About the conference
The 2nd International Conference on Economics, Management and Technology (IEMT2019) will be held on 19-21 November 2019 at the Neu-Ulm University of Applied Sciences, Germany. The global economy of the 21st century has seen revolutions in the information technologies, an increase in transnational economic integration and a rapidly changing social environment. With this in mind, the overarching theme of the IEMT 2019 conference is “Social Innovation and Transformative Business Management”. In line with this we welcome submissions in the fields of economics and business, and various branches of the social sciences, such as public administration, politics, and regional and international studies. The aim of the conference is to bring together academics, policymakers, independent scholars and researchers in order to share insights and new ideas as well as discuss future developments in these fields.

Venue
Neu Ulm University of Applied Sciences, Faculty of Business and Economics, Wileystr. 1, 89231 Neu-Ulm, Germany

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Prof. Dr. Santi Termprasertakul, Srinakharinwirot University, Bangkok, Thailand
Dr. Kittisak Jermsittiparert, Chulalongkorn University, Thailand
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CONFERENCE PROGRAM

Nov. 19th - 21st, Neu-Ulm, Germany
# Day 1, Tuesday, November 19th

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<td><strong>Room A 0.10 (Hörsaal A)</strong>&lt;br&gt; <strong>Keynote Derrick I-Hsien Ting</strong>&lt;br&gt; “Knowledge Management in the Era of Social Media”&lt;br&gt; National University of Kaohsiung, Taipeih, Taiwan&lt;br&gt; Department of Information Management</td>
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<td><strong>Room A 0.10 (Hörsaal A)</strong>&lt;br&gt; <strong>Session A Technology</strong>&lt;br&gt; Chair: Elmar Steurer&lt;br&gt; Dominik Esegovic: Why the Hype Cycle is Overhyped. A Closer Look at the Methodology and Implications of the Gardner Hype Cycle&lt;br&gt; Sami Gharbi: Family ownership, institutional ownership and R&amp;D investments: Evidence from French context&lt;br&gt; Oliver Kunze: The PQR Analysis as Meta-Method of the Assessment of 3D-Printing in Spare Parts Logistics&lt;br&gt; Sana Larif: Proposing and developing an open social innovation platform for social entrepreneurship community&lt;br&gt; Arbia Ayed: The role of social capital in modernizing a traditional entrepreneurial ecosystem: The case of the region of Sidi Bouzid</td>
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Barbara Dannenmann  
Samir Akachi  
Suwimon Hengpatana  
Teshome Dengiso  
Ilia Taktak-Kallel  
**Designing Virtual Reality Negotiation Training using Creativity Methods**  
**Influence of the life trajectory of the owner-manager of artisanal Small Business on his strategic vision: illustration by a cognitive map**  
**The Risk of Being Poor in Social Class of Thai Household**  
**Investigation of the Significant Factors for the Growth of Micro and Small Enterprises: in the Case of Arba Minch City, Ethiopia**  
**Rethinking the specific role of youth business competitions in promoting entrepreneurship in developing countries** |
| 11:00 – 11:30 |         | Room A 2.55 | **Best Paper Awards**  
**Announcement of the Host for the IEMT2020** |
| 12:00 – 13:00 | Keynote | Room A 2.55 | **Felix Hartmann**  
“Cryptocurrencies”  
Hartmann Capital, LLC  
Hedgefondsmanager |
| 13:00 – 14:00 |         | Canteen Building A | **Lunch**  
**Canteen Building A**  
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Derrick I-Hsien Ting  
National University of Kaohsiung, Taipei, Taiwan

**Topic:**  
Knowledge Management in the Era of Social Media

**Vita:**  
Derrick I-Hsien Ting is an Associate Professor in the Department of Information Management of the National University of Kaohsiung, Taiwan. He is also taking the position of Dean of International Affairs and the Chair of Department of Information Management, NUK. He received his PhD in Computer Science from The University of York, UK, and received MBA in Information Management from National Changhua University of Education, Taiwan. He received BBA in Business Administration from the Chinese Culture University, Taiwan. His research interests focus mainly on Artificial Intelligence, Social Network, Web and Data Mining, Web Intelligence, Knowledge Management, E-commerce, Recommender System, Big and Open Data and Machine Learning.

Felix Hartmann  
Hartmann Capital, LLC, USA

**Topic:**  
Cryptocurrencies

**Vita:**  
Felix Hartmann is a German-American Tech Entrepreneur, Futurist, and Trader. Hartmann serves as the Managing Partner of Hartmann Capital, navigating its flagship Hartmann Digital Assets Fund, which is one of the first 100 Digital and Crypto-Asset Hedge Funds in the world. A crypto-asset pioneer, Hartmann helps various sectors in the adoption of distributed ledger technologies. In the public sector Hartmann advises several G7 nations on the topics of digitalization, decentralization, emerging-technologies, and finance with particular focus on mediums such as blockchain and crypto-currency. In the private sector, Hartmann has advised companies large and small from multi-billion-dollar merchant banks to venture-backed startups on crypto-economics and DLT. In the academic world, Hartmann has been a guest-lecturer on these subjects at half a dozen universities in the US and Europe. Hartmann is also the bestselling futuristic author of 'Dark Age' and a leading voice on social media championing other emerging-tech topics like brain-computer interfaces, Mixed Reality, AI, and trans-humanism.
Miguel M. Uamusse
Universidade Eduardo Mondlane, Maputo, Mozambique

