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

Venue: Grand Pacific Hotel Singapore

ORGANIZING COMMITTEE

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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

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BESSH-2016

DAY 01 Monday (January 25, 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
09:50am – 10.00 am	Group Photo Session

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

DAY 01 Monday (January 25, 2016)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Chih-Fu Wu

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

SGE-416-103	Design of Active Noise Control Systems using Ultrasonic Transducers and Acoustic Holography Techniques	Wen Kung Tseng
SGE-416-105	Taguchi Design Optimization of Machining Process Parameters on Depth of Cut on a WJ for Banana Fiber Reinforced Composite	Abdulhafiz A. Shaikh
SGE-416-106	Active Noise Control Systems Using Acoustic Holography Techniques	Wen Kung Tseng
SGE-416-108	The Pulsatile Flow Visualization Study on the Flow Characteristics through Stenotic Tuve with Respect to the Flow Rate	Ho Seong Ji
SGE-416-109	A Roof Top Utility Interfaced PV Power System for Rural India	Dr. S.N.Singh
SGE-416-113	Nypa Fruticans as a Potential Low Cost Adsorbent to Uptake Heavy Metals from Industrial Wastewater	Md Wasikur Rahman
SGE-416-119	Delay Reduction Gains of User Caching in Wireless Video Streaming	Seung-Jun Shin

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

DAY 01 Monday (January 25, 2016)

Session 2 (01:00 – 02:30 pm)

Venue: Room 1

Session Chairs: Dr. S.N.Singh

Track A: Business, Economics, Social Science & Humanities

SGS-416-105	The Effect of Ethical Leadership on Employees\ Ethical Decision Making: The Role of Empathic as a Moderator	Myung, Moon
SGS-416-112	An Intellectual Discourse on Misrepresentation of Ghanaian Cultural Elements in Akan Films	Dr. Steve Kquofi
SGS-416-113	A Backorder (Q, R) Inventory Model With Visual-Attention-Dependent Demand and Drop-Shipping Option	Yan-Kwang Chen
SGS-416-125	Management Performance and Business Situation of Logistics Companies in Korea	Sungjae Pak

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

DAY 01 Monday (January 25, 2016)

Session 3 (2:45 – 4:00 pm)

Venue: Room 1

Session Chair: Dr. Steve Kquofi

Track A: Business, Economics, Social Science & Humanities

SGS-416-127	A Study on the Impact of Consumer Lifestyle to Household Appliance Purchasing Behavior	Cheng-Xiang Qian & Kai-Chieh Lin
SGS-416-128	A Study on the Promotion Mix of Pre-service in the View of Service Design	Chih-Fu Wu
SGS-416-129	Mask in Performing Arts: The Change in Spiritual and Artistic Value through Evolution of Social Context	Chollada Thongtawee

Closing Ceremony: 4:00 – 5:00 pm

DAY 02 Tuesday (January 26, 2016)

All participants will be free to carry on their own tourism and shopping activities in Singapore it's a free day for this purpose

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

The Effect of Ethical Leadership on Employees' Ethical decision making: The Role of Empathic As A Moderator

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Abstract

There is a serious problem of the market-capitalist system caused by unethical practice of leaders. Many research about current leadership pointed out pseudo leadership which focused on only leadership skill and decision making for short-term performance, and addressed ethical leadership to key of solve situational problem. This research analyze and examine the relationship among ethical leadership, which emerged as one of the most interesting but unknown field in leadership study, on employees' ethical decision making and mediating role of emphatic ability as emotional and perspective based on social learning theory. To test hypothesis, 221 questionnaires are used for analysis. The results are as follows. First, ethical leadership has significant and positive effect on employees' ethical decision making in organizational environment. Second, employees' emotional and perspective empathic ability on leader is mediated the relationship between leaders' ethical behavior and employees' ethical decision making as meaning of pro-social, and proactive. Especially, we confirmed there is full mediate effect on emphatic ability both. Based on result, we conclude that the effect of ethical leadership is to improve employees' ethical decision making to increase organizations' is significant. Also, it is clear that getting employees' empathy is necessary to behavioral change and better effectiveness on leadership influence. Synthetically, we conclude that ethical leadership is one of the critical and crucial leadership theory for sustainable management.

