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Society of Business, Economics,
Social Science & Humanities**

BESSH-2016



**June 11-12, 2016
Singapore**



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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACT BESSH-2016

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

Book of Abstract Proceedings

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

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(BESSH-2016)”**

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

Venue: Hotel Grand Pacific Singapore

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CONFERENCE 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

Conference Program Coordinator
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BESSH-2016

CONFERENCE PROGRAM

DAY 01 Saturday (June 11, 2016)

Welcome Reception & Registration

9:00am – 9:30 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- Mr. Leon Yap - 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 (June 11, 2016)
Session 1 (10:30 am – 12:00 pm)
Venue: Room 1
Session Chair: Mrs Dorothy A. Curtis

Track A: Business, Economics & Management

SGS-266-101	Critical Analysis of Mercosur Countries' Trade Relationships with the United States and Emerging China	Anaam Hashmi
SGS-266-104	E-Commerce in Indonesia: A Study of Consumer Behaviour	Albert Henry Seymour Scott
SGS-266-105	Application of Soft Computing Technique in the Modelling and Prediction of Gold and Silver Rates	M Dhiyanji
SGS-266-114	Circular Methods on Forecasting Risk & Return of Hotel & Travel Sector of Sri Lankan Share Market	W.G. S. Konarasinghe
SGS-266-118	The Fifo Method in the Process-Costing Systems	Hiroto Kataoka & Hirohisa Hirai
SGS-266-120	The Impact of Switching from a Closing Call Auction to a Continuous Trading	Dr. Yakai Chang

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

DAY 01 Saturday (June 11, 2016)

Session 2 (01:00pm – 02:30 pm)

Venue: Room 1

Session Chair: Dr. Yakai Chang

Track B: Social Sciences & Humanities

SGS-266-102	Providing Quality Education for Children with Disabilities in a Developing Country Context: Possibilities and Limitations of Inclusive Education in Cambodia	Diana Kartika
SGS-266-106	Creative Teaching as Perceived by English Language Teachers in Private Universities	Marites Piguing Hilao
SGS-266-107	Methods for Teaching English in General and Specific Purposes	Prof. Manu Verma
SGS-266-119	Development of Project- Based Learning Model to Enhance Educational Media Business Ability for Undergraduate Students Development of Project- Based Learning Model to Enhance	Kobsook Kongmanus

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

DAY 01 Saturday (June 11, 2016)
Session 3 (02:45pm – 04:00 pm)
Venue: Room 1
Session Chair: Prof. Manu Verma

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

SGE-266-103	A Research Study On Determining The Factors Influencing Contractor's Completion Cost	Hamdi Tekin
SGE-266-105	Stored Carbon Potentiality of hooded oyster, Saccostrea Cucullata, Inhabiting Intertidal Zone of Rocky Shore of Betul, Goa, India	Dr. Subhadra Devi Gadi

Track D: Medical, Medicine and Health Sciences

SGM-266-103	The Position of National Health Assurances toward Community Awareness in Indonesia Based on Maslow's Hierarchy	Dwi Ratnasari, Alfatania Pandu Asmara &Ulfa Hazna Safira
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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.

Sr. No	Official ID	Name	Affiliation Details
1	SGS-266-109A	Mrs Dorothy A. Curtis	DA Curtis & Associates PTY. LTD.
2	SGS-266-124A	Angeli Gulati	Commonwealth Bank of Australia

DAY 02 Sunday (June 12, 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 & MANAGEMENT STUDIES



Critical Analysis of Mercosur Countries' Trade Relationships with the United States and Emerging China

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¹ Minnesota State University, USA

² Mankato, the University of St. Thomas, Minnesota, USA

Abstract

The Mercosur trade alliance formed in 1991 is composed of six full member countries. Historically, Mercosur member countries have been engaged in international trade with the United States, Japan, and the European Union, but recently, China has become a dominant player in the region, with increased foreign direct investment and international trade. Chinese commercial and trade involvement was followed by a visit to the region by President Jiang Zemin in 2001; therefore, this study relied on a 2000–2014 data series. Chinese enterprises are competing well with U.S. corporations in almost all Mercosur member countries. A majority of Mercosur members had a trade deficit with China in recent years, suggesting that Mercosur members cannot leverage their export industries and are losing their competitiveness. The future of the Mercosur-China trade relationship is positive because both sides require each other's products. Future involvement also depends on the Chinese government, enterprises' strategic goals, and the competitiveness of U.S. corporations.