**Topic:**
Electrification of rural Mozambique: Sustainable Energy Solutions

**Vita:**
Miguel Meque Uamusse is a Chemical engineer from Eduardo Mondlane University, Mozambique. He started his career as assistant lecturer at the Faculties of Engineering at Eduardo Mondlane University in 2009. He has graduated with a master’s degree in renewable energy at the University of Dar-es-Salaam in Tanzania in 2012. In 2014 he was awarded a PhD scholarship in Sweden funded by the Swedish International Development Agency (SIDA) through the Integrated Water Resource Management (IWRM) of the Sustainable Development Program in Southern Mozambique as a result of the bilateral cooperation between the Mozambique and Swedish Governments. He received his PhD from Lund University in 2019. Mr. Uamusses research interest are in renewable energy technologies and water resources, where he focusses on biomass, solar and hydropower energy as solutions for rural electrifications in Mozambique.
SCIENTIFIC SESSIONS & ABSTRACTS
Session Chair: Elmar Steurer
Neu-Ulm University of Applied Sciences, Germany

Session A: Technology

Title Why the Hype Cycle is Overhyped. A Closer Look at the Methodology and Implications of the Gardner Hype Cycle
Dominik Esegovic, Neu-Ulm University of Applied Sciences, Germany

Title Family ownership, institutional ownership and R&D investments: Evidence from French context
Sami Gharbi, University of Jendouba, Tunisia

Title The PQR Analysis as Meta-Method of the Assessment of 3D-Printing in Spare Parts Logistics
Oliver Kunze, Neu-Ulm University of Applied Sciences, Germany

Title Proposing and developing an open social innovation platform for social entrepreneurship community
Sana Larif, University of Tunis El Manar, Tunisia

Title The role of social capital in modernizing a traditional entrepreneurial ecosystem: The case of the region of Sidi Bouzid
Arbia Ayed, HITS, Tunisia
Why the Hype Cycle is Overhyped. A Closer Look at the Methodology and Implications of the Gardner Hype Cycle

Dominik Esegovic, Manfred Plechaty
Neu-Ulm University of Applied Sciences, Germany

The Gartner Hype Cycle provides a graphical representation of the maturity, adoption, and social application of specific technologies. The Hype Cycle for Emerging Technologies has practically become an institution in High Tech. First published in 1995, the Hype Cycle proposes a standard adoption model for new technologies. In my paper I focus on the reasons why most of the important technologies adopted since 2000 were not identified early in their adoption cycles. Specific attention is dedicated to the research methods used in the hype cycle which reveals the data and analysis that are supposed to justify the cycle. The simplified impulse response of an elastic system is represented by a differential equation in the Hype Cycle. The paper discusses the validity of the predictions of past Hype Cycles and provides an assessment of their overall validity and accuracy.

Biography

Dominik Esegovic has completed his graduate studies from University of Zagreb, Croatia. He is currently working at Neu-Ulm University of Applied Sciences. His research interest focuses on probability theory, history of economic thought and ethics.
Family ownership, institutional ownership and R&D investments: Evidence from French context

Sami Gharbi, Hidaya Othmani
*University of Jendouba*

The paper examines the relation between Family ownership and R&D investments intensity for a sample of French firms. Most family business research concerning the US market found a negative relation family ownership and R&D intensity due to their risk aversion and their desire to protect their socio-emotional wealth.

We investigate the role of institutional investors (banks, insurance companies, pension funds, mutual funds, hedge funds) in monitoring the decisions of their investee firms and in reducing management’s myopic behavior. We suggest that institutional investors will encourage family firms to pursue long term shareholders’ wealth and to invest in R&D. We estimate that institutional ownership has a moderating role on the relation between R&D investment and family ownership.

**Biography**

Sami Gharbi has completed his graduate studies from University of Tunis, Tunisia. He has received his PhD from University of Poitiers, France. He is currently working at University of Jendouba, Tunisia. His research interest focuses on R&D, entrepreneurship, diversification strategy, microfinance, corporate governance, social responsibility and stock volatility.
The PQR Analysis as Meta-Method of the Assessment of 3D-Printing in Spare Parts Logistics

Oliver Kunze, Fabian Frommer, Galiya Klinkova
Neu-Ulm University of Applied Sciences, Germany

Spare part logistics faces a significant number of challenges incl. spare part availability over decades, speedy on site availability in situation of need, space consumption for spare part storage, and potentially long distances from point of production to point of consumption. 3D-printing (3DP) or additive manufacturing (AM) are a developing cluster of technologies, which may help to master these challenges significantly better than before. Still, 3DP is not a universal problem solution for all spare parts, but for some spare parts it can be used today, for others it might be used tomorrow and for others it may not be an option in the near or mid future.