Keywords: Ethical Leadership, Ethical Decision Making, Cognitive Role Taking Empathic, Affective Role Taking Empathic

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An Intellectual Discourse on Misrepresentation of Ghanaian Cultural Elements in Akan Films

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Abstract

Filmic representations of indigenous people and their knowledge is a starting point to free cultural meanings that objectify the people's beliefs as commodities of a global culture. Nevertheless, African films remain "foreigners in their own countries" where the makers of these popular movies have not been principally concerned with authenticity, cultural identity, and or the preservation of their culture. These phenomena have been accused of lowering the image of Africa and the Africans in general through their low quality productions. Based on qualitative research approach, six Akan films were selected to undertake content analysis of cultural elements in Akan films in Ghana. The study sought to ascertain how the Akan films incorporated Akan proverbs; Ghanaian culture and moral conducts; foreign cultural elements and whether Akan films misrepresent Akan culture or not. The results indicated that Akan films are rich in diverse Akan proverbs used for ensuring the inculcation of moral conducts, welfare, and acquisition of wisdom; manifestations of the rich traditional Akan kings' dress codes and adornments; showcasing of Akan traditional festivals, folksongs, drumming and dancing, games; as well as sense of communal welfare, hospitality and traditional courtesies. Moreover, there were the inclusion of Western cultural elements regarding banquet-like hall decorations and Hip-pop and Nigerian Music as well as other foreign cultural elements. The results have implications on the Akan based films in its attempts to present cultural meanings in Ghanaian films. As such, Akan films should sufficiently capture the national values on respect for humanity and justice; reduce the reoccurrences of the belief in witchcraft and occultism; vulgar words, profanity and other immoral activities. Nevertheless, Akan films should be able to domesticate the love and romance components to suit the Akan socio-cultural context to achieve high artistic standards.

Keywords: Akan films, cultural elements, Ghanaian culture, misrepresentation, proverbs.

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A Backorder (Q, R) Inventory Model with Visual-Attention-Dependent Demand and Drop-Shipping Option

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Abstract

Proper management of product display on product listing pages (online catalogue) and inventory control not only increases profit but also decreases cost. Online retailers typically sell their products with the following inventory strategies: drop-shipping, in-house, and hybrid (a combination of drop-shipping and in-house). This study addresses the problem of retailers selling various items of the same product category, displaying in array format over multiple pages. It is assumed that the visual stimuli of the image size and display position significantly affect product demand. In addition, the substitution effect of the items on product demand is considered. A backorder (Q, r) inventory model with a visual-attention-dependent demand rate is developed for simultaneously solving the product placement and inventory control problem in a drop-shipping environment, allowing retailers to use the hybrid strategy if a shortage occurs during the lead time. A genetic algorithm is applied to deriving a solution to the model. The validity of the proposed model with the solution procedure is illustrated using numerical examples.

Keywords: Model, Inventory, Drop-shipping, Visual

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Management Performance and Business Situation of Logistics Companies in Korea

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Abstract

The purpose of this study is to examine the trends and characteristics of Korean logistics industry whose market environment has changed rapidly due to globalization and innovation, in a relatively and dynamic point of view. In the analysis, I statistically compare the management performance and business situation of logistics companies with transportation companies. Company size is included in the comparative analysis. The results of the analysis are summarized next. First, with regard to business situation, the transportation industry has grown quantitatively during the period analyzed. In addition, the market concentration of large companies has increased, while the percentage of small and medium-sized enterprises has fallen. For large companies, expansion and increase in assets investment is observed. Second, with regard to management, activity and capital intensity is increasing. Organizational size in the transportation industry is shrinking, but capital intensity has increased. The activity is decreased; growth point is noted that has stopped. On the other hand, the water transportation industry shows high growth potential. Increase in capital intensity is considered a major cause of growth. In previous studies, the focus was on business management efficiency or ripple effect analysis. Therefore, the main contribution of this study is the comparison of management performance and business situation of the logistics companies with companies from a different industry. However, the study has a limitation, namely that the comparative analysis is not detailed; this should be a future research agenda.

