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SINGAPORE

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2016

**International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2016), Singapore**

Book of Abstracts Proceeding

**International Conference on
“BUSINESS ECONOMIC, SOCIAL SCIENCE &
HUMANITIES”
(BESSH-2016)
Singapore**

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Proceedings of the International Conference on
“**Business Economic, Social Science & Humanities**
(BESSH-2016)”

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**International Conference on
“Business Economics, Social Science & Humanities
Singapore**

Venue: Grand Pacific Hotel Singapore

ORGANIZING COMMITTEE

1. Ms. Petrel Qiu

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PROGRAM COORDINATOR MESSAGE

Ms. Ani Wahyu

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. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s 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.

Ms. Ani Wahyu

Program Coordinator

Email: aniwahyu@academicfora.com

BESSH-2016



CONFERENCE PROGRAM

DAY 01 Monday (January 11, 2016)

Welcome Reception & Registration

9:00– 9:30 am

Opening Ceremony (09:30 – 10:00 am)

Venue: Room 1

09:30 am – 9:40 am	Introduction of Participants
09:40 am – 9:50 am	Welcome Remarks – Mr. Leon Yap –Conference Coordinator Academic Fora
09:50am – 10.00 am	Group Photo Session

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



DAY 01 Monday (January 11, 2016)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Dr. Ir. Thomas Budhyawan Yudhya

Track A: Business, Economics, Social Science & Humanities

SGS-216-104	The Influence of Donbass Crisis to Change of Trade Balance of Ukrainian-Chinese Relations	Sydorenko Oleksii	China
SGS-216-114	The Effect of Work Environment on Employee Job Satisfaction: A Literature Review	Husameddin Demir	Indonesia
SGS-216-102	Social Connectivity of Local Governments-A Social Network Analysis Based on Kerala Local Governments	Dr. A V Biju	India
SGS-216-115	The Legal Protection Of Copyright In the Creation Of Websites in Accordance to the Principle of Prima Facie	Dr. Ranti Fauza Mayana Tanwir	Indonesia
SGS-216-118	The Effects of Trade Openness on Regional Inequality in South Korea	Soojeong Heo	Korea

Lunch Break (12:00 - 1:00pm)

DAY 01 Monday (January 11, 2016)

Session 2 (01:00 – 02:30 pm)

Venue: Room 1

Session Chairs: Jinhwan Oh & Prof. Jinhwan Oh

Track A: Business, Economics, Social Science & Humanities

SGS-216-116	Analysis Of Green Marketing Strategies On Consumer Purchase Intention, Studies On: The Body Shop Bandung Indonesia	Dr. Ir. Thomas Budhyawan Yudhya	Indonesia
SGS-216-112	Alpha Investing in Oil Firms: An Augmentation to Passive Investing	Chee K. Ng	USA
SGS-216-117	Determinants of Health Aid: An Empirical Approach	Ji Hyun Shin	Korea

Tea Break (02:30-02:45pm)

DAY 01 Monday (January 11, 2016)

Session 3 (2:45 – 4:00 pm)

Venue: Room 1

Session Chair: Dr. A V Biju

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

SGE-216-103	Physician Scheduling at a Gulf Hospital: An Optimization Approach	Anis Gharbi	Saudia Arabia
SGE-216-109	Overpressure Caused by the Smectite Dehydration Influences on the Triggering of Fault Slip	WenSheng Lin	Taiwan
SGE-216-108	A Novel Sphere Decoder for 4x4 Mimo and its Performance Analysis on Various Fading Channels	Dr. Sunil Joshi	India

Closing Ceremony: 4:00 – 5:00 pm

DAY 02 Tuesday (January 12, 2016)

The second day is assigned for round table discussions according to each category to discuss hot issues and research challenges in each category. A joined session is planned among PhD students and senior professors for one on one basis to get maximum learning out of joint session.

