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BESSH-2016



**November 12-13, 2016
Taipei, Taiwan**

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2016

International Conference on
“Business, Economics, Social Sciences & Humanities”
(BESSH-2016), Taipei, Taiwan

Book of Abstracts Proceeding

**International Conference on
“BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES”
(BESSH-2016)
Taipei, Taiwan**

Office Address:

M2-17-01 Tower 2, Level 17 8trium

Bandar Sri Damansara

52200 Kuala Lumpur, Malaysia

CONTACT: (+6) 03 6735 6566

EMAIL: contact@academicfora.com



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**International Conference on
Business, Economics, Social Sciences & Humanities
Taipei Taiwan**

Venue: Novotel Taipei Taoyuan International Airport

ORGANIZING COMMITTEE

1. Ms. Ani Wahyu

Conference Coordinator

Email: aniwahyu@academicfora.com

2. Mr. Metha

Conference Coordinator

Email: metha@academicfora.com

3. Ms. Grace Ooi

Conference Coordinator

Email: grace@academicfora.com

4. Mr. Metin Gurani

Conference Coordinator

Email: metingurani1@gmail.com

5. Mr. Leon Yap

Conference Coordinator

Email: leonyap@academicfora.com

CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on Business Economic, Social Science & Humanities 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 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.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. 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 back to this society. Lets break all the discriminating barriers and get free from all minor affiliations. Lets contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Malika Ait Nasser

Conference Chair

Email: chair2016@academicfora.com

BESSH-2016

CONFERENCE PROGRAM

DAY 01 Saturday (November 12, 2016)

Welcome Reception & Registration

9:00 9:30 am

Opening Ceremony (09:30 10:00 am)

Venue: Room 1

09:30 9:40 am	Introduction of Participants
09:40 9:50 am	Welcome Remarks - Ms Petrel Qiu - Conference Coordinator Academic Fora
09:50 10:00 am	Group Photo Session

Grand Networking Session and Tea Break (10:00 10:30 am)

DAY 01 Saturday (November 12, 2016)

Session 1 (10:30 am 12:30 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

TPS-3116-104	A Framework of Creative Cultural Trades in World Heritage Site: George Town	Dr. Siow-Kian Tan
TPS-3116-105	Improving Life Satisfaction Through Optimism	Choon Shay Wei
TPS-3116-106	Moon Phases, Investor Mood and Herding Behaviour in Malaysian Stock Market	Tan Siow Hooi

Track B: Engineering & Technology, Computer, Basics & Applied Sciences

TPE-3116-104	Adaptive Hello Interval for Ad-hoc on Demand Distance Vector (AODV) Routing Protocol on Vehicular Ad hoc Network (VANET)	Radityo Anggoro
TPE-3116-105	Lightweight Composite Thermoplastic Materials - Mathematical Modeling of Automotive Exterior Part	Jan Kopecek
TPE-3116-107	The Value of Citizen Journalism in News Production	Richad Yanato

Lunch Break (12:30-01:30pm)

Closing Ceremony

LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who dont have any paper presentation, however they will attending the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1	TPE-3116-103A	Dr. Zdenek Severa	Engineer Magna Exteriors & Interiors (Bohemia) s.r.o. Czech Republic
2	TPM-3116-101A	Dr Xiao Feng	General Practitioner (GP)in Australia

DAY 02 Sunday (November 13, 2016)

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.

**TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES &
HUMANITIES**

A Framework of Creative Cultural Trades in World Heritage Site: George Town

Siow-Kian Tan ^{1*}, Siow-Hooi Tan ², Shay-Wei Choon ³, Yon-Sin Kok ⁴, Frantiek Pollk ⁵

^{1, 2, 3, 4, 5} Faculty of Management, Multimedia University, Malaysia.

Abstract

This paper studies how creativity may revive the cultural heritage trades in George Town, Penang, Malaysia. The sustainability of cultural heritage trades is important for a heritage city, particularly a tourist destination. Interview transcripts, observation field notes and heritage trades related printed materials were collected and analysed using content analysis. The findings show that 'Actor, Artefact, Affordances, and Adagio' constitute a 4A's framework of creative cultural trades in George Town. The interactions of the fourteen subthemes under 4A's have been highlighted and may serve as guideline for the transformation of cultural heritage trades.

Keywords: Creative, Creativity, Cultural Heritage Trades, Transformation, World Heritage Site (WHS)

* All correspondence related to this article should be directed to Dr. Siow-Kian Tan, Faculty of Management, Multimedia University, Malaysia.

Email: sktan@mmu.edu.my

Improving Life Satisfaction through Optimism

Shay-Wei Choon^{1*}, Chia-Chi Yong², Siow-Kian Tan³

^{1,2,3} Faculty of Management, Multimedia University, 63100 Cyberjaya, Selangor, Malaysia

Abstract

This study would like to investigate the predictive value of gratitude, revenge and optimism in influencing life satisfaction in Penang. Data for this study were obtained from a pilot test randomly sampling from Penangs residents on March 2015 (N = 68). Reliability test, factor analysis and multiple regression were used to achieve these aims. The study found that optimism is the value that required to improve life satisfaction in Penang.