Keywords: Logistics, Management, Transportation Industry, Korea

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

Chen-Xiangqian^{1*}, Sheau-Shiuan Lin², Kai-Chieh Lin³, Jing Qiu⁴, Chih-Fu Wu⁵

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Abstract

This study is an academia-industry cooperation case. Recent years as the economic growth, consumption patterns change and progress in production home appliances and technology products, in Taiwan those stores toward the development of chain stores. Depend on the revenue, we can know each region in different consumption and lifestyle, which led the different proportion of product categories. The purposes of this study are (1) purchasing behavior: marketing data available to marketing tactics. (2) Lifestyle: to explain why those consumers with the lifestyle will have this kind of purchasing behavior, proposed the selling policy for each store and more aggressive sales methods. Second, applied questionnaire methods to 60 consumers who visit stores. Conducted by the SPSS software for item analysis and principal component analysis to select the lifestyle questions for home appliances channel. Third, focusing on 3 stores consumers in Taipei and 246 valid questionnaires were returned. After the questionnaires were collected, the statistics were conducted by the SPSS software for factor analysis and cluster analysis. The study resulted in 7 factor groups and 5 major consumer groups. Which were (1) appearance matchers, (2) clear objectives shoppers, (3) new things challenger, (4) fashion impulsive shoppers, (5) popular technology impulsive shoppers. Last, analysis the correlation of consumer lifestyle groups and the place of buy home appliances. According to the conclusions, some recommendations were suggested for the relevant organizations and future researchers. Provided stores classification basis and product display recommendations to each stores. Most of consumers in business district 1store are fashion impulsive shoppers whose lifestyle feature is challenge new things and impulse shopping. Most of consumers in satellite city 1store are clear objectives shoppers whose lifestyle feature is sentimental and without popular technology.

Keywords: Consumer, Shoppers, Technology, Stores

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Mask in Performing Arts: The Change in Spiritual and Artistic Value Through Evolution of Social Context

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Abstract

This research is a documentary research which aims to explore and collect data on the evolution of masks using in performing arts from the past to contemporary society. This would enhance understanding and awareness of value of masks in performing arts as well as the impacts of changing social contexts upon the usage of masks in performing arts and its adaptation towards such changes. The research result has shown that masks usage in performing arts has been evolving according to the dynamic changes of social contexts. Generally, masks are powerful tool which enable wearers/actors to be beyond/more than themselves. Masks are thus valuable in spiritual rituals and artistic performance. However, under the influence of Capitalism, these values of masks have been diminished to only colorful touristic attraction. This should be concerned by all parties involved for the spiritual evolution and benefits of this kind of art.

Keywords: Mask, Performing Arts, Spiritual Development, Social Context, Contemporary Society, Capitalism

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A Study on the Promotion Mix of Pre-service in the View of Service Design

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Abstract

As time changes, industrial industry shifts to the services industry. At all the service process, the promotion mix is the touchpoint with customer in the pre-service. If the company uses these touchpoints effectively, they will have more touching with customers. This study through the literature reviewed of different Interaction between customer and service organization and based on the mobile device technology and different Interaction between customer and service organization, we proposed new service's interaction classification. And to do qualitative interviews with two company of different service's interaction classifications. 3C computers and appliances retail services were the service's interaction classification of Face-to-Face. Telecare services were the service's interaction classification of Face-to-Screen. Total interviewed six director of marketing. Next, to understanding these service companies how to use the promotion mix, we used the Customer journey maps mapped out the relationship of these promotion mix. The main results of this study were definitions the service's interaction classification.. This study investigated the situation of existing companies which used the promotion mix, and found out the promotion mixes of 3C computers and appliances retail services are more complex than Telecare services. In other side, the promotion mixes of Telecare services were simple and direct contacted with the user. Additional company also can through the promotion mix output structure in the view of service design to create their own promotion mix. In the questionnaire, the results showed that 3C computers and appliances retail service's whole customers felt that sales promotion was the most attractive. The customers of Telecare service felt personal selling was the most attractive promotion mix for them.