We suggest a simple management meta methodology (the PQR-method) which helps to identify potential business cases for 3DP in spare part logistics, and enables the fast of “low hanging fruit” potentials.

Biography

Oliver Kunze has completed his graduate studies from Karlsruhe Institute of Technology, Germany. He has received his PhD from Karlsruhe Institute of Technology, Germany. He is currently working at Neu-Ulm University of Applied Sciences, Germany. His research interest focuses on logistics and risk resource management.
Proposing and developing an open social innovation platform for social entrepreneurship community

Sana Larif, Wafa Belkahla
University of Tunis El Manar, Tunisia

The 2011’s revolution is a new turning point in Tunisians’ political, social and economic life. The country’s entrepreneurial ecosystem kept trying to find innovative and sustainable solutions for the social challenges faced. It also brought out multiple initiatives to promote the domain of social entrepreneurship. Given that international cooperation is investing in this field, a social entrepreneurial ecosystem is growing from yearly. Nevertheless, it’s seems important for Tunisian social enterprises to establish relationships with their microenvironment to survive and achieve sustainable impact. These companies are still finding it difficult to embrace more openness while developing their social innovation processes. Even H-corp, which is both a Tunisian social enterprise and a consulting firm, encounter the same issues.

This study aims to propose and develop an open social innovation platform within H-corp that involve public and private partners. It will answer social problems that H-corp tends to solve and increase sustainable social development in Tunisia. So, we conducted a preliminary, documentary and quantitative studies to analyze the project's feasibility, develop its social business model and produce its descriptive prototype. This article will also demonstrate how can we start from a theoretical reflexion on open social innovation to transform it into professional practices.

Biography

Sana Larif has completed her graduate studies from University of Tunis El Manar, Tunisia, and University of Tunis, Tunisia. She is currently working at University of Tunis El Manar, Tunisia. Her research interest focuses on innovation management, strategic management, innovative deviance, open innovation, open social innovation and social entrepreneurship.
The role of social capital in modernizing a traditional entrepreneurial ecosystem: The case of the region of Sidi Bouzid

Samir Akachi, Arbia Ayed
Higher Institutes of Technological Studies, Tunisia

The article is part of the research on the role of social capital in entrepreneurial development by questioning its contribution to the gradual shift from a traditional entrepreneurial ecosystem in a specific geographical context to a more dynamic and modern ecosystem. Using a unique multiactors case study, using phenomenological narrative as a method of data analysis, we observed how the deployment of this social capital, leading to new and constantly renewed ways of doing things, facilitated the emergence of an agricultural production system that has been transformed by external interventions and arrangements collectively constructed by entrepreneurial actors towards this new entrepreneurial ecosystem. Our work is in keeping with the need to clarify the intelligibility of the role of social capital in entrepreneurial development by focusing on the following issue: how social capital, fostering a system of collective engagement of entrepreneurial actors, has enabled the dynamic transformation of an entrepreneurial ecosystem? Empirically, we describe the formation and benefits of social capital in the development and maintenance of a particular productive configuration. In terms of managerial contribution, our results stop at issues, strategies and models to support entrepreneurs and entrepreneurship.

Biography

Samir Akachi has completed his graduate studies from University of Sfax, Tunisia. He has received his PhD from University of Sfax, Tunisia. He is currently working at the Higher Institutes of Technological Studies of Sidi Bouzid, Tunisia. His research interest focuses on innovation and entrepreneurship.
Session Chair: Sami Gharbi  
University Jendouba, Tunisia

Session B: Entrepreneurship

Title: Designing Virtual Reality Negotiation Training using Creativity Methods  
Barbara Dannenmann, Neu-Ulm University of Applied Sciences, Germany

Title: Influence of the life trajectory of the owner-manager of artisanal Small Business on his strategic vision: illustration by a cognitive map  
Samir Akachi, HITS, Tunisia

Title: The Risk of Being Poor in Social Class of Thai Household  
Suwimon. Hengpatana, Srinakharinwirot University, Thailand

Title: Investigation of the Significant Factors for the Growth of Micro and Small Enterprises: in the Case of Arba Minch City, Ethiopia  
Teshome D. Megiso, Arba Minch University, Ethiopia

Title: Rethinking the specific role of youth business competitions in promoting entrepreneurship in developing countries  
I. Taktak-Kaffel, ESC Tunis, Tunisia
Designing Virtual Reality Negotiation Training using Creativity Methods

Barbara Dannenmann, Alexander H. Kracklauer, Christoph Rasche
Neu-Ulm University of Applied Sciences

The current custom for research and practice is to take into consideration all potential digitalisation technologies as viable options for optimising negotiation management. This also applies to Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR). Within the next three decades VR, AR and MR will gain more traction in various types of business applications. Previous research findings and a qualitative market study demonstrated that training, HR development and competence building is one area of business that uses VR. Blended VR negotiation training innovation for sales representatives and sales managers was designed for this purpose. A creativity methods toolkit was used to ensure innovation progress in face of bargaining and negotiation management. The methodology supported the process of understanding, defining, creating and selecting ideas, prototyping and testing. A mechanical engineering company specialising in corporate complex solutions and projects, and a software company with expertise in the field of VR-based 3-D learning were included in the design process and implementation of this training tool. The result is an embodied conversational agent prototype, making use of artificial intelligence and gamification within a guided negotiation scenery.