Keywords: Mercosur trade, Investment, Chinese Enterprises

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E-Commerce in Indonesia: A Study of Consumer Behaviour

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² University of Brawijaya, Indonesia

Abstract

This paper identifies factors associated with e-commerce in Indonesia and provides new insights, particularly in regard to how customers' cyber-fraud perceptions affect their intentions to make a purchases using e-commerce. This paper put forwards a proposed conceptual model depicting the relationships between constructs.

Keywords: E-Commerce, Cyber-Fraud, Trust, Risk, Perception, Indonesia

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Application of Soft Computing Technique in the Modeling and Prediction of Gold and Silver Rates

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² Joseph's College of Engineering Chennai Anna, India

Abstract

Over the past few years the modeling approach is widely used to discover the complex and dynamic relationship between various profitable variables. This paper focuses on the modeling of gold and silver rates with respect to a certain period of time and also on the prediction of the gold and silver rates. In this paper, with the assistance of Particle Swarm Optimization (PSO) algorithm, the BOX JENKINS and the Auto Regressive Integrated Moving Average (ARIMA) models are developed for the considered economic variables. A comparative study is also presented to assure the model accuracy. Following that, the PSO based KALMAN FILTER DESIGN approach is implemented on the gold and silver rates in order to forecast the market prices. In today's unpredictable world, investors believe that gold can act as a hedge against unexpected disasters, both natural and economical. Therefore forecasting the price of gold has been of highest interest. The major advantage of the proposed PSO based modeling and prediction approach is that it is a fully automated method which results in higher flexibility and greater accuracy. This study also confirms that the PSO based ARIMA model gives a better result than the PSO based BOX JENKINS model. The proposed PSO based KALMAN FILTER approach also offers better one step prediction compared to the existing methods.

Keywords: Gold Rate, Silver Rate, Box Jenkins Model, ARIMA Mode, Kalman Filter, PSO

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Circular Methods on Forecasting Risk & Return of Hotel & Travel Sector of Sri Lankan Share Market

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² Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka

³ Faculty of Agriculture, University of Peradeniya, Sri Lanka

Abstract

Mathematical modeling and Statistical modeling play vital role in scientific forecasting. Mathematical models are deterministic. A deterministic model is one in which every set of variable states is uniquely determined by parameters in the model and by sets of previous states of these variables. The Capital Asset Pricing Model (CAPM) is the most commonly used model for forecasting share returns. Auto Regressive Integrated Moving Average Models (ARIMA) and Vector Auto Regression (VAR) models also were successful for the purpose. However; CAPM and VAR models were totally failed in Sri Lankan context while the ARIMA model was successful up to a certain extent. The standard deviation of returns and the beta coefficient of CAPM were the accepted measurements of risk of returns. The Circular Model (CM) is a recently developed univariate statistical model for forecasting share returns, based on Fourier transformation. The Circular Indicator (CI) also a recent development for measuring risk of returns. The CI was based on Newton's Law of Uniform Circular Motion and the CM. Model validation was based on Residual plots, Auto correlograms of residuals, Anderson Darling test, Durbin- Watson test, Root Mean Square Error and Mean Absolute Deviation. The ARIMA model was successful on 60% of the companies while the Circular Model was successful in 100% of the companies. The Circular Indicator was successful in measuring risk of returns. It was concluded that the Circular methods (CM and CI) are superior to the other techniques in measuring risk and returns of individual company shares of H&T of the Sri Lankan share market.

