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論文摘要集
development processes and also show the green customers' perceptions of green consumption. Two-side findings reflect that the green service-tourism innovation is successful in business operation and suitable for customers' needs, and furthermore, influencing community and society.

關鍵字：Marketing, green, competitive advantage, innovation

S1-4: Study of Implementation of Enterprise Database Activity Monitoring Agile Project Management

摘要：在 recent years, more and more personal information to be used as a fraud syndicate tools. In order to ensure that personal information will not be leaked by enterprises, "Personal Data Protection Act" was promulgated and implemented by Taiwan, ROC, and its purpose is to allow companies to fulfill the obligation to protect customer data, and then achieve the goal "of compliance exemption". This study is response to data audit mechanism, and combined with existing enterprise management mechanisms, personal risk assessment and implement a data-owned law advocacy and information security education and training, making the business in line with the law and regulations.

Database Activity Monitoring (DAM) tools have been implemented to capture the records from user and server connections of Application server and then compared that to user and the server side database SQL execution record. From the records, the company can determine which violates the information security policy to executive warning or blocking invasions and track events. It can be instantly and continuously monitor and analyze database activity, for violating the policy database activity can send alerts immediately. All the tracks can be recorded for later analysis, identification of end-users and accountability, and can solve enterprise database security audit and other issues. This study also confirms DAM can be reached the goal all the time to protect enterprise’s data forming a layer of safety nets to protect critical assets owned by the company.

關鍵字：Personal Data Protection Act, Database Activity Monitoring, Information Security Policies, Regulatory compliance

S1-5: A STUDY ON THE RELATIONSHIP OF LEADERSHIP STYLE AND CONFLICT MANAGEMENT AMONG ACADEMIC MANAGERS IN SELECTED BUSINESS SCHOOLS IN THE PHILIPPINES

摘要：A good leader sets the goals, priorities, standards, and keeps them always clear and visible. The leader’s first task is to be the trumpet that sounds a clear sound. Effective leadership is not based on being clever, but it is based primarily on being consistent. (Peter Drucker). This study will be helpful to the academic managers (or administrators) to provide better method and how to further their own leadership development and to be a better leader. This study is relevant also in the field of Business Administration in general, or in the discipline of Business Management. This study aims to identify the relationship and difference of leadership style and conflict management among academic managers in selected business schools. The respondents
will be the academic managers from selected business schools in the Philippines. The descriptive survey method of research is used in the study with questionnaire as its main tool. Interview is also used for more information of the academic managers. The leadership style and conflict management are tested to find out their significant relationships and difference. The statistical treatment of data includes computations of weighted mean, analysis of variance, chi-square statistics and simple regression analysis.

**Keywords:** Leadership, conflict, management styles

**S2-1:** THE STRATEGIC OPTIONS FOR THE PRE-RETIREEES FROM THE VARIOUS SECTORS IN SELECTED CITIES IN THE PHILIPPINES

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**Abstract:** This study aims to identify the strategic options for the pre-retirees and its implications for economic development in the Philippines. The options are categorized according to: housing, medical care, benefits, investment, jobs, peace and order, utilities and infrastructure, social services, community betterment, transportation, telecommunications, business district, recreation and tourism. It includes the profile of the respondents, which focus on the age, educational attainment, occupation and length of service. It also describes their perceptions on the strategic options and how these affect the economic development of the Philippines. The private educational sector, and government sector. The descriptive survey method of research is used in the study with the questionnaire as its main tool. Interview is also used for more information of the pre-retirees. The strategic options and the profile of the respondents are tested to find out their significant relationships. It examines the proposed strategic programs that will opt to actualize when they retire. The statistical treatment of data includes the computation of percentage, weighted mean and ANOVA and Pearson r.

**INTRODUCTION**

**S2-2:** Ethical Practices in Customer Relations of Selected Fast Food Chains in Metro Manila

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**Abstract:** The study focused on the ethical practices in customer relations of selected fast food chains in Metro Manila. It presented the demographic profile of the respondents in terms of age, educational attainment, and gender. Moreover, it discussed the level of satisfaction of the respondents to the ethical practices in customer relations according to their service, corporate values, image and morality, advertising and signage, and feedback/mechanisms. Three hundred sixty seven (367) respondents who dined from seven (7) popular fast food chains in Metro Manila were chosen to answer the questionnaires. The researchers used Probability Sampling, Simple Random Sampling. The questionnaire was designed and developed by the researchers with the help of research expert and mentor. Study revealed that majority of the people who patronize...
fast food chains belong to the youngest group and reached college. Moreover, there were more female than male. Furthermore, there is no significant difference in terms of the perception of the respondents towards the ethical practices of the Seven (7) different fast food chains. In order to improve the service from satisfied to highly satisfied, the researchers recommended for the fast food chains to create a restaurant feel atmosphere, increase the number of staff members and crews, provide a box for customers to drop their assessment of their assigned crew, attend trainings and seminars for personality and service enrichment and to hire a Customer Relations officer.