Biography

Barbara Dannenmann has completed her graduate studies from University of Hohenheim, Germany and Neu-Ulm University of Applied Sciences, Germany. She is currently researching as a PhD student at University of Potsdam, Germany. Her research interest focuses on virtual reality and artificial intelligence in the area of Sales.
Influence of the life trajectory of the owner-manager of artisanal Small Business on his strategic vision: illustration by a cognitive map

Samir Akachi, Arbia Ayed  
*Higher Institutes of Technological Studies, Tunisia*

The article focuses on the influence of the owner's life trajectory on the representation of his relationship to the business and its relationship to success. Producing knowledge about these elements is essential at both the socio-economic and academic levels. The representation of the relationship that the owner has with his business is poorly known. Success is often understood from an economic and financial point of view. Therefore, this work proposes to look at the strategic vision of the owner-manager of artisanal Small Business. This research does not look at success from the sole point of view of the company's performance, but more in terms of what it represents in relation to the owner's history. All the interpretations stem from a longitudinal study of a blacksmith. The case analysis allows the construction of a cognitive map. The latter highlights that the construction of the strategic vision of the owner-manager is based on the combination of three variables: the market, the technical skills and the managerial skills. There is thus a strong link between the relationship the owner is developing with his business and his portrayal of his relationship to future success.

**Biography**

Samir Akachi has completed his graduate studies from University of Sfax, Tunisia. He has received his PhD from University of Sfax, Tunisia. He is currently working at the Higher Institutes of Technological Studies of Sidi Bouzid, Tunisia. His research interest focuses on innovation and entrepreneurship.
The Risk of Being Poor in Social Class of Thai Household

Suwimon Hengpatana, Direk Patmasiriwat
Srinakharinwirot University, Thailand

This study aims to analyze the poverty situation in Thailand using SES 2017 data. The risk of being poor of Thai household are explained by FGT(1984) three poverty indices: headcount ratio; average normalized poverty gap; and average squared normalized poverty gap. The analysis includes poverty decomposition by social class. The definition of the relative poverty line is 60 percent of the average median income (USD 133.82). The results show the average headcount ratio of Thai household is 0.244, the poverty gap is 0.079, and the average squared normalized poverty gap is 0.068. Poverty decomposition estimation results indicate that the landless farmer class has the highest risk of being poor, and the professional class has the lowest risk, which is 0.484 and 0.042, respectively. The fiscal burden is approximately 1,171.89 million dollars per year if the government gives money to those poor people by raising their income to the poverty line. Land allocation policy may benefit the landless farmers who the most need helps from the government. Smart farmers policy is the rapid policy that the government should implement to enhance farmers skill.
Investigation of the Significant Factors for the Growth of Micro and Small Enterprises: in the Case of Arba Minch City, Ethiopia

Teshome Dengiso Megiso
Arba Minch University, Ethiopia

Micro and small enterprises play a key role to enhance development and poverty reduction in developing countries. This study was conducted on Arba Minch City, to examine the potential factors determining the growth of Micro and Small-Scale Enterprises in woodwork, metalwork, construction, production sector and other enterprise. Primary data was collected using structured questionnaire and field observation from 100 respondents. The descriptive statistics and regression analysis were used to analyze the data. In this study capital change is used as a measure of growth of micro and small-scale enterprise. The output of the study shows that, after the establishment of their businesses, the respondents can produce 74.7 thousand Birr on average. According to the analysis, capital change is extremely determined by gender of respondents, financial access and governmental support.

Biography

Teshome Dengiso Megiso has completed his graduate studies from Adama Science and Technology University, Ethiopia. He is currently working at Arba Minch University, Ethiopia. His research interest focuses on mechanical/automotive engineering, entrepreneurship, logistics and supply chain management.
Rethinking the specific role of youth business competitions in promoting entrepreneurship in developing countries

Ilia Taktak-Kallel
Université de La Manouba, Tunisia

Youth business competitions are often intermediary frameworks between education and business support. In developing countries, high hopes are placed on these competitions to promote entrepreneurship among young people. The scope of this paper is therefore to define their specific contribution. More precisely, we analyze to what extent youth business competitions can be mainly considered as a framework allowing actors (youth, academics, policymakers, support and funding institutions…) to align with a shared sense of entrepreneurship in a specific cultural context. To this end, we mobilize the collective and constructivist theoretical framework of Social innovation’s institutionalization (Harrisson, 2012). Interviews with participants in a preparatory session in Tunisia for a major international student entrepreneurship competition show that convergence is mainly created by operative business tools (customer interviews, value proposition, business-modeling…), while participants do not necessarily talk about the same thing when they talk about entrepreneurship (in terms of risk-taking propensivity, technology development, entrepreneurs’ values…). Consequently, even if participants acquire several business competencies, discordance between academic, business and institutional actors on the meaning of entrepreneurship could be one of the most important causes of lack of effectiveness of these business competitions.