LIST OF CONFERENCE ATTENDEES

The following Scholars/ Practitioners/Educationist who don't have any paper presentation, however they will attending the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1	SGS-216-111A	Sarah Annisa Nabila	University of Indonesia, Jakarta, Indonesia
2	SGS-216-119A	Adinda Dewi Putri	University of Indonesia, Jakarta, Indonesia
3	SGS-216-119A2	Diana Lestari	University of Indonesia, Jakarta, Indonesia
4	SGS-216-115A	Daniel Hendrawan	Maranatha Christian University, Indonesia
5	SGS-216-117A	Prof. Jinhwan Oh	Ewha Womans University, Korea

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

The Influence of Donbass Crisis to Change of Trade Balance of Ukrainian-Chinese Relations

Sydorenko Oleksii*

Beijing Airspace University (BUAA), Scholl of Economics Management,
Beijing

Abstract

The main aim of this article is to identify trends of trade relations between Ukraine and China after Donbass crisis. In the beginning the author analyzes the situation of the trade balance of Ukraine and China before the revolution at the Maidan. The author identifies factors that have influenced to increase of the trade balance. The article also revealed the trend of the trade balance of Ukraine and China at present. The author analyzes scientific articles and official information in order to create a real model of trade relations between Ukraine and China at the moment. Also in the article the author gives recommendations and possible ways of increasing trade balance of Ukraine and China in the future.

Keywords: Donbass Crisis, Trends of Trade Relations, Trade Balance, Trade Balance of Ukraine, China

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The Effect of Work Environment on Employee Job Satisfaction: A Literature Review

Husameddin Demir*

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Abstract

The purpose of this paper is to explore the effect of work environment on employee job satisfaction. The growth of organization or company is determined by the employees in it because they are the most significant factor. Therefore, it is very important for company to make sure that the employees have an excellent performance and reach their job satisfaction. On the other hand, job satisfaction has been one of the most complex thing in organization and becoming a challenge for manager. One thing that can affect the job satisfaction is work environment. A relevant literature is explored and a conceptual model is proposed. The result of this review reveals that work environment, both internal and external, has a quite strong effect on employee job satisfaction and also can increase employee's performance and job satisfaction. It is very essential for an organization or company to pay more attention to work environment because employee or worker tend to be more satisfied if they work in a good and comfortable environment.

Keywords: Work Environment, Climate Organization, Job Satisfaction

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Social Connectivity of Local Governments- A Social Network Analysis Based on Kerala Local Governments

Dr. A V Biju

Government College for Women, Thiruvananthapuram, Kerala, India

Abstract

Enormous increase in Governmental practices has made Local Governments create themselves such complex system that are characterized by dynamic patterns of interactivity among practicing members and their environment which necessitates to study not only the individuals within the system or individual practice components but also the relationships among individuals to understand how these practices function with particular reference to their corresponding channels of communication as also whether they are formally structured or not. Local Governments are the grassroots governance institutions for translating the effects of globalization into opportunities by building a strong space and it is imperative for them not to miss any opportunities. They will be forced to miss opportunities when they fail to understand that the success depends less on formally reporting structure by which the formal communication is transmitted. But an informal communication by any means make the formally designed structure is in fructuous. Revealing the hidden connections that drive how work gets done in Local Governments are of utmost importance in the ever widening network of communication which are provided by the present order of globalization.

Keywords: Formal communication, Informal communication, Grass Root Communication.

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The Legal Protection of Copyright in the Creation of Websites in Accordance to the Principle of Prima Facie

Dr. Ranti Fauza Mayana Tanwir¹, Daniel Hendrawan^{2*}

¹Padjajaran University, ²Maranatha Christian University

Abstract

The trade developments in the world become increasingly advanced. The development not only in terms of quantity but also in terms of quality. Trade is usually done by face-to-face has begun to change. The change was aided by the Internet technology. To attract the attention of Internet users, the appearance of the website should be considered. The company or website creator, make website to be created very interesting, so it can make a lot of visitors. This website requires technique and how that can be a work of art that can be enjoyed and also attracts so many visitors. The manufacture of a website is unique and creative and of course contain an element of copyright. Copyright often creates legal problems. The legal problems that arise usually contain elements of copyright infringement. Settlement of these problems can be done with prima facie basis. Under Indonesian law on copyright had prima facie principle in which the registration of copyright is evidence that can facilitate for the proof until someone can prove otherwise before the court.