Keywords: Industry, Promotion, Telecare, Touchpoint

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

Nypa Fruticans as a Potential Low Cost Adsorbent to Uptake Heavy Metals from Industrial Wastewater

Md Wasikur Rahman*

Jessore University of Science and Technology, Bangladesh

Abstract

Nypa fruticans locally known as Gol leaves (GL) was demonstrated in the present study as a potential low cost adsorbent for the removal of heavy metals, especially Cr(VI) from aqueous solution. A series of batch tests were conducted and the influence of initial metal ion concentration, contact time, pH of the solution and adsorbent dosage was investigated. The adsorbent was characterized by Fourier transform infrared (FTIR) spectroscopy and Brunauer–Emmett–Teller (BET) to confirm the mechanism of the retention of heavy metals. The adsorption process was found to be strongly pH dependent and a value of 4 was optimized for the utmost recovery. The adsorption isotherm data were fitted with Langmuir equation and the maximum adsorption capacity was found to be 76.92 mg/g. Therefore, GL can be employed as an efficient and cost-effective adsorbent for the removal of heavy metals present in industrial wastewater.

Keywords: Adsorption; Low Cost Adsorbent, Gol Leaves, Chromium(VI), Adsorption Isotherm, Reaction Kinetics

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Delay Reduction Gains of User Caching in Wireless Video Streaming

Junpyo Hong^{1*}, Seung-Jun Shin²
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Abstract

To alleviate the technical and environmental problems caused by increasing demand in mobile data traffic, we consider the user video caching where every user caches some of popular video files. Specifically, each user caches popular files as much as its storage capacity allows and updates cached files via wired line while charging. Then, if a user requires the video file which is cached in storage, the user is able to obtain the required file by oneself without transmission from AP. In this way, the user caching reduces the number of radio transmissions from AP for the cached files and it mitigates not only the energy consumption but also the load on backhaul link. Since there is no error and delay to load files from storage, the playback delay can also be significantly reduced for the cached files. In this paper, we analyze and characterize the user video caching gain in terms of required backhaul capacity, energy saving, and playback delay.

Keyword: Caching, Memory, Video Streaming, Playback Delay, Wireless Communications

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Design of Active Noise Control Systems Using Ultrasonic Transducers and Acoustic Holography Techniques

Wen Kung Tseng*

Graduate Institute of Vehicle Engineering, National Changhua University of
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Abstract

This paper presents the design of an active noise control system using ultrasonic transducers and spatial transformation of sound fields in acoustic holography. In active noise control field, most of the researches used traditional loudspeakers as secondary sources. However ultrasonic transducers are used as secondary sources to control the noise. Recently, only a few of the studies used ultrasonic transducers as secondary sources. In active noise control the microphone array is used to measure the sound pressure within the desired quiet zone. However, there is no need to measure the sound pressure within the desired quiet zone using the microphone array in this study. The spatial transformation of sound pressure was used to estimate the sound pressure within the desired quiet zone. Also the ultrasonic transducers were used to control the noise within the desired quiet zone. The results showed that larger quiet zones were obtained using the ultrasonic transducers and acoustic holography in the active noise control system.

Keywords: Active Noise Control, Ultrasonic Transducers, Spatial Transformation Of Sound Fields, Acoustic Holography, Microphone Array, Desired Quiet Zone.