Biography

Ilia Taktak-Kallel has completed her graduate studies from École Supérieure de Commerce de Tunis (ESCD), Tunisia. She has received her PhD from Université Nice Sophia Antipolis, France. She is currently working at University of Manouba, Tunisia. Her research interest focuses on entrepreneurship and ethics of teaching.
### Session Chair: Hisakazu Kato  
Meiji University, Japan

#### Session C: Health

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Telemedicine between innovation and sustainability: a General Operating Model

Gabriele Palozzi, Francesco Ranalli
University of Rome Tor Vergata, Italy

Aging population is contributing at increasing incidence rates of chronic diseases, multi-pathologies and new syndromes within OCSE Countries (OCSE, 2019). This circumstance is jeopardizing the economic sustainability of worldwide Healthcare Systems, which actually have to focus on providing high-quality healthcare under cost containment.

In this context, Digital Technologies represent a critical factor to win this challenge (Terry, 2016); particularly, Telemedicine (Roine, 2001) is an effective innovation able to increase access to healthcare and to reduce the resource consumption its related, coherently with the Value-Based Healthcare logic (Porter, 2011). Despite its high potentialities, diffusion of Telemedicine is struggling to get into current practice of Healthcare Organizations; this seems to be due to those organizational changes (in operational assets, know-how, operative processes) needed to adopt this innovation (Davalos, 2009). However, the analysis of processes and resources involved in this modernization of healthcare supplying structures is a prerequisite of its improvement.

Accordingly, on the base of literature background, this work wants to sketch generalizable features (actors, roles, flow charts, costs) of healthcare services provided in Telemedicine. By formalizing a general operating model, this contribution aims to support Healthcare Organization decision-making about Telemedicine employment, fostering aware financial and economic evaluations of the investment.

Biography

Gabriele Palozzi has completed his graduate studies in management from University of Rome Tor Vergata, Italy. He has received his PhD in Management from University of Rome Tor Vergata. He is currently working at University of Rome Tor Vergata, Italy. His research interest focuses on economic, social, clinical and organizational impacts of digital innovations and new technologies in the healthcare delivery process.
The Role of Technology Innovation in Public Health Management

Oladele Oshula Aluko, Adolphus Ademola James

*University of Abuja, Nigeria*

This paper examines the role of technology innovation in the management of public health. The application of technology in public health especially in the areas of medicines, medical equipment and diagnostic devices, has focused on the therapeutic method towards health care. While technology has always played an enabling role in social innovations and health issues generally, it is increasingly assuming a central role in many public health policies and programmes. This paper evaluates the adaptation of various health technologies on the affordability, quality, coverage, and scalability of public health care. This may be in terms of primary health care, preventive and curative care - improving health seeking behavior, prevention of diseases, and health system strengthening. A qualitative survey methods was adopted based on structured questionnaire. The population comprised of health professionals in local health department, state-level public health institution and federal health centers. The sample size of 149 was determined using Kothari and Garg (2014) sampling procedure. Statistical and econometrics methods which are truncated regression and binary choice models will be applied on the collected data. Recommendations for future initiatives, policy changes, and technology standards are discussed.
Factors related with subjective well-being of family caregivers serving elderly: an integrative review

Nattaya Prapaipanich
Srinakharinwirot University, Thailand

Objectives: This integrative review aimed to identify and synthesize literature describing factors associated with subjective well-being of family caregivers serving elderly. Methods: Literature search was conducted by using the keywords: subjective well-being or well-being or preferences or needs or feelings and family or informal and caregiver or carer and elderly or aged or older. The database searches were performed using Scopus, ScienceDirect, and Thai-Journal Citation Index since 1990. Findings: 38 studies fitting the inclusion criteria were identified. These were mainly cross-sectional studies assessing caregivers' feelings, needs, activity changes and related factors. They found that caregivers often lost their social and leisure activities, which made them feel unhappy and socially isolated. However, there is limited evidence about professional interventions to help caregivers maintain their activities. Some caregivers suffered from sustained activity loss, which, in turn, relates to depression. Conclusion: To meet the current challenges in the home-based care of elders, it is essential to strengthen the role of informal or family caregivers. The results suggest that sustained activity loss can cause caregivers to experience poor subjective well-being. Government should support and facilitate family caregivers in their role of nursing. It is important to identify their preferences, needs, and thus create a preference-oriented system.

