



# **REPORT ON CONFERENCE ATTENDED**

**University : National Pingtung University of Science and Technology**

**Full Name : Thi Mai Le**

**Student ID: P10322019**

**Conference in Country : Korea**

**Name of conference: Seoul 11th International Conference on “Business, Economics, Social Science & Humanities-BESSH-2016**

**Date of conference: July 2 – 3, 2016**

**Date of report: July 18, 2016**

**International Conference on “Business, Economics, Social Science &  
Humanities-BESSH-2016**

**Venue: I bis Styles Ambassador Seoul Myeongdong  
302, Samil-daero, Jung-gu, Seoul, 100-861 Korea  
South Korea**

The Seoul 11th International Conference on “Business, Economics, Social Science & Humanities-BESSH-2016 conference I attended presented useful topics on e-commerce. Since my research is E-commerce and this conference provided a full opportunity for me to practice and constructive dialogue.

This conference serves as platform that aims to help 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 challenges faced by our societies globally.

The paper that I submitted to the conference has been allocated in knowledge and innovation in research towards a Business Management and Social Sciences session. The paper was: Thi Mai Le and Shu Yi Liaw “*Effects of Certification Label and Language Choice of Webpage on Purchase Intention*” and was mentioned on conference proceedings book. I was presenting an oral presentation in the conference for fifteen minutes on Saturday, 2nd July, 2016. After I have received questions and useful comments and very contribution suggestion from committee and other participators also.

It provided me with a valuable learning experience. For instance, it was an

excellent opportunity to gather together, interact and exchange their findings and views during conference sessions, coffee breaks and conference lunch. Consequently, I have known a number of academics and professionals from different countries such as Korea, Indonesia, Taiwan and Thailand.

I would like to thank National Pingtung University of Technology and Science for giving me the opportunity to attend this conference via their conference funding which covered the part of my expenses. This conference is very interesting and enriches my experience with more information, knowledge and confidence. Also, many thanks should go to my supervisor, Dr. Shu Yi Liaw for his support and guidance.