Keywords: Circular Model, Circular Indicator, Fourier Transformation

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The Fifo Method in the Process-Costing Systems

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Abstract

In process-costing systems, the beginning work-in-process (WIP) cost in the previous-process has an impact on the ending WIP cost in the post-process, despite the fact that the cumulative method with FIFO assumes that the beginning WIP will be completed first. In this regard, Kataoka and Hirai recently conceptualized the influence and modeled the influence mathematically. They quantified the degree of influence by modeling the calculation structure of cumulative method with FIFO in process-costing systems, and then they have clarified administrative problems under the cumulative method with FIFO (Kataoka-Hirai model). Kataoka-Hiraimodel contributes to the further development of the process-costing research. For the further development, we will represent a way of modeling the degree of influence. Kataoka-Hiraimodel assumes that the cost amounts of beginning WIP in the previous-process is defined as explanatory variables, although the costs (cost amounts) is equal to the unit costs (price factor) multiplied by the physical units (quantity factor). Therefore, we expand upon the concept of the degree of influence that the beginning WIP cost in the previous-process has on the calculation of the ending WIP cost in the post-process, by incorporating both the price factor and the quantity factor into our analysis, based on Kataoka-Hirai model. We aim to reveal the computational results and the problems that arise under the cumulative method with FIFO in process-costing systems.

Keywords: Process-Costing System, Cumulative Method, First-in First-out, Beginning/Ending Work-in-Process(WIP) , Manufacturing Process

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The Impact of Switching from a Closing Call Auction to a Continuous Trading

Dr. Yakai Chang*

Chung Yuan Christian University, Taiwan

Abstract

This study investigates the effects of switching to a closing continuous trading (CCT) on market quality in the Taiwan futures market. Moreover, we provide insight to the influence of the trading behavior of different types of traders. We show that investors become more patient and observe a significant reduction in the bid-ask spread and volatility in the time period preceding the CCT. We also find that the price discovery process of closing price is improved with the introduction of a CCT. More importantly, after the switch, the market quality is improved by the participation of foreign institutional and surprisingly to some degree by the participation of individual traders.

Keywords: Closing Price, Closing Auction Mechanism, Market Quality, Price Discovery, Trading Activity

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TRACK B: SOCIAL SCIENCES & HUMANITIES



Providing Quality Education for Children with Disabilities in a Developing Country Context: Possibilities and Limitations of Inclusive Education in Cambodia

Diana Kartika*

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Abstract

In the field of inclusive education, most studies on the education of children with disabilities (CWDs) are based on evidence from developed countries. Cambodia provides a least developed country context for the international community to reflect on complex realities to address the sustainable development global goal of ensuring quality education in developing countries. In considering this, this study looks at inclusion and social justice through structural, participatory, and economic lenses. Booth and Ainscow's Index for Inclusion (2002) is utilised to consider the concept of inclusion in the local context. This study focuses on the meso (schools and the parental community) and micro-levels (teachers) of actors in the system, and analyses the implementation of inclusive education within a multi-level actor framework (Fulmer et al. 2015; Kozma 2003). Qualitative interviews were conducted based on purposive sampling (Onwuegbuzie & Leech 2007), each lasting about 45 minutes. A total of 103 interviews were conducted in Phnom Penh, Kampot, Kandal, Battambang, and Ratanakiri, in February and July 2015. Results suggest that attitudes toward how to educate CWDs differ by the types and severity of disabilities. In developing countries where governments lack the resources or political will to invest consistently and comprehensively in areas like inclusive education, family resources become the main defining factor of whether CWDs gain access to quality education and stay in it. Through the case study of Cambodia, this study thus revisits the paradigm of inclusive education in the context of developing countries, and provides evidence-based insights into how the international education community can work toward achieving the global goal of inclusive and equitable quality education for CWDs in a developing country context.

