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Social Science & Humanities**

**BESSH-2016**



**May 04-05, 2016  
Shanghai, China**

CONFERENCE  
PROCEEDINGS

BOOK OF ABSTRACT  
BESSH-2016

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



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# **Book of Abstracts Proceedings**

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

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](mailto:Contact@academicfora.com)

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**“Business Economic, Social Science & Humanities  
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**International Conference on  
“Business Economics, Social Science & Humanities  
Shanghai, China”**

**Venue: Shanxi Business Hotel (Shanghai)**

**ORGANIZING COMMITTEE**

**1. DR. SILVIA C. AMBAG**

*Conference program Coordinator*

Email: [silvia@academicfora.com](mailto:silvia@academicfora.com)

**2. Ms. Ani Wahyu**

*Conference coordinator*

Email: [aniwahyu@academicfora.com](mailto:aniwahyu@academicfora.com)

**3. Mr. Metha**

*Conference coordinator*

Email: [Metha@academicfora.com](mailto:Metha@academicfora.com)

**4. Ms. Petrel Qiu**

*Conference coordinator*

Email: [Petrel@academicfora.com](mailto:Petrel@academicfora.com)

## **CONFERENCE PROGRAM COORDINATOR MESSAGE**

**Dr. Silvia C. Ambag**

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.

**Dr. Silvia C. Ambag**

Conference Program Coordinator  
Email: [silvia@academicfora.com](mailto:silvia@academicfora.com)  
BESSH-2016

# CONFERENCE PROGRAM

**DAY 01 Wednesday (May 04, 2016)**

**Welcome Reception & Registration**

**8:30– 9:00 am**

**Opening Ceremony (09:00 – 09:30 am)**

**Venue: Room 1**

09:30 – 9:40 am	Introduction of Participants
09:40 – 9:50 am	Welcome remarks- <b>Ms Petrel Qiu</b> - 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 Wednesday (May 04, 2016)**

**Session 1 (10:30 am – 12:00 pm)**

**Venue: Room 1**

**Session Chair: Zhao Liu**

**Track A: Business, Economics Social Sciences & Humanities**

SHS-256-103	Core Banking Software Implementation Challenges of E-banking: An Exploratory Study on Bangladeshi Banks	Mohammad Anisur Rahman
SHS-256-107	Financial Development & Millennium Development Goals: Evidence from South Asian Countries	Muhammad Rizwan Kamran
SHS-256-112	Achievement of Distributors in Multi-Level Marketing and An Analysis of Factors Affecting Work Satisfaction	Şemseddin Uluçam
SHS-256-113	Investigation of Meeting and Congress Tourism Potential in Karaman Province as an Alternative Destination	Mehmet Ali Canbolat

**Lunch Break: (12:00-01:00pm)**

**DAY 01 Wednesday (May 04, 2016)**

**Session 2 (01:00 am – 2:30 pm)**

**Venue: Room 1**

**Session Chair: Semseddin Uluçam**

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

SHE-256-102	Finding Your Car in the Car Park only Use a Smartphone	Zhao Liu
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**Track C: Medical, Medicine and Health Sciences**

SHM-256-102	Learning by Doing: A Goad-Based Scenario Simulation for Pediatric Pain Management in Nursing Education	Hueyching Janice Jih
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**(Closing Ceremony)**

## 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.

<b>Sr.no</b>	<b>Official ID</b>	<b>Name</b>	<b>Affiliation Details</b>
1	SHS-256-106A	Kriya Langputeh	Fatoni University, Southern Thailand

**DAY 02 Thursday (May 05, 2016)**  
**City Tour and Shopping Day**

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**



## Core Banking Software Implementation Challenges of E-banking: An Exploratory Study on Bangladeshi Banks

**Mohammad Anisur Rahman<sup>1\*</sup>, Xu Qi<sup>2</sup>**

<sup>1,2</sup> Donghua University, China and University of Dhaka, Bangladesh

### Abstract

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Banking sector in Bangladesh is embracing information technology to upgrade themselves to cope with the changes in the financial sector around the world. Some first movers in the banking sector are in the process of upgrading and followers are implementing core banking software(CBS) to improve competitiveness, operational efficiency, and regulatory compliance. However, such initiatives are challenging for most institutions. This exploratory study tried to identify the challenges that commercial banks in Bangladesh encounter in the process of core banking systems implementation. This study found that consensus on requirements, security issues, role of employees, vendor capabilities and credentials, risk of the software capability to meet requirements and expectations, unavailability of the diverse skills required and data migration are the challenges faced by the commercial banks in Bangladesh. The outcome of this study may help the academician to explore the challenges in other countries. It will also help the banking practitioners to concentrate on this challenging areas to better implement the core banking software in future.