**Key Words**: ethical practices, customer relations, fast food chains, service, corporate values, image and morality, advertising and signage, feedback/mechanisms

**S2-3: CULTURE AS A TOOL IN BECOMING AN EMPLOYER OF CHOICE FOR SELECTED SMALL TO MEDIUM SCALE ENTERPRISES IN METRO MANILA: AN ANALYSIS**

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**Abstract**: Culture is defined an organization’s way of doing things. However, recent studies and researches have proven that culture is not merely a process and system created by organizations, but it is also a means for an organization to sustain its efforts in gaining a competitive advantage. In the written text of Jim Collins in his book entitled, “Built To Last”, he strongly pointed out that an organization with a strong culture are the ones that are meant to last and withstand the most difficult moments. Not only is it enough that a company claims its place in the industry as the leader, but it needs to be a visionary company. The leaders of the companies mentioned by Jim Collins are the ones who were willing to change, reshape and adapt to the ever dynamic demands of the business world and built a culture of excellence by learning how to take care of their customers and stakeholders, while being pointed towards the future.

Just like any organization classified as small-medium scale, yet with a large scope of operations, the companies mentioned in this research have considered themselves as leaders of the industry. The organizations that the researchers have used as population samples belong to different industries, namely: training institutions for flight attendants, production office and an I.T. company. As such, the authors noted one glaring omission. And that is the lack of an identifying culture that may serve as the bedrock principle for these proud organizations to remain number one in the industry and gain a competitive advantage, thereby labeling themselves as employers of choice.

In conclusion, the researchers have discerned that the respondents have seen the importance of establishing their own identity through a corporate culture by undergoing a scientific approach conducted by OD practitioners. This culture that will be identified and written should be lived and practiced by everyone in the office as entrepreneurs do not only see the value of sales figures in the short term, but more of a sustainability issue in the long run. Also, a clear set of business statements (i.e. vision and mission statements) should be cascaded to everyone in the office. It will serve as a reminder for everyone of where the organization wants to be. Another important conclusion is that organizations should have clear core values that they adhere to. Core values serve as the pillars of their respective businesses as they carry on with their daily operations. Eventually, a strong culture is felt by all customers who commune...
with the firm. An organizations whose culture is strong and built around the premise that taking care of customers, both internally and externally are steps into a sustainable and productive business.

The authors for this study have used qualitative research by conducting focused group discussions (FGD) and formal interviews to gather and interpret data requisite for this research. The information the researchers have gathered have been interpreted accordingly to fit the aforementioned research proposal.

關鍵字：Corporate culture; organizational development; human resources management

S2-4: A Study on Evaluating the Significant Types of Word Of Mouth base on Analytical Hierarchy Process
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場次2
摘要：Consumers always have valued opinions when they purchased a product. Some Marketers spendmillions of dollars on their advertising strategies; some don’t know what makes up a consumer’s mind. Word of Mouth (WOM)is a primary factor behind the percentage of all purchasing decisions of consumer which is why it is a very effective and the quickest way to promote a product. Consumers seek above all the recommendations from their friends, family, colleagues or even from other consumers at the time of their purchase decision process. The purpose of this study aims to determine the various types of WOM such as personal word of mouth (pWOM), virtual word of mouth (vWOM) and written word of mouth (wWOM), the importance of each type, the credibility of information from different kinds of sources and how it influence the consumer’s purchase intention. Moreover, this study intends to find out the real impact of Word Of Mouth and recommendations from consumers and their sales.

In this study, the researcher used the Analytical Hierarchy Process to be able to determine the most important type of Word of Mouth and the comparisons of each factor. By using the data collected randomlyfrom 11 experts in the Philippines via electronic mail, findings indicate that the most important type of Word Of Mouth they think greatly affects their purchase intention is the Virtual Word of Mouth through Social Media followed by the Personal Word of Mouth and Written Word of Mouth.

關鍵字：Personal Word of Mouth, Virtual Word of Mouth, Written Word of Mouth, Analytical Hierarchy Process

S2-5: An exploratory study of the relationship between Psychological Capital and Customer Satisfaction on Service Industries
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場次2
摘要：The purpose of this study is to have a clearer assertion of the relative relationship of the Psychological Capital (PC) of employees which obtain and sustain a competitive advantage more that the intellectual capital of employees. The study is used to explore the effects of hope, resilience, optimism and self-efficacy sub dimensions of the psychological capital on the satisfaction of customers (Luthans, 2007). The study will focus more on the service industry to know how employees effectively deal with the