Keywords: Inclusion, Education, Developing Countries, Southeast Asia

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Creative Teaching as Perceived by English Language Teachers in Private Universities

Marites Piguing Hilao*

Language Institute Bangkok University, Bangkok, Thailand

Abstract

Creative teaching is one of the main goals that most universities in Thailand have set in their mission. The study aimed to investigate the concept of creative teaching as perceived by university teachers and find out some factors that had an impact on their perceptions comprising gender, academic title, and degree. Data were collected from 164 English language teachers from five different private universities in Thailand using a 5-point rating scale questionnaire and analyzed by means, t-tests, and One-Way Analysis of Variance. The findings reveal that teachers' creative teaching perceptions based on the six categories namely, school environment, personal quality, personal motivation, teaching belief, education and career experience, and thinking style were at a high level. Regarding background information, the factor of academic title was found to have an impact on perceptions. That is, teachers with academic title had higher perceptions on creative teaching than the ones without academic title in all categories, and significant differences were found in overall perceptions and in two categories: personal motivation and thinking style ($p < .05$). However, the other factors comprising gender and degree did not affect their perceptions. The findings can be useful for administrators in all private universities when the policy of creativity and creative teaching was implemented in the curriculum.

Keywords: Creative Teaching, Creativity, Language Teaching, Perception

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Methods for Teaching English in General and Specific Purposes

Manu Verma*

Department of English, A.S.College, Khanna, Punjab, India

Abstract

Man is regarded as the best creation of God. Language is the beautiful gift that God has bestowed upon man. It is the gift of language that distinguishes man from the other lower animals. Language is a very important means of communication between humans. It is a language which helps us to express our feelings, emotions, joys and sorrows. Different people in different countries make use of different languages. The study of the language depends upon the learner's approach, method and techniques of understanding that language. Method is an overall plan for the orderly presentation of language material, no part of which contradicts and all of which is based upon the selected approach. An approach is an established principle (axiomatic) and a method is procedural (systematical). Within one approach, there can be many methods. Several factors influence the orderly presentation of language to students. The goal, of course, must be considered- whether it is aimed at reading, fluency in speech or inculcating translation skill- all these shape methodology. Technique must be consistent with a method and therefore, in harmony with an approach as well. The teaching of any subject matter is usually based on an analysis of the nature of the subject itself and the application of teaching and learning principles drawn from research and theory in educational psychology. The result is generally referred to as a teaching methods or approach, by which we refer to a set of the core teaching and learning principles together with a body of classroom practices that are derived from them. I would like to throw light on those areas which acts like a link between a learner and the language and plays an important role in language learning because understanding a language is as Isaac Babel has pointed out: "A phrase is born into the world both good and bad at the same time. The secret lies in a slight, an almost invisible twist. The lever should rest in your hand, getting warm, and you can only turn it once, not twice."

Keywords: Language, Systematical, Axiomatic

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Development of Project- Based Learning Model to Enhance Educational Media Business Ability for Undergraduate Students in Educational Communication and Technology Program

Kobsook Kongmanus*

Department of Educational Communication and Technology Faculty of
Education Naresuan University, Thailand

Abstract

Project-Based Learning (PBL) as an activities are able to stimulate students' interest and enhance the ability to do business of educational media. The objective of this research were (a) to develop Project-Based Learning model to enhance educational media business ability (b) to study students' educational media business ability (c) to compare the learning achievement before and after used Project- Based Learning and (d) study students' opinions towards Project- Based Learning. The samples of this research consisted of 37 undergraduate students studied in Educational Communication and Technology at Naresuan University, they were selected by purposive sampling. The instruments used to collect the data were lesson plans of Project-Based Learning to enhance educational media business ability, assessment form of educational media business evaluation project, pretest and posttest and questionnaires. Data were analyzed using percentage, mean, standard deviation, t-test dependent and content analysis. The Results showed that (a) the Project-Based Learning model to enhance educational media business ability consisted of five elements 1) principle and objective 2) learner and teacher 3) Project-Based Learning activities 4) contents and 5) evaluation. (b) the students' educational media business ability were at a high level though the process Project- Based Learning and projects work have the good to very good level. (c) the students' educational media business knowledge posttest scores had significantly higher than the pretest at a level of significance of .05. (d) the students' opinions towards learning using Project-Based Learning were at a highest level.