**Keywords:** E-banking, Core Banking Software (CBS), Bangladesh

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\*All correspondence related to this article should be directed to Mohammad Anisur Rahman, Donghua University, China and University of Dhaka, Bangladesh  
Email: [anisur@du.ac.bd](mailto:anisur@du.ac.bd)

## Financial Development & Millennium Development Goals: Evidence from South Asian Countries

**Muhammad Rizwan Kamran<sup>1\*</sup>, Zheng Zhao<sup>2</sup>**

<sup>1,2</sup> University of Science and Technology China, China

Abstract

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This paper estimates the relationship between financial development and millennium development goals for poverty, education, gender equality and health by providing evidence from the South Asian countries. Ordinary least square model is applied with panel data approach, OLS regression which consider the issues of relationship between financial development, economic growth as control variable and millennium development goals and getting evidence from the South Asian countries surveyed during the period of 1970-2013. We find that the results of regression stated that a sound financial development system is very important to get achievement because it gives the way to improve the MDGs goals for poverty, education, gender equality and health. We also found that financial development has diminishing marginal impact on MDGs and the results are consistent with the Rosner (2011). Moreover, the study concluded that need for improving the opportunities for deposit savings in the banks rather than the entrance to credit, which having very large impact on the attainment of millennium development goals.

**Keywords:** Financial Development, Mdgs (Poverty, Education, Gender Equality Health), Economic Growth

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\*All correspondence related to this article should be directed to Zheng Zhao, University of Science and technology china, China  
Email: z\_zhao@ustc.edu.cn

## Achievement of Distributors in Multi-Level Marketing and an Analysis of Factors Affecting Work Satisfaction

**Semseddin Uluçam<sup>1\*</sup>, Çağatay Ünüsan<sup>2</sup>, Mehmet Ali Canbolat<sup>3</sup>**

<sup>1</sup> Sinop University, Turkey, <sup>2</sup> KTO Karatay University, Turkey

<sup>3</sup> Karamanoglu Mehmetbey University, Turkey

Abstract

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Today, factors such as increasing population of working women, crowdedness of cities and traffic together with the increase in population, increasing importance of technology in our lives, intense work pressure problem prompt people to find easier and cheaper marketing methods. Multi-level marketing system which is one of the direct marketing trends and has been implemented by many companies in recent years provides useful solutions for those who prefer alternative shopping, have limited time and demand high quality products, as well as being an earning source for those who want to get side income by spending a few hours a day. People who become a member of companies implementing multi-level marketing system by paying a small amount of money both buy the products they use with a reduced price and make money by selling these products to people. Furthermore, they have a chance to include people in organizations who are able to make sell just as they do, so that they can get premium from their sales. In this study, multi-level marketing which is being implemented with a rate increasing day by day in our country is discussed and the factors affecting achievement of distributors working with this system are analyzed. This marketing method has been grown rapidly in our country and new companies are eager to implement this system, however, any sufficient scientific study has not been performed on this topic yet. That is why we chose to work on it. In the first part of the study, basic concepts have been mentioned. In the second part of the study, a questionnaire study has been performed about the importance of product usage and having a project sponsor on achievement of those who work in mentioned system and required data has been collected and the results of it have been analyzed.