Biography

Nattaya Prapaipanich has completed her graduate studies from the University of New South Wales, Australia. She has received her PhD from the Chulalongkorn University, Thailand. She is currently working at Srinakharinwirot University, Thailand. Her research interest focuses on health economics and well-being.
Health behaviour change: Using a nudge theory-based nutrition intervention to reduce sugar-sweetened beverages consumption among University students

Adul Supanut
Srinakharinwirot University, Thailand

Sugar sweetened beverages (SSBs) consumption is one important causes of non-communicable diseases (NCDs) in Thailand. The policy-marker launched the policy to tackle NCDS. This study examined the effects of a nudge theory-based intervention with an attempt to explore health behavior change in added sugar consumption by using information provision bias as a theoretical background. Designing a health intervention were conducted in university students from Srinakharinwirot University. Sixty-eight subjects completed an online questionnaire assessing socio-demographics, health status, SSBs consumption, as well as personal and environmental factors related to SSBs consumption. Subjects were divided into 3 groups; Framing 1: receiving nutrition information from Thai Health Promotion Foundation, Framing 2: receiving negative information provision bias, Framing 3: receiving positive information provision bias, and followed up for 3 weeks. After informed the recommended amount of sugar intake from framing 1, the results showed no significant reduction of SSBs intake in week1 compare to pretest (week 0). A significant decrease in SSBs consumption were observed in week 2 compare to week1 and week 0. However, there are no significant differences in framing 2 and 3 after receiving any information provision bias. Framing 1 would be the best policy using in young consumers.

Biography

Adul Supanut has completed his graduate studies from Chulalongkorn University, Thailand. He has received his PhD from Thammasat University, Thailand. He is currently working at Srinakharinwirot University, Thailand. His research interest focuses on microeconomics, industrial organization, behavioral economics.
The Thai elderly in the economic dimension

Sivalap Sukpaiboonwat
Srinakharinwirot University, Thailand

This paper is in line with the theme of survey literatures of the Thai elderly in the economic dimension. Its knowledge border is also reaching into negative and positive on the Thai economy. The former illustrates the causes of the negative impacts of the Thai elderly on economy. It reveals that low fertility, long life, expectancy, low consumption as well as high public spending on health care lead aggregate output growth decline in the long run. Meanwhile, the latter attempts to explain the hypotheses of why the elderly can contribute to the economy. The main key is the investment in human capital. Further, the Thai elderly leads the positively affect in the economic dimension via an increase in the effective labor, knowledge transfers as well as change in saving patterns.

Biography

Sivalap Sukpaiboonwat has completed her graduate studies from Kasetsart University, Thailand. She has received her PhD from Kasetsart University, Thailand. She is currently working at Srinakharinwirot University, Thailand. Her research interest focuses on macroeconomics, life insurance, non-life insurance, population aging, Pproject analysis.
Session Chair: Suppanunta Romprasert
Srinakharinwirot University, Thailand

Session D: Finance & Development Economics

Title: The Contribution of Japanese ODA to Economic Growth of ASEAN Countries
Hien N. Phuc, Foreign Trade University, Vietnam

Title: Impacts of MICE activities to Thailand economy
Nantarat Tangvitoontham, Srinakharinwirot University, Thailand

Title: Aging, Social Security, and Economic Growth
Hisakazu Kato, Meiji University, Japan

Title: Baby Boomers and Scenario Investment Plan
Danai Tanamee, Srinakharinwirot University, Thailand
The Contribution of Japanese ODA to Economic Growth of ASEAN Countries

Hien Nguyen Phuc
Foreign Trade University, Vietnam

The foreign aid (ODA) in promoting economic growth in developing nations has become a considerable controversy among economists and researchers. The objective of this study is to investigate how the Japanese ODA contributes to economic growth (GDP) in eight ASEAN countries - Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Thailand, Viet Nam (excluding Singapore and Brunei due to data is not available) in the period 2008 and 2017. Relying on the Cobb-Douglas production function we construct a model to estimate its results. The panel data approach based on Pooled OLS, Random Effects (RE), and Fixed Effects (FE) methods were used to estimate the contribution of the ODA to economic growth of these countries. The results indicate that the ODA had a significant positive effect on the economic growth of the eight nations during the period and 1% increasing of the ODA inflow leads to an economic growth of 0.066%. In addition, the results strongly support the view that both capital and labor are also important determinants of GDP while the FDI impact was not significant. The ODA should be seen as a supplement to the recipient’s owned effort.

Biography

Nguyen Phuc Hien graduated from Hanoi National Economics University, Vietnam. He has received his PhD in economics from the University of Leipzig, Germany. He is currently working at Foreign Trade University, Vietnam. His research interest focuses on international finance, international financial management and international competitiveness.
Impacts of MICE activities to Thailand economy

Nantarat Tangvitoontham, Papusson Chaiwat
Srinakharinwirot University, Thailand

This study aims to analyze economic impacts of MICE activities in Bangkok in first half of year 2019 including Thailand Toy Expo, Bangkok Motorbike Festival, Hotel Art Fair Bangkok, and Low Fat Art Festival. Since the Input-Output Model (IO Model) is a powerful tool for estimating the economy-wide effects of any initial changes in any economic activities, the research applies the IO model to approximate the economic values which creates from the MICE activities. The study estimates the value of the Gross Domestic Product (GDP), job creations, and tax revenues. The results show that the activities generate GDP equals to 4.6 billion THB. Also, the government gains 462.85 million THB from tax revenues. Lastly, the MICE activities create 33,575 jobs in related industries. Due to these positive results in economic status, Thai government should support the MICE activities.

