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# 2017 BESSH



**January 14-15, 2017**  
**Sydney, Australia**

# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACT BESSH-2017

**International Conference on  
“Business Economics, Social Science & Humanities”  
(BESSH-2017), Sydney, Australia**



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# **Book of Abstracts Proceedings**

**International Conference on  
“BUSINESS, ECONOMICS, SOCIAL SCIENCE &  
HUMANITIES” (BESSH-2017)  
SYDNEY, AUSTRALIA**

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**“Business, Economics, Social Science & Humanities  
(BESSH-2017)”**

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

**Venue: Rydges Camperdown 9 Missenden Rd  
Camperdown, Sydney NSW 2050**

**ORGANIZING COMMITTEE**

**1. Mr. Metha Shahi**

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## CONFERENCE CHAIR MESSAGE

**Dr. Malika Ait Nasser**

International Conference on “Business Economic, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honourable 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. Malika Ait Nasser**

Conference Chair

Email: [chair2017@academicfora.com](mailto:chair2017@academicfora.com)

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# Conference Program

**DAY 01 Saturday (January 14, 2017)**

**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 – <b>Mr. Metha Shahi</b> – 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 Saturday (January 14, 2017)**

**Session 1 (10:30 am – 01:00 pm)**

**Venue: Room 1**

**Track A: Business, Economics, Social Sciences and Humanities Studies**

<b>SAS-117-108</b>	Autonomy vs. Assessment: To What Extent the Audience Approval in a Gallery Game Helps Bring Pleasure, Pressure, and Progress	Chi-yu Chang
<b>SAS-117-116</b>	Exploring the Characteristics and Patterns of High-Growth Firms	Omer Majeed
<b>SAS-117-119</b>	Perceptions and Intercultural Conflict Communication Management Experiences of Indian Malaysian Students Study in University Of Sumatera Utara-Indonesia	Inon Beydha
<b>SAS-117-117</b>	Examining the Relationship between Gender-Specific Inequality and Per Capita Income	Abbas Valadkhani
<b>SAS-117-115</b>	The Implementation of Reading Strategies to Improve Students' Reading Comprehension Achievement	Rita Inderawati

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

<b>SAE-117-101</b>	Isolation and Selection of Purple Nonsulfur Bacteria for Phosphate Removal in Rearing Water from Shrimp Cultivation	Patama Bunruk
<b>SAE-117-106</b>	Experimental Modelling of a Reinforcement Theoretical Model on Peaty Soils	Ali AbdulWadoud Mahmood

**Lunch Break (01:00-02:00pm)**



**DAY 01 Saturday (January 14, 2017)**

**Session 2 (2:00 am – 03:30 pm)**

**Venue: Room 1**

**Track C: Medical, Medicine and Health Sciences Studies**

<b>SAM-117-103</b>	AEDES GAME: Information and Health Education Through a Serious Game	Ana Emilia Figueiredo de Oliveira
<b>SAM-117-104</b>	Authoring Tool: Education, Technology and Innovation in E-Books Development	Ana Emilia Figueiredo de Oliveira
<b>SAM-117-106</b>	Leisure Life Satisfaction of Elderly Households depending on Long-term Care Insurance	Ji Su Lee

**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.	<b>SAM-117-103A</b>	Alessandra Dahmer	UNA-SUS/UFCSPA, Brazil
2.	<b>SAM-117-104A</b>	Suzana Melo Franco	UNA-SUS, Brazil
3.	<b>SAS-117-115A</b>	Machdalena Vianty	Sriwijaya University, Indonesia
4.	<b>SAM-117-107A</b>	Gil-Soo Son	Department of Surgery, Korea University Ansan Hospital, South Korea
5.	<b>SAM-117-108A</b>	Bandar AlSaedi	Ministry of Interior Hospitals, Saudi Arabia



## **DAY 02 Sunday (January 15, 2017)**

### **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.



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



## Autonomy vs. Assessment: To What Extent the Audience Approval in a Gallery Game Helps Bring Pleasure, Pressure, and Progress

**Chi-yu Chang\***

Department of Applied English, Ming Chuan University, Taiwan

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### Abstract

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This paper is intended to inspire a competitive incentive in classroom participants. In a class where the number of students is big and a flipped way has to be adopted, it is often presumed needful for participatory pedagogy. However, classroom failure occurs when students choose not to prepare for beforehand announced requests, most of whom act passive when in class if no “sticks” are held to mobilize them. Things could change if a teacher behaved in opposite direction. A learner-centered approach is thus worth being applied to such cases. It looks like a paradigm shift from the focus on teachers to that on learners (Huba & Freed, 2000). If the students are allowed to dominate their class somehow and achieve certain growth because of the action taken by them, they will be more motivated to get involved in learning (Moreno & Martin, 2014). My class is characterized by the class-end gallery where the students are requested to paste their Info Doodled feedback through sticky notes and wallpapers on a wall, and where all participants, including the teacher, use stickers to show their approval of specific feedback. I tend to see the process as insufficient in student assessment, but it appears constructive to involuntary/passive students. The tentative findings are that the students’ attendance rate is high, that the students have gradually been motivated to learn by themselves either alone or by teamwork, and that they have been a little more proactive than before when having to make their feedback as creatively interesting as possible to win their classmates’ and the teacher’s approval. In so doing, all participants are metaphorically baptized market probationers who will voluntarily confront the hustle and bustle with each other’s help.