Keywords: Copyrights, Infringements, Prima Facie

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Analysis of Green Marketing Strategies On Consumer Purchase Intention, Studies on: The Body Shop Bandung Indonesia

Dr. Ir. Thomas Budhyawan Yudhya *

Padjadjaran University, Indonesia

Abstract

The last few decades, global warming is becoming a concern to the world community, including Indonesia. The negative impact of global warming has prompted various parties to address this issue so many volunteers participate to minimize the impact of global warming, including the company through Corporate Social Responsibility. In the development of environmental awareness not only as a social responsibility of the company, but developed into a marketing strategy to encourage consumers to be interested in making the purchase. This research has focused on analyzing the Green Marketing Strategy on Consumer Purchase Intention effect, where this research takes the The Body Shop as an object of research by taking as many as 200 people who have used the product of The Body Shop as a sample and then ask the opinion of the respondents through questionnaires. Results of responses from respondents will be processed using SPSS to determine the feasibility of data (validity, reliability, normality, multicollinearity and heteroscedasticity) and then processed to determine the effect of the independent variables with the dependent variable.

Keywords: Environmental Advertisement, Environmental Brand, Environmental Label, Green Marketing Strategy, Consumer Purchase Intention

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Alpha Investing in Oil Firms: An Augmentation to Passive Investing

Chee K. Ng^{1*}, Mitchell Ng²

¹ Fairleigh Dickinson University, ² Princeton University

Abstract

We used the Jensen (1967) alpha to identify five oil firms among the world's largest 59 producers of which 18 have trading in U.S.A. Using the Treynor-Black (1973) technique to establish an active portfolio that augments the passive SPY portfolio, our augmented oil portfolio yielded a Sharpe ratio that is 2.35 times that of the Sharpe ratio of the passive portfolio, and a rate of return that is 2.17 times that of the passive portfolio in forward testing.

Keywords: Alpha, Investing, Portfolio, Passive

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The Effects of Trade Openness on Regional Inequality in South Korea

Soojeong Heo^{1*}, Jinhwan Oh²

^{1,2}Ewha Womans University, Korea

Abstract

This paper is to analyze the effect of trade openness on the regional inequality of South Korea. Trade has been the driving force of South Korea's economic growth since the 1960s and it still expands its trade openness through active participation in bilateral and multilateral free trade agreements. With regard to those facts, this study measures the impact of South Korea's trade openness on the country's regional inequality using several sub-national panel datasets covering between 2003 and 2012. The dependent variable is the growth rate of GDP per capita from 2000 to 2012, while the explanatory variables include human capital, trade openness, infrastructure, and per capita income. More specifically, human capital is measured by the number of people who have achieved a university level education, and infrastructure is measured by either road density or per capita number of cars, depending on data availability. Unlike other studies, this paper finds that trade openness contributes to a higher level of economic growth for the regions with lower levels of education, implying that trade openness leads to reducing regional inequality in South Korea. In addition, trade benefits the areas with relatively lower per capita income, which also supports the claim that trade contributes to narrowing the regional income discrepancies. However, a seemingly contradictory finding has been made: more trade openness benefits regions that have rich infrastructures, thereby leading to more regional inequality. We argue that the former two effects exceed the latter; thereby leading to the conclusion that trade openness has been playing a positive role in reducing South Korea's regional income gap.

Keywords: Regional Inequality, Trade, Openness, Per capita income, Human Capital, Infrastructure, South Korea, Education, FTA

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Determinants of Health Aid: An Empirical Approach

Ji Hyun Shin^{1*}, Jinhwan Oh²

^{1,2} Ewha Womans University, Korea

Abstract

This study empirically examines the determinants of foreign aid in health sectors, which has been especially emphasized in the UN Millennium Development Goals (MDGs) and related funding has risen for the past two decades, yet few studies have paid attention to what determines health aid. Using comprehensive panel data covering 158 health aid recipient countries for 20 years between 1990 and 2009, this study finds that, while the recipients' health needs—HIV, infant mortality, tuberculosis, and life expectancy—are all important factors determining health aid, the HIV incidence is of particular importance. This study also finds that not only the actual amount but also their differences are important factors, implying that more funding is provided where bigger health improvements are made, as funding agencies would like to meet their goals. Finally, adding interaction terms to the regression equation indicates that these results have become stronger since the MDG initiative in countries with higher corruption level and health expenditures.