Biography

Nantarat Tangvitoontham has completed her graduate studies from American University, Washington, D.C., USA. She has received her PhD from Chulalongkorn University, Thailand. She is currently working at Srinakharinwirot University, Thailand. Her research interest focuses on public economics, microeconomics, environmental economics, public policy analysis.
Aging, Social Security, and Economic Growth

Hisakazu Kato
Meiji University, Japan

Aging is the common serious problem among developed countries, in particular Japan or some European countries. Aging population needs more social protections such as medical service, pension benefit or long-term care, so that social expenditure has been increasing by aging, and that is a main source of fiscal deficits. On the other hand, economic growth is necessary condition to support elderly people and to sustain younger labor’s income. Without sustainable economic growth, it would be more difficult to continue increase of social expenditure.

The purpose of this paper is to show the empirical relationship between social expenditure and economic growth using panel data of OECD countries. Firstly, deepen aging was strong burdensome to social spending, and this is the main cause of government deficits. In addition, we show the public deficits had negative influence to economic growth. Secondly, we obtained negative relationship between social spending and economic growth, which is statistically significant by controlling other variables. This means that if this relationship would not change in the future, aged countries would face more serious situations of public finance and economic prosperity, and it would be much hard to sustain elderly population.

Biography

Hisakazu Kato has completed his graduate studies from Tsukuba University, Japan. He has received his PhD from Chuo University, Japan. He is currently working at Meiji University, Japan. His research interest focuses on population economics, public finance and macro-econometrics.
Baby Boomers and Scenario Investment Plan

Danai Tanamee, Suppanunta Romprasert
Srinakharinwirot University, Thailand

Research’s objectives aims to study on constructing a scenario investment plan for Thai Baby Boomers and to search the strategy for their decision making that should be the most proper for Baby Boomers generation to reduce risks of not having much saving today before retiring from the workplace. The outcomes are operated by following scenario cases, a paper provides five steps of the method used 1) Saving 10% of the salary before retired; 2) Creating an effective budgeting plan before retired; 3) Calculating the amount needed for the goals after retiring; 4) Construct the portfolio for baby boomers and 5) Revising the plan before retiring. The scenarios are set as the different levels of 1) income, 2) permanent and impermanent combined and 3) pure permanent and pure impermanent income. It concludes that the investment plan constructs the best for permanent and impermanent combined. The suggestions provide to those involved organization in Thailand. For example, Thai governments, financial institutions, academicians and baby boomer’s generation are to promote the investment plan publicly, support the elders with their investment plan before retiring and to practically implement the plan to an individual level.
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Photovoltaic Mini-Grids in Remote Rural Areas: Research on Strategies to Improve their Sustainability

Bernard Wagemann, David Manetsgruber
Neu-Ulm University of Applied Sciences

It is a common reservation against mini-grids that they are not working properly during a big part of their short lifespan, before collapsing prematurely. Even if true in many cases, the weaknesses of mini-grids should be explained in terms of bad management and operation as well as insufficient financial modelling rather than by the technological concept itself.

In the desert-like and sparsely populated north-eastern area of Namibia, two village grids have been in operation for a considerable time: the mini-grid in Tsumkwe for eight years, the one in Gam for five years.

The grids deliver 230V AC electricity day and night. The target groups are key village customers like schools, hospitals, municipal administration, post office, telecom, tourist lodges, small shops and businesses, and about 430 households living in the core area of the two communities.

In spite of the obvious success, the two village grids also have had to overcome difficulties and hard times. From the history of the grids, the current state, and their planned further development, significant lessons learned can be drawn to improve sustainability of mini-grids in general.

Biography

Bernard Wagemann has completed his graduate studies from Saarland University, Germany. He has received his PhD from Free University of Berlin, Germany. His research interest focuses on entrepreneurship & incubation, frugal innovation, and decentralized electrification of remote rural areas.
Tax Incentives on Research and Development In Encouraging Renewable Energy Development In Indonesia

Titi Muswati Putranti, Milla Sepliana Setyowati
Universitas Indonesia, Indonesia

Due to reduce consumption and import of fossil fuels and meet the 23% target of renewable energy in the National Energy Mix by 2025 (Based on National Energy Policy), Indonesia needs to find alternative and renewable energy/fuel resources. Therefore, it is necessary to develop numerous technologies to encourage renewable energy development. The alternative push factor is giving the tax incentives on Research and Development/R&D. The objective of this paper is to provide an overview of the R&D tax incentives in encouraging renewable energy development in Indonesia. The development of science and technology innovation to produce raw materials on renewable energy sources (raw material on renewable resources) and activities that use environmentally friendly technology, need to be encouraged with innovations through R&D. However, there is no specific tax incentive to support the R&D, which makes renewable resources prices uncompetitive.