**Keywords:** Direct Marketing, Multi-Level Marketing, Distributor

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\*All correspondence related to this article should be directed to Mehmet Ali Canbolat, Karamanoglu Mehmetbey University, Turkey  
Email: mcanbolat@kmu.edu.tr



## Investigation of Meeting and Congress Tourism Potential in Karaman Province as an Alternative Destination

**Mehmet Ali Canbolat<sup>1\*</sup>, Murat Öz<sup>2</sup>, Şemseddin Uluçam<sup>3</sup>**

<sup>1</sup> Karamanoglu Mehmetbey University, Turkey <sup>2</sup> Karamanoglu Mehmetbey  
University, Turkey <sup>3</sup> Sinop University, Turkey

Abstract

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Turkey is one of the favourite countries for the tourism sector because of its natural beauties and diversity of tourism which is suitable for four seasons. Meeting and Congress tourism has been included in the tourism sector recently and the capacity utilization rate of hotels has increased about 30% annually. Thus, congress and meeting tourism has become rapidly growing market in the sector. Feeding meeting and congress market, business travel has a tendency to increase in developing countries while it has a tendency to slow down in developed countries. Turkey, on a country basis, has ranked as 23rd and İstanbul as 9th on a province basis in international meeting and congress market. Karaman is a region which is prone to meeting and congress tourism and its infrastructure is suitable for congress tourism. However, Karaman has not had enough number of congresses yet. In this study, a field research to determine the logistic processes and tourism destinations, the convenience of Karaman province for meeting and congress tourism have been done.

**Keywords:** Meeting, Congress, Tourism, Karaman, Logistics

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\*All correspondence related to this article should be directed to Mehmet Ali Canbolat, Karamanoglu Mehmetbey University, Turkey  
Email: mcanbolat@kmu.edu.tr



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

## Finding Your Car in the Car Park Only Use a Smartphone

**Zhao Liu<sup>1\*</sup>, Weiwei Chen<sup>2</sup>, Zhigang Li<sup>3</sup>**

<sup>1,2,3</sup> PLA University of Science and Technology Nanjing, China

Abstract

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As we know, remembering where a car is parked in a large parking port is very difficult. Even with an indoor positioning system, if we don't mark the car's position previously, it can be a hard work to get back to the car. To improve the situation, this paper presents a solution based on magnetic information matching and pedestrian dead reckoning (PDR). By recording the user's moving trace with pedestrian dead reckoning and use magnetic information matching find the right turning direction at the turning point, this paper bring up a new way to find the user's car in a car park without using pre-deployed infrastructure or radio signals. The experiments show that the new solution can navigate the user back to the car successfully

**Keywords:** Indoor Positioning, Smart-Phone Sensor, Pedestrian Dead Reckoning, Magnetic Information

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\*All correspondence related to this article should be directed to Zhao Liu, PLA University of Science and Technology Nanjing, China  
Email: lz\_mail\_pust@163.com

## **TRACK C: MEDICAL, MEDICINE AND HEALTH SCIENCES**

## Learning by Doing: A Goad-Based Scenario Simulation for Pediatric Pain Management in Nursing Education

**Hueyching Janice Jih**\*

National Hsinchu University of Education

Abstract

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The ultimate goal of nursing education is to equip nursing students with adequate clinical experience in order to solve complex clinical problems. However, tons of classroom lectures and limited duration of clinical placement affects students' limited exposure to patients in the clinical environment (Tanner, 2006, Kaddoura, 2010). Fortunately, the use of a wide variety of simulation techniques is a growing phenomenon within nursing curricula (Norman, 2012). In medical and healthcare education, simulation is regarded as a learning strategy that aims to authentically amplify experiences of the real world for acquiring and practicing knowledge and skills in a safe environment (Arthur et al., 2012). During a simulation activity, students take on the given role of a healthcare professional holding responsibility for the care and treatment of the virtual patient (Campbell & Daley, 2009). Learning through simulation provides immediate feedback, facilitates repeated experiences activated on various levels of difficulty, improves level of knowledge, and clinical performance of students (Liaw et al., 2011). However, it has been noted that there is a shortage of simulation implementation within pediatric pain management nursing. Therefore, this paper design and develop a Goad-Based Scenario (GBS; Schank, Berman, & Macpherson, 1999) for Pediatric Pain Management in Nursing Education. The continued implementation and evaluation of this and similar GBS simulation, within a variety of pediatric care courses and training programs, will help to further establish its appropriateness and effectiveness as a learning tool.

**Keywords:** Goad-Based Scenario Simulation, Pediatric Pain Management, Nursing Education

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\*All correspondence related to this article should be directed to Hueyching Janice Jih, National Hsinchu University of Education, Taiwan  
Email: janicejih@hotmail.com

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