. I want to be able to manage my time as well as this superhero.

2. I want to have similar planning skills as this superhero.

3. I want to have a similar level of leadership as this superhero.

4. I want to have discreteness as well as this superhero.

5. I want to have capability to solve the problems as this superhero.