Biography

Titi Muswati Putranti has completed her graduate studies from Universitas Indonesia, Indonesia. She has received her PhD from Universitas Indonesia, Indonesia. She is currently working at Universitas Indonesia, Indonesia. Her research interest focuses on tax policy and administration.
Sport Tourism Management Program on Enhancing for Competitors and The Audience Attending Triathlon Events in Thailand

Sununta Srisiri, Jirachai Muenlin
Srinakharinwirot University, Thailand

The purposes were to develop the sport tourism management program on enhancing for competitors and the audience attending triathlon events in Thailand and evaluate the sport tourism management program on a difference of expectations and satisfaction. This study was conducted in three stages, as follows: (1) analyze and synthesize a data from related documents and literature, then create the program and justify the sport tourism management program by 5 experts; (2) test the 7 components with 13 programs by pilot study (3) evaluate the program. Data were analyzed using descriptive statistics and PNI Modified.

The research showed that the sport tourism management for competitors and the audience attending triathlon events comprise of 13 programs. All participants had a higher satisfaction score than expectation score in all programs. Moreover, PNI Modified showed that the top five rankings from high to low were: P. 4 is programmed travel, P.7 is budget accommodation, P.6 is luxury accommodation, P.3 is a special interest group, P.5 is travel expenses, respectively. It could be concluded that the sport tourism management program may increase the number of competitors and the audience and enhancing them had more comfortable and convenience to participate in the triathlon event.

Biography

Sununta Srisiri has completed her graduate studies from Chulalongkorn University, Thailand. She has received her PhD from United States Sports Academy, Alabama, USA. She is currently working at Srinakharinwirot University, Thailand. Her research interest focuses on mental health, teaching and learning strategy with cooperative learning and how to promote health in adolescence and elderly as well as sports tourism, elite sports management and sports sponsorship.
Ecotourism Development in Amphawa Firefly Watching Tour, Samut Songkram Province, Thailand

Apinya Wanaset
*Sukhothai Thammathirat Open University, Thailand*

The aims of this research were to 1) study a general situation of ecotourism of Firefly Watching Tour, in Amphawa district. 2) explore the impacts of social costs from such ecotourism in economic activities. 3) suggest the guidelines to develop ecotourism based on principles of the environmental economics. Questionnaires, group meeting, in-depth interviews were employed to collect from tourists, boat entrepreneurs, boat drivers, villagers and community leaders. Purposive sample technique was employed for small group meeting, and random sampling for the tourists.

The results of the study were shown that 1) Amphawa district had advantages of endowment such as fascinating site of natural atmosphere. There appears a boom in the growing numbers of tourists in 2005. After a number of years, the numbers of sightseeing boats increased from roughly 30-40 to 100-200. In recently, It declines due to the decrease in tourist numbers was noticeable. 2) various social costs took place such as noises, water pollution, garbage and bank erosion. 3) For guideline to sustain ecotourism development, it should be given a participation management and compensated to who faced negative impacts by tourism activities around 10 baht per person charging from tourist to provide public activities, and natural conservation.
Digitized Educational System

Jirayut Monjagapate, Suppanunta Romprasert
Srinakharinwirot University, Thailand

Today’s society, economy and community are involved with technology in terms of Information Technology usage. Thai university is national university that has been highly supported by Thai government. Term of autonomous university refers to independently organizing under “Bureaucratic Frameworks”. In other words, being autonomous university allows university re-engineers itself to be up-to-date for current market demands for labor. Most of universities are already autonomous universities, system and structures still remain the same. Papers have hugely used for records. Thai university has not kept records in soft files. It is difficult to re-engineer university system because, to implement a new structure, it requires several costs. To make university system digitized, it requires technologies, training program, and expertise. Moreover, online education and mobile students seem to be far even though having been fundamentally implemented. Thai university mostly offers traditional classes which it requires students coming to class with all paper works for the whole periods. Active learning which has always been mentioned by government has still not completely applied. Authors therefore would like to recommend digital instruments, way to re-engineer university systems, and other factors to support better educational systems.
Innovation of Evolution on Music Industries

Suppanunta Romprasert  
*Srinakharinwirot University, Thailand*

Objective is to analyze innovation replacement of music industries, using SWOT analysis, comparing three types of music industry parties – music companies, team producers, and customers’ behavior – using primary documentary related research works and secondary data obtained from various related websites of music enterprises. Music is product of human creativity and it can be classified as creative economy. Before 2530 BC, music was delivered through tape cassettes and CDs but once technology further developed. All designs must be changed since MP3 has been launched, it starts a crucial impact to the music industry. To listen music, streaming services are offered. Thailand has been developed to be Thailand 4.0. It is policy given by Thai government which will use technology, creativity, and innovation to drive its economy. This transformation will affect to all music industry parties. SWOT analysis showed that all three types of music industry parties had adjusted capacities due to change in technology and consumers’ preference from tape cassettes to web music. Government sector support in terms of sales distribution strategies training, creativity innovation on investment capital partners and tax incentives. So, after conducting SWOT analysis, appropriate marketing strategies could be formulated to support actual music investment phrases.

**Biography**

Suppanunta Romprasert has completed her graduate studies from University of Saskatchewan, Canada. She has received her PhD from the National Institution Development and Administration (NIDA), Thailand. She is currently working at Srinakharinwirot University, Thailand. Her research interest focuses on project analysis (economic and finance) and economic sustainable development.
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