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Active Noise Control Systems Using Acoustic Holography Techniques

Wen Kung Tseng*

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Abstract

This paper evaluates the performance of an active noise control system using spatial transformation of sound fields in acoustic holography. Acoustic holography has not been applied to active noise control field. However acoustic holography has been applied to an active noise control system in this work. In traditional active noise control the microphone array is used to measure the sound pressure within the desired quiet zone. However, there is no need to measure the sound pressure within the desired quiet zone using the microphone array in this study. The spatial transformation of sound pressure has been used to estimate the sound pressure within the desired quiet zone in this work. The results show that good performance has been achieved using the acoustic holography technique in the active noise control system.

Keywords: Active Noise Control, Spatial Transformation of Sound Fields, Acoustic Holography, Microphone Array, Desired Quiet Zone

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The Pulsatile Flow Visualization Study on the Flow Characteristics through Stenotic Tuve with respect to the Flow Rate

Ho Seong Ji^{1*}, Hyeon Ji Hong², Myung Jin Kang³, Kyung Chun Kim⁴

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Abstract

In this study, the flow characteristics for the tube with stenosis based on angiogram were investigated using quantitative flow visualization technique. The tube core model with stenosis was fabricated using 3-D printing system. And finally tube model was fabricated with PDMS and 3-D printing core model. To prevent the optical distortion, mixture with glycerin and DI water as flow media was substituted for plasma of blood. For PIV experiments, appropriated fluorescent particles concentration was controlled through pre-test. The diameter of fluorescent particles employed in this study was 10 micro meter similar with Red Blood Cells. The flow rates were controlled using the circulating pump system and silicon tubes. The flow characteristics through tube with stenosis replaced on blood vessel with stenotic lesion were investigated successfully with respect to the flow rate changes.

Keywords: Stenotic, Study, Flow, Rate

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A Roof Top Utility Interfaced PV power System for Rural India

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Abstract

India is facing acute shortage of electricity, especially in remote area of rural sectors due to shrinking of conventional grid supply. As a result, the system needs to be integrated with other non conventional sources like solar energy etc. In this paper, a Hybrid solar PV-AC Grid power supply system for 220V, PWM AC, 50Hz, 1kW has been developed. This PV system consists of photovoltaic array, bidirectional PWM converter (THD <5-15%) and intelligent controller. The controller works in such a way that for a particular predetermined load the maximum solar energy is stored in Battery is utilized and the remaining power is drawn from AC grid. The PV module, as placed on the roof top of a house, does not require extra land or any additional expensive structure. The Green AC power generated through converter from solar panels is given preference over grid power such that sum of two powers is equal to required total load i.e. 4kWh per day. This has resulted in a grid power saving up to 50% or even more and created a good impact in rural society by generating sustainable (24x7days) power to rural houses for domestic as well as wage/self-employment among potential youth.

Keywords: Photovoltaic (PV), Pulse Width Modulation (PWM), Total Harmonic Distortion (THD)

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Taguchi Design Optimization of machining process parameters on Depth of cut on AWJ for Banana Fiber Reinforced Composite

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Abstract

In this paper illustration of the influence of AWJ machining process parameters on depth of cut are determined and optimization of process parameters is done by Signal to noise (S/N) ratio. Experiments are conducted on banana fiber reinforced composite material. A L_9 orthogonal array and analysis of variance (ANOVA) are applied to study the performance characteristics of machining parameters, mainly (hydraulic pressure, traverse speed and standoff distance) with consideration of depth of cut. Results obtained by Taguchi method and signal to noise (S/N) ratio match closely with (ANOVA) and it is found that hydraulic pressure is most influencing input parameter for depth of cut. It is observed that depth of cut increased by increasing the hydraulic pressure. It is also observed that traverse speed and standoff distance are significant parameters for output response. It is felt that increase in traverse speed and standoff distance leads to decrease in depth of cut.

Keywords: Banana Fiber Reinforced Composite, Water Jet Machine, Taguchi Method, Analysis Of Variance, Optimization

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FUTURE EVENTS

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

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Vision

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

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

BESSH-2016

SINGAPORE



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