Keywords: Project- Based Learning, Educational Media Business Ability, Educational Communication and Technology

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TRACK C: ENGINEERING & TECHNOLOGY STUDIES



A Research Study on Determining the Factors Influencing Contractor's Completion Cost

Ismail Cengiz Yilmaz¹, Hamdi Tekin^{2*}

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Abstract

Globally, construction sector has drastically grown in the last decade. Therefore, the sector has become more competitive and more challenging. This brings about decrease in profit margins of the majority of construction shareholders. Cost estimate is now much more critical issue compared to the past. Recently, Turkish construction sector, showing significant development both locally and internationally has been also a catalyst sector to this growth. According to Engineering News Record (ENR) 2015, Turkey placed the second place on the list of the 250 largest construction contractors in the World. In this research, 58 local contractors in Turkey were analyzed statistically by using chi-square method in terms of sector experience, turnover, total project cost, unit prices for each work item completed. As a result, there is appreciable relationship between experience and completion cost has been observed.

Keywords: Project Management, Completion Cost, Construction Statistics, Unit Prices, Cost Estimate

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Stored Carbon Potentiality of hooded oyster, *Saccostrea Cucullata*, inhabiting Intertidal Zone of Rocky Shore of Betul, Goa, India

Subhadra Devi Gadi^{1*}, Swetlana Vaz², Whitney Swella
Fernandes³, Abhijit Mitra⁴

^{1, 2, 3} Department of Zoology, Carmel College of Arts, Science and
Commerce for Women, India

⁴ Department of Oceanography, Techno India University, India

Abstract

Biosequestration is the general term used to describe where biota is used to 'sequester' or absorb carbon from the atmosphere. The present study, focused on stored carbon potentiality of hooded oyster, *Saccostrea cucullata*, was carried out from June 2015 to January 2016. *S. cucullata* is a predominant species inhabiting the intertidal zone of the rocky shore of Betul, Goa, India. Goa encompasses an area of 3,702 km². It lies on the west coast of India between the latitudes 14°53'54" N and 15°40'00" N and longitudes 73°40'33" E and 74°20'13" E. The total Carbon % was determined by using an Elemental Analyser (Isoprime, Vario Isotope Cube). Effect of environmental variable (temperature, pH, dissolved oxygen and salinity) on stored carbon in flesh and shell was also studied by following standard protocols. The stored carbon in shell of *S. cucullata* ranged from 12.488 ± 0.502 to 14.023 ± 2.789 % and from 12.575 ± 0.312 to 14.330 ± 1.551% during monsoon and post-monsoon seasons respectively. The stored carbon was more in the flesh than in the shell. The total carbon content varied from 548.906 to 2426.679 and from 5020.536 to 9750.350 g/sq.m. There was an increase in the carbon (%) from monsoon to post-monsoon season. If the proper disposal of shells of oysters, has a significant impact on concentrations of CO₂ within a reasonable time, it is necessary to increase the quantities of the oysters by conserving and farming them on a much larger scale. Oyster Culture is a very suitable method for carbon sequestration.

Keywords: *Saccostrea cucullata*, Stored Carbon, Environmental Variables

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TRACK D: MEDICAL, MEDICINE & HEALTH SCIENCES



The Position of National Health Assurances toward Community Awareness in Indonesia Based on Maslow's Hierarchy

Alfatania Pandu Asmara¹, Dwi Ratnasari², Ulfia Hazna Safira^{3*}
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Abstract

The National Health Assurances of Indonesia called Jaminan Kesehatan Nasional (JKN) is a sustainable health financing program with the whole Indonesian population coverage through social health insurance mechanisms. JKN implementation requires participation of the whole community in order to achieve the target of universal coverage in 2019. Based on data BPJS (Badan Penyelenggara Jaminan Sosial) 2016, the member who registered of health assurances until December 31, 2015, only about 156.7 million people from all over Indonesia's total population of around 240 million people. The community participations strongly influenced by community awareness of the need for health assurances. Another factor that influences is the level of income, knowledge and education. This study analyzes the community awareness of the JKN position toward Maslow's hierarchy of needs using literature review. The analysis showed that the Indonesian community awareness which low to JKN impact on the low participation toward JKN program, so that the community need for health assurances have not been categorized within safety levels in Maslow's hierarchy.

Keywords: Jaminan Kesehatan Nasional, JKN, Awareness, Need, Maslow

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