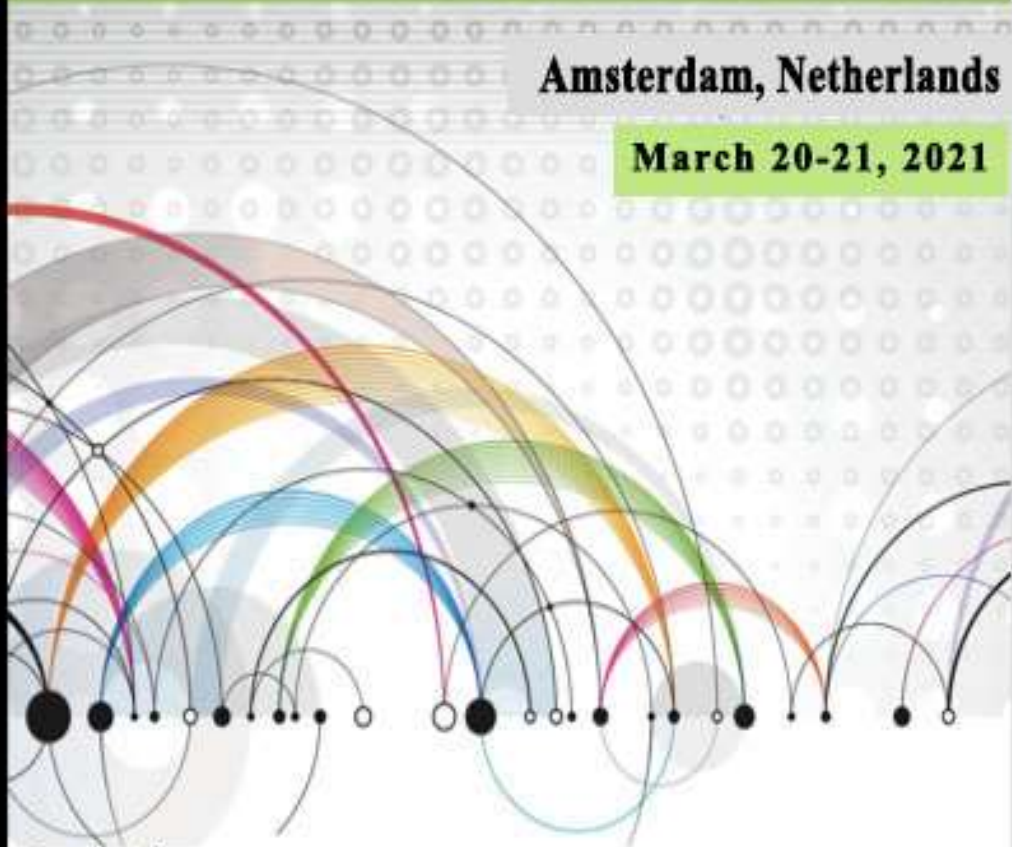


8th International Conference on Trends in Multidisciplinary Business and Economic Research **TMBER**

Amsterdam, Netherlands

March 20-21, 2021



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8th International Conference on “Trends in Multidisciplinary Business & Economic Research” (TMBER- March 20-21, 2021)
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TMBER 2021

Conference Proceeding

Book of Abstracts

**8th International Conference on
“Trends in Multidisciplinary Business & Economic
Research” (TMBER-2021)**

Venue: Amsterdam City, Netherlands

Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

ISBN: 978-969-695-058-5

Printed and Published by: Global Illuminators Malaysia

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



8th International Conference “Trends in Multidisciplinary Business & Economic Research” (TMBER-2021) serves as a platform that aims at helping the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face, and interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards, and

helping the participants in publishing their research in affiliated journals. Also, special thanks to all the session chairs from industry, academia, and policy-making institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as keynote speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We, the scholars of this world, belong to the elite educated class of this society and we owe a lot to return to this society.

Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step to the betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

Type of TMBER Papers

For this year, TMBER has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researchers and are reviewed on the basis of highest academic standards. The objective of the Empirical studies is to contribute to the scientific body of knowledge. On the contrary, Insight papers meet the needs of policymakers and professionals and are reviewed on the basis of high practical standards. The objective of the Insight is to identify the real-world problems and how they can be solved with the help of information systems.

Reviewing Criteria

In TMBER, all papers are judged on the same criteria (relevance, significance, originality, validity, and clarity). However, some criteria differ between the Empirical papers and the Insight papers.

Relevance: Relevance has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

Significance: Knowledge in different researches in the conference is related to empirical papers and insight papers.

Originality: Ideas that are new for the researchers are used in the conference.

Validity: Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

Clarity: Papers are according to the format, and language is easy and understandable by the audience in the conference.