**Keywords:** *Flipped Classroom, Learner-Centered Assessment, Peer Evaluation, Learner Autonomy, World Café, Info Doodling*

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## Exploring the Characteristics and Patterns of High-Growth Firms

**Omer Majeed\***

Innovation Research | Analytical Services Branch, Economic and  
Analytical Services Division, Department of Industry, Innovation  
and Science, Australia

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### Abstract

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For the US, Europe and Australia, high-growth firms have contributed significantly to sales, employment, exports and economic growth. Using unique unit record data, this is the first paper that examines the patterns and characteristics of high-growth firms in Australia. The paper sheds important insights on the link between innovation and high growth firms that may be applicable to several countries. The paper finds that the type of innovation a firm undertakes matters for turnover growth. On average, undertaking innovation in goods and services and marketing contribute significantly to turnover growth, while innovations in process and management do not. For high-growth firms, innovation in goods and services have a much bigger impact compared to an average firm, this effect is amplified for persistently high-growing firms. Having a business focus on innovation also contributes to turnover growth. The paper also finds that the returns to R&D are skewed, with high-growth firms getting a substantially higher return from increasing R&D intensity. The paper further discusses whether policy can be effective in helping to increase the number of high-growth firms. This will be particularly important given that the proportions of high-growth firms have been declining as a result of the Global Financial Crises, fragile global economy and the ending of the mining boom in Australia.

***Keywords:*** *High-Growth Firms, Innovation, Economic Policy, Firm Level Data, Quintile Regressions and Applied Econometrics*

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## Perceptions and Intercultural Conflict Communication Management Experiences of Indian Malaysian Students Study in University Of Sumatera Utara-Indonesia

**Inon Beydha\***

University of Sumatera Utara, Indonesia

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### Abstract

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Indonesian higher education faces challenges in creating a new multichannel learning environment where international and local students study, connect and work with one another across classrooms, community and country borders in so many exciting ways. Prior studies suggest that conflict managements a significant contributor to the academic success of international students, and cultural differences can lead to the intercultural conflict communication. However, while University of North Sumatra takes many students from Malaysia, and there are substantial cultural differences between Indonesia Culture and Malaysia culture, there has been little research on the adjustment of Indian Malaysian students in North Sumatra, Indonesia. The study investigates the conflict communication management styles experiences of 25 Indian Malaysian students (8 females, 17 males) studying at university of North Sumatra, in Indonesia, using an open ended questionnaire. The main conflicts faced by the Indian Malaysian students concern the use of academic Indonesia language, and University of Sumatera academic requirements, and the lack of specific facilities for Indian Malaysian students. The study suggests recommendations for improvements in pre-departure training programs and degree programs in intercultural conflict communication management. The findings of this study would help practitioners understand the influence of student affairs programmers and services that can contribute not only to the well-being of students but also to the enhancing of multiculturalism in Indonesian higher education.

**Keywords:** *Intercultural Communication, Conflict Communication Management, Education, Culture Differences, University Students*

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## Examining the Relationship between Gender-Specific Inequality and Per Capita Income

**Abbas Valadkhani\***

Swinburne University of Technology, Australia

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### Abstract

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Previous studies have reached mixed conclusions regarding the relationship between inequality and per capita income. These studies, however fail to consider gender differences in income inequality and how these may impact on the relationship between income inequality and per capita income. Using Australian taxation statistics, we derive three sets of Gini coefficients (i.e. female, male and total) for the period 1950–2013. We then examine the relationship between inequality and real per capita income and find that a gender-specific threshold panel regression outperforms three other conventional models. Our findings suggest that “one set of coefficients does not fit all” in that the use of aggregate and constant coefficients may mask variations within, and between, gender inequality over time.

***Keywords:*** *Taxation, Inequality, Australia.*

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## The Implementation of Reading Strategies to Improve Students' Reading Comprehension Achievement

**Rita Inderawati<sup>1\*</sup>, Machdalena Vianty<sup>2</sup>**

<sup>1,2</sup>Sriwijaya University, Indonesia

### Abstract

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English is a compulsory subject for junior high school students in Indonesia. It is also one of the subjects included in the National Exam, with more question items on reading. However, previous studies showed that Indonesian students still have problems with English reading comprehension. Therefore, it is worth saying that helping students improve their reading comprehension achievement is necessary. One of the efforts the English teachers can do is by applying strategies in their teaching reading. This article reports the findings of a study applying three reading strategies (Literature Circle, Big6 and IRAIS). Through a quasi experimental research method, this study was aimed to see whether or not the implementation of the strategies could improve the reading comprehension achievement of the eight grade students who were the participants of this study. The results of the statistical analysis showed that there was a significant improvement in the students' reading comprehension achievement between before and after they were exposed to the three reading strategies. The students also showed their enthusiasm in the learning activities. In conclusion, the implementation of the reading strategies is empirically proven to help the students improve their reading comprehension achievement.