Keywords: Gratitude, Revenge, Optimism, Life Satisfaction

* All correspondence related to this article should be directed to Choon Shay Wei, Faculty of Management, Multimedia University, 63100 Cyberjaya, Selangor, Malaysia
Email: swchoon@mmu.edu.my

Moon Phases, Investor Mood and Herding Behaviour in Malaysian Stock Market

Siow-Hooi Tan^{1*}, Muzafar Shah Habibullah², Wen-Cheong Chin³, Siow-Kian Tan⁴

^{1, 3, 4} Multimedia University, Malaysia

² Department of Economics, Faculty of Economics and Management, Universiti Putra Malaysia, Malaysia

Abstract

This study tests if the positive mood documented during new moon day translates into higher herding compared to full moon and other days. Based on the data collected from 1088 firms in Bursa Malaysia from 1/1/1990 to 7/29/2016, we report significant herding during new-moon days. In addition, the herding is shown to be significantly stronger within new moon, rather than full moon and other days. Overall, herding during new-moon, full-moon and other days exhibits some variation depending on both domestic and international market states.

Keywords: Investor Mood, Herding, Moon Phases

* All correspondence related to this article should be directed to Tan Siow Hooi, Multimedia University, Malaysia

Email: shtan@mmu.edu.my

**TRACK B: ENGINEERING & TECHNOLOGY, COMPUTER,
BASICS AND APPLIED SCIENCES**

Adaptive Hello Interval for Ad-hoc On Demand Distance Vector (AODV) Routing Protocol on Vehicular Ad hoc Network (VANET)

Radityo Anggoro^{1*}, Royyana Muslim I², Henning Titi C³, Hudan Studiawan⁴, Baskoro Adi P⁵

^{1, 2, 3, 4, 5} Informatics Department, Faculty of Information Technology, Institut Teknologi Sepuluh Nopember (ITS)

Abstract

Ad-hoc On Demand Distance Vector (AODV) is the routing protocol designated for Mobile Ad-hoc Networks (MANETs). However, it cannot perform well under highly dynamic environment such as Vehicular Ad hoc Network (VANET). Thus in order to be more adaptive into VANETs, AODV required a certain modification. One of the attributes that can be modified is the Hello Interval. Hello Interval is the Hello Message delivery time from a node toward the surrounding nodes. Based on these problems we do a research to study the effect of Hello interval into its performance. Then from this study, we can set a threshold value for an adaptive hello interval to produce a better performance in VANETs. Network Simulator that is used to conduct this study was the NS-3. Of the experiments performed, the longer the interval Hello affect the value obtained Packet Delivery Ratio (PDR) and delay getting worse. Speed node also affect the performance of AODV routing protocol. The higher the speed of the node it will get worse the performance of routing protocol AODV.

Keywords: Vanet, Manet, Aodv, Hello Interval, Ns-3

* All correspondence related to this article should be directed to Radityo Anggoro, Informatics Department, Faculty of Information Technology, Institut Teknologi Sepuluh Nopember (ITS)
Email: onggo.informatika@gmail.com

Lightweight Composite Thermoplastic Materials - Mathematical Modeling of Automotive Exterior Part

Jan Kopecek^{1*} Lubos Behalek,²

^{1, 2} Magna Exteriors (Bohemia) s.r.o., Technical University of Liberec (ITS)

Abstract

Company Magna Exterior Bohemia is well known producer of plastic molded parts for vehicles. Variety of light weight thermoplastic composites could open to Magna new market possibilities. Magna Exterior Bohemia started in the year 2014 government founded project (TACR TA04011009) in collaboration with Technical University of Liberec with the focus to develop unique, stiffer and light weight composite materials in combination with polyolefinic matrix and different fillers (synthetic and natural). New materials will extend Magnas material portfolio and thus could offer to our customers interesting light weight products with better behaviour, performance and functionality with negligible economic impact. To full fill the project goals, there were in first phase of the project defined promising polymeric matrix and fillers, following with compounding at different weight ratios to prepare the material samples for molding trials. During the second phase, with focus on application of developed lightweight materials, it was designed CAD model of real exterior part hand in hand with sophisticated material database developed on results from real load case testing of molded part in comparison with mathematical numerical model simulation of this part.

Keywords: Automotive, Exterior, Light Weight, Thermoplastic Composites

* All correspondence related to this article should be directed to Jan Kopecek , Magna Exteriors (Bohemia) s.r.o., Technical University of Liberec
Email: jan.kopecek@magna.com

The Value of Citizen Journalism in News Production

Lin Tay Jou¹, Richad Yanato,^{2*}

^{1,2} National Yunlin University of Science and Technology

Abstract

The purpose of this research is to find how the role of citizen journalists in news program NET 10 as one of the programs NET TV whose typical citizen journalism characteristic. As known that NET TV is television that follows the concept of citizen journalism since establishing in may 2013. This research using descriptive study to explore news website NET CJ on news program in NET 10. Qualitative methods by using in-depth interviews was conducting with four source. They are NET TV news producer, and citizen journalists. The results of the study concluded that citizen journalist is one of an element of which is very important in preaching the news, although most of citizen journalist do not come from journalist background. Citizen journalist having a different point of view which is not possessed professional journalist.

Keywords: Citizen Journalism, News Media

* All correspondence related to this article should be directed to Richad Yanato, National Yunlin University of Science and Technology
Email: richadyanato1288@gmail.com

FUTURE EVENTS

You can find the Details regarding our future events by following below:

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Engineering & Technology, Computer, Basic & Applied Science

<http://academicfora.com/engineering-conference-home/>

Medical, Medicine & Health Science

<http://academicfora.com/medical-conference-home/>

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VISION

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