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Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
18	09	2	07	50%

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Acknowledgment

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee, and representatives of the TMBER board and their helpers. We also want to thank all the Track Chairs and reviewers, as well as all the members of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the TMBER tradition.

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Business, Management, Economic, Social Sciences and Humanities Studies

Dr. Tariq Iqbal Khan (Ph. D)

TMBER 2021 Research Workshop

“How to Improve the Quality of a Research Article and get it published in Scopus/ISI-Indexed Journals”

Trainer: Dr. Farooq Ahmed (Ph.D.)

In this workshop, we will discuss how to improve the quality of a research article and get it published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop, trainer will shed light on how to identify a hot research topic, how to find a research gap, importance of a catchy Research Paper Title, what reviewers are looking for in a research article, what editors are expecting from the authors, major reasons of article rejection in good journals, steps and tips to improve article's quality and content, and finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about the publication process.

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CONFERENCE PROGRAM

DAY 01 Saturday (March 20, 2021)

Registration

09:00 am – 09:30 am

Opening Ceremony (09:30 am – 10:30 am)

Venue: Amsterdam City, Netherlands

10:15 am – 10:30 am	Opening Speech – Ms. Hamizah Coordinator, Global Illuminators
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DAY 01 Saturday (March 20, 2021)

Session 1 (10:30 am – 01:00 pm)

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

TMBER-21-101	Governance and public value in the Greek public sector	Tsagdi Georgia
TMBER-21-103	Social economy organizations: barriers to gender balancing	Andrea Rey-Martí
TMBER-21-106	The new service development of long-term care institutions: A perspective of customer value	Huang, Hsin-Yao
TMBER-21-107	Paradoxical leadership, succession process and firm performance under the context of family business	Lin, Jing-Yi
TMBER-21-108	The Role of Crowdfunding in the Spanish Panorama	Carla Martínez-Climent
TMBER-21-126	Impact of Stressors on Employee Performance: Moderating Role of Big Five Traits	Dr. Tariq Iqbal Khan

Break (01:00 pm – 02:00 pm)

DAY 01 Saturday (March 20, 2021)

Workshop Session (02:15 pm – 03:00 pm)

“How to Improve the Quality of Research Article and get published in Scopus/ISI Indexed Journals”

Trainer	Dr. Farooq Ahmed (Ph.D.)
Participants	All Participants

In this workshop, we will discuss how to improve the quality of research article and getting published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop trainer will shed light on how to identify a hot research topic, How to find a research gap, Importance of a catchy Research Paper Title, What Reviewers are looking in research article, What editors are expecting from authors, Major Reasons of article rejection in good journals, Steps and tips to improve article quality and content and Finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about publication process.

Closing Ceremony (3:00 pm – 3:15 pm)



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Abstract Proceeding Book
TMBER March 21-22, 2020
Amsterdam, Netherlands
ISBN: 978-969-695-058-5

TRACK: BUSINESS, MANAGEMENT, SOCIAL SCIENCES AND ECONOMIC STUDIES



Governance and public value in the Greek public sector

Georgia Tsagdi*

Athens University of Economics and Business, Greece

Abstract

Since the very earliest research in the public sector field, the nature of the relationship between politics and administration has been the object of much scholarly debate. The principal-agent model prevails as the dominant theory of the political control of the bureaucracy literature while New Public Management (NPM) introduces private sector management principles in the public sector. Public value theory on the other hand, sits at the intersection between an organization's operational capacity, its vision and outcomes and its authorising environment. Building around these theories, we aim to cover part of the gaps identified within the field of public governance research, through the examination of the key constituents of the public value theory emphasizing the political context within which it is created.

Keywords: public governance, politics, public value.

*All correspondence related to this article should be directed to Georgia Tsagdi, Athens University of Economics and Business, Greece



Social economy organizations: barriers to gender balancing

José Manuel Guaita Martínez¹, Andrea Rey-Martí^{2*}, Agustín Carrilero Castillo³, José Carlos Ballester Miquel⁴, Ferran Jordi Portilla Salas⁵

¹ Universitat Politècnica de València, Spain, ^{2,3,4} ESIC Business & Marketing School, Spain, ⁵ Universitat de València, Spain

Abstract

The present paper analyses the identity of the entrepreneurial woman and the imbalance with respect to men marked by cultural and socio-economic factors in social economy enterprises. The article focuses on the working partners of social economy companies located in Andalusia (Spain), where about 25% are women. Through a fieldwork, 400 surveys of working women members and 400 interviews with managers of cooperatives and working societies have been conducted, motivated by the low participation of the female population in the entrepreneurship developed in cooperatives and laboral companies with the aim of proposing more appropriate strategies and policies to change labour inequalities between men and women in entrepreneurship.