Keywords: Aid, Health, Determinants

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**TRACK B: ENGINEERING & TECHNOLOGY,
COMPUTER, BASIC & APPLIED SCIENCES**

Physician Scheduling at a Gulf Hospital: An Optimization Approach

Professor Anis Gharbi*

Industrial Engineering Department, College of Engineering King Saud University, Riyadh, Saudi Arabia

Abstract

Optimization and scheduling techniques in health-care is an emerging research area that is continuously gaining interest both from academia and health-care institutions. It is now well recognized that the use of these techniques can provide tools for rational thinking, increase efficiency and bring value to the health-care management process. Physician scheduling in hospitals is one important area where optimization can bring value. The considered problem is even challenging particularly when accounting for the unique factors in scheduling physicians. In fact, these factors include the scarce human resource of physicians, the relevant "excessive" cost, the critical impact of their service on patient well-being, the treatment process, and the continuous need of physicians' services on twenty-four hours a day and seven days a week bases. The main objective of this paper is to develop an optimization procedure for allocating physicians to work shifts and workdays to ensure continuous high quality service. The provided schedules are not only fast to build and error-free, but also satisfy all the physician preferences while using properly the available resources; the maximum shortage of surgery and clinic sessions being substantially reduced.

Keywords: Mathematical Programming, Soft Constraints, Healthcare Management

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Overpressure Caused by the Smectite Dehydration Influences on the Triggering of Fault Slip

WenSheng Lin*

National Taiwan University, Taiwan

Abstract

Overpressure, which is pore fluid pressure higher than hydrostatic pressure, is observed in numerous mechanical processes along major faults. Many investigations currently show that the pore fluid pressure has been observed to influence the thrust fault strength and slip behavior and updip limit of the seismogenic zone. Clay dehydration is one key control on overpressure generation under undrained condition in thermal pressurization processes. In fault zones like the Chelungpu Fault, clay minerals are abundant in the fault gouge. The Chelungpu fault moved in the 1999 Chi-Chi earthquake (Mw 7.6) located at the westernmost Foothills of Taiwan. Paleoseismic study suggested that the penultimate earthquake event of the Chelungpu Fault occurred 300 years or less before present. However, clay minerals are abundant in Chelungpu fault gouge. Based on the historical earthquake record during the past 400 years have been the most seismically active area. Therefore, to quantify the effect of overpressure caused by clay dehydration on the triggering of earthquake under undrained condition, we adopt the chemical kinetic model to calculate the amount of water expelled from clay dehydration; derive the three-dimensional governing equation of groundwater flow with clay dehydration varied with pressure and temperature, and simulate a one-dimensional to three-dimensional COMSOL model of overpressure in fault zones; follow the Coulomb-Mohr frictional failure model of earthquake occurrence to evaluate the influence of the pore pressure on the change of effective Coulomb stress. The results show that the overpressure ≥ 0.01 MPa in fault zones derived from COMSOL model denote that the triggering of earthquake will be progressed. Therefore the results will be safety analysis of earthquake slip in the clay-rich gouge of fault zones. In addition, the project will prove to be a feasible examining tool for evaluation of overpressure influence on triggering of earthquake, especially when considering faults with abundant clay minerals of smectite.

Keywords: Overpressure, Smectite Dehydration, Slip

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A Novel Sphere Decoder For 4x4 Mimo and its Performance Analysis on Various Fading Channels

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College of Technology and Engineering, MPUAT, Udaipur, India

²Department of Electronics & Information Technolog
Ministry of Communication & Information Technology, New Delhi, India

Abstract

This paper presents a novel sphere decoder for 4x4 MIMO systems. The proposed sphere decoder achieves near optimal error rate performance with reduced complexity. Also, it puts an upper limit on the complexity of conventional sphere decoder which is an essential requirement for hardware implementation of the decoder. The decoder is tested on 3GPP Spatial Channel Models and is found to exhibit reasonable error performance with significant reduction in complexity.

Keywords: Novel, Sphere, Decoder, Complexity

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Vision

*Our vision is to promote research excellence
through networking.*

*International Conference on
Business, Economics, Social Science
and Humanities*

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