Keywords: Social economy, female entrepreneurship, gender differences, cooperatives, laboral companies.

*All correspondence related to this article should be directed to Andrea Rey- ESIC Business & Marketing School, Spain



The new service development of long-term care institutions: A perspective of customer value

Chiu, Wen-Hong¹, Huang, Hsin-Yao², Chi, Hui-Ru^{3*}

^{1,2} Department of Business Administration, Asia University, Taiwan,

³ Department of Business Management, National United University, Taiwan

Abstract

The experience at advanced countries has shown that just as the elderly population grows, so the ranks of people with chronic diseases and functional disabilities grow rapidly. Therefore, medical and health care policies have gotten a great deal of attention internationally. The elderly has diverse requirements for their health care service. Thus, care service should consider not just the requirements for everyday functional care but also the multi-faceted demands of the elderly. Therefore, this study aims to focus on the exploration of customer values so as to conduct a systematic and logical analysis and help new service development. This study collected a total of 351 service events of 17 long-term care institutions located in Japan, Singapore, and China. In addition, this study conducted in-depth interviews with experts. As for data analysis, each event of long-term care service is treated as a unit of analysis. Text analysis and method of content analysis are adopted. Each event about the service of a long-term care institution may have multiple customer values, so we finally obtained 412 events of long-term care service based on coding technique. Then we used the five-dimension framework of customer value to conduct induction analysis for the services of the long-term care institutions. We further discovered 15 subcategories and 42 detail subcategories. The findings are described as follows. Firstly, the study shows long-term care institutes place more emphasis on hedonic value and then functional value and contextual value. Moreover, ethical value and relationship value are neglected. This shows that long-term care institutions have emphasized the most on residents' psychological dimension of leisure, hedonic value. Finally, this study suggests that new service development should be based on the five-dimension framework of customer value. Furthermore, the focal long-term care institutes should collaborate with external institutes to build a complete care ecosystem.

Keywords: long-term care institute; customer value; new service development

*All correspondence related to this article should be directed to Chi, Hui-Ru, National United University, Taiwan



Paradoxical leadership, succession process and firm performance under the context of family business

Chi, Hui-Ru^{1*}, Chiu, Wen-Hong², Lin, Jing-Yi³, Lee, Yi-Chun⁴

¹Department of Business Management, National United University, Taiwan, ^{2,3}Department of Business Administration, Asia University, Taiwan, ⁴Bertie Enterprise Corp.

Abstract

This study aims to explore the impact of the paradoxical leadership in family business on firm performance from the perspective of oriental (Chinese) context. The study also explores the relationship between the paradoxical leadership and performance of the family business in the succession process. Four hypotheses are proposed and then empirically tested. The study finally obtained a total of 173 valid questionnaires for family businesses in the financial industry, high-tech or biotechnology industry and service industry, etc. The questionnaires are paired cross-generations and firm-level. The data were analyzed by descriptive statistics, exploratory factor analysis, confirmatory factor analysis, reliability analysis, pearson's correlation analysis and hierarchical regression analysis. The four proposed hypotheses are all statistically supported. First, paradoxical leadership has a positive impact on firm performance. Second, paradoxical leadership has a positive impact on succession process. Third, succession process has a positive impact on firm performance. Fourth, succession process shows a full mediating effect on the relationship between paradoxical leadership and firm performance. Finally, some managerial implications are proposed for family businesses.

Keywords: family business, paradoxical leadership, succession process, firm performance.

*All correspondence related to this article should be directed to Chi, Hui-Ru, National United University, Taiwan



The Role of Crowdfunding in the Spanish Panorama

Martínez-Climent, Carla^{1*} , Botella-Carrubi, Dolores² , Veciana Belmonte, Marc³ , Pérez-Ruiz, Pilar⁴ , Sendra-García, Francisco Javier⁵

^{1,4}ESIC Business & Marketing School, Spain, ²Universitat Politècnica de València, Spain, ³Marc. Universitat de València, Spain, ⁵Complutense University of Madrid, Spain

Abstract

Purpose: The aim of this article is to investigate the viability of crowdfunding as a new financing tool in Spain.

Design/methodology/approach: We analyze the company Colectual and the 93 projects that have been carried out between April 2018 and November 2019, studying the evolution of the amounts collected per project, the number of investors per project and the average ticket per investor and project.

Findings: Colectual makes a classification of the projects according to risk and profitability, which guides the investors and is useful to them. Their growth is progressive, allowing the platform to consolidate in the market.

Research/practical implications: The viability of investments in crowdfunding projects is showed. In this way, capital is democratized, distributing it to companies that, under banking criteria, might not have obtained financing.

Originality/value: The paper allows to understand the function of interest and rating and gives a clear view of a crowdlending platform, showing that different profiles of investors can fit in the crowdfunding system.

Keywords: Crowdfunding, Peer-to-peer lending, Innovation

*All correspondence related to this article should be directed to Martínez-Climent, Carla, ESIC Business & Marketing School, Spain



Impact of Stressors on Employee Performance: Moderating Role of Big Five Traits

Dr. Tariq Iqbal Khan
Haripur University, Pakistan

Abstract

The nature of jobs, across the globe, is becoming more complex and demanding since last few decades. Today, the technological innovations, growing competition, and pressure of performance at the workplace are inducing the organizations to take necessary steps to make their workforce more productive. Scholars suggest that organizations under such circumstances exert pressure to perform better that results in negative consequences for both the organizations and the individuals. The purpose of the current study was to examine the effects of two important workplace stressors such as time pressure and workload on desirable job behaviors (i.e. in-role job performance, OCB and creative performance). The study also examined the effects of big five personality traits (Emotional Stability, Extraversion, Agreeableness, Conscientiousness, and Openness to Experience) on these job outcomes. In addition, the study examined the role of personality traits as buffering agents against the harmful effects of workplace stressors on these job outcomes. Data was collected from 230 full time employees working in different organizations in Pakistan in two stages whereby data on independent and moderating variables were collected in Time 1 and data on dependent variables were collected in one month later in Time 2. The results revealed that time pressure had a negative effect on job performance and OCB. Workload was found to have no significant effect on job performance, OCB, and creative performance.

The results suggested that conscientious individuals were less likely to demonstrate creative performance. The findings also suggested that extravert and conscientious individuals were less likely to demonstrate citizenship behaviors at the workplace. Further, agreeableness and openness to experience had a positive effect on both OCB and creative performance.

The results for moderation suggested that time pressure had a significant negative effect on job performance for high conscientiousness. Similarly, time pressure had a significant negative effect on job performance for low extraversion. The findings also revealed that the negative 1 relationship between time pressure-OCB was stronger when extraversion was high. In addition, time pressures had a significant negative relationship with OCB for low agreeableness. Further, the negative relationship between time pressure and creative performance was significant for those low on agreeableness



The results further demonstrated that the workload-OCB relationship was positive when emotional stability was low whereas this relationship was negative when extraversion was high. Findings also suggest that the workload-OCB relationship was positive when extraversion was high whereas this relationship was negative when extraversion was low. Moreover, the workload-OCB relationship was positive when agreeableness was high whereas this relationship was negative when agreeableness was low. Furthermore, workload had a negative relationship with creative performance for high extraversion. Finally, workload had a negative effect on creative performance for low agreeableness.

Keywords: Employee performance, Big five traits.

*All correspondence related to this article should be directed to Dr. Tariq Iqbal Khan, Haripur University, Pakistan

FUTURE EVENTS

**7th INTERNATIONAL CONFERENCE ON
“New Directions in Multidisciplinary Research &
Practice” (NDMRP–2021)**

Date: June 12-13, 2021

Venue: London, UK

Email: NDMRP@globalilluminators.org

Abstract Submission Date: May 15, 2021

Full Paper Submission Date: May 30, 2021

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

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CSR



Environment

Charities

Public Health



Growth and
Development



Sustainability



CSR

CSR Activity Conducted by Global Illuminators: Sports Activation for Children against Negative Impact of Internet & Technology

In April 2016, Global Illuminators conducted Corporate Social Responsibility program together with Maestro and the Clover as Sports Facility Provider in Bandung, initiating an event with the theme:



The Objectives of this event were:

1. Media of education for parents and children to be aware of the digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be an alternative activity for children against the negative impact of the internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of the Company to contribute to the society, especially to solve one of the social problems in Bandung.

Highlights of CSR Activities are given below:



Global Illuminators Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home

Global Illuminators Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single-parent children. Their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counseling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children, such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by Global Illuminators.



Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

Global Illuminators Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphan, and dhuafa). Global Illuminators Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:





MISSION

“Our mission is to persistently nurture the values to promote the human rights, institutional and academic development through quality research contributions. Our unique human capital with constructive attitude is committed to bring change in all spheres of life by using innovative research and intellectual skills. We are here to research and promote the development, prosperity and transparency across the globe without any discrimination”.

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(TMBER-2021)**

HEAD OFFICE (MALAYSIA)

125, JALAN SETIA 5,
JINJANG UTARA, 52000,
KUALA LUMPUR MALAYSIA,
Whatsapp Contact : +60 10 254 6571
E-mail: Info@globalilluminators.org
URL: www.globalilluminators.org