**Keywords:** *Literature Circle, Big6, IRAIS, Reading in English*

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



## Isolation and Selection of Purple Nonsulfur Bacteria for Phosphate Removal in Rearing Water From Shrimp Cultivation

**Patama Bunruk<sup>1</sup>, Duangporn Kantachote<sup>2\*</sup>, Ampaitip Sukhoom<sup>3</sup>**

<sup>1,2,3</sup>Prince of Songkla University, Thailand

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### Abstract

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One of the key environmental concerns about shrimp cultivation is the discharge of rearing water with high levels of nutrients, especially phosphate into waterways, resulting in eutrophication. To solve this problem, biological treatment is well recognized and the use of purple nonsulfur bacteria (PNSB) is one of an alternative attractive choice because of their high removal efficiency in wastewater treatment with various metabolic growth conditions. Hence, this study aimed to isolate and screen PNSB from shrimp ponds with their ability for reducing phosphate in water from shrimp cultivation. A total of 83 PNSB strains were isolated from samples of water and sediment collected from various 15 shrimp ponds located on Phang-nga and Songkhla provinces. For primary screening, there were 42 strains (51%) grew well ( $OD_{660} > 1.0$ ) in glutamate-acetate broth supplemented with 1.5% (w/v) NaCl, under conditions of micro aerobic-light and aerobic-dark. However, in secondary screening only two strains (W12 and W48) were able to grow in sterile rearing water collected from shrimp pond. They were selected for tertiary screening to investigate their ability to remove phosphate in sterile rearing water under both incubating conditions. Both PNSB strains produced no significant differences for phosphate removal efficiency ( $> 50\%$ ) with exception under micro aerobic-light conditions as strain W12 roughly reduced 46% phosphate. Of these 2 strains had the possibility to be used as inoculants for removal of phosphate from rearing water in shrimp ponds.

**Keywords:** *Phosphate Removal, Purple Nonsulfur Bacteria, Rearing water, Shrimp Cultivation*

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Email: [patama\\_b28@hotmail.com](mailto:patama_b28@hotmail.com), [duangporn.k@psu.ac.th](mailto:duangporn.k@psu.ac.th)



## Experimental Modelling of a Re inforcement Theoretical Model on Peaty Soils

**Ali AbdulWadoud Mahmood<sup>1\*</sup>, Lenny Lim Ee Chung<sup>2</sup>**  
<sup>1,2</sup>University College of Technology Sarawak, Malaysia

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### Abstract

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Peaty soils are highly organic soils with high moisture contents, low shear strengths and high compressibility. It was shown through years of experience that construction on such soils will yield unexpected failures. This study is an attempt to evaluate the applicability of using Giraud and Han's model (2004) for the design of unpaved roads on Malaysian peaty soils. It was shown that, although this model was applicable to these soils, a separate theoretical model addressing the particular qualities of peaty soils, should be attempted.

***Keywords:*** *Peat, Theoretical Modelling, Geosynthetics, Reinforcement.*

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



## AEDES GAME: Information and Health Education Through a Serious Game

**Ana Emilia Figueiredo de Oliveira<sup>1\*</sup>, Alessandra Dahmer<sup>2</sup>,  
Suzana Melo Franco<sup>3</sup>, Rodrigo Alves Tubelo<sup>4</sup>, Ana Estela  
Haddad<sup>5</sup>, Dilson José Lins Rabêlo Jr<sup>6</sup>**  
<sup>1,4,5</sup>UNA-SUS/UFMA, Brazil,  
<sup>2</sup>UNA-SUS/UFCSPA, Brazil  
<sup>3</sup>UNA-SUS, Brazil  
<sup>6</sup>Municipal Health Secretariat of São Luís-MA, Brazil

### Abstract

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Since 2015, it has been observed an exacerbated increase in cases of Zika virus infection in several countries, including Brazil, where the case has taken epidemic proportions. The more current and dynamic are the sources of information, the greater the chances of reaching a significant number of people. With this idea in mind, Brazilian researchers have developed and launched the Aedes Game, an educational digital game with the objective of informing the main measures to be taken to eliminate the breeding grounds of *Aedes Aegypti* mosquito. The game was developed through a partnership among researchers from SAITE Research Group for Innovation, Technology and Education, two universities working with permanent health education in e-learning modality – UNA-SUS/UFMA and UNA-SUS/UFCSPA –, the City of São Paulo and the Faculty of Dentistry of the University of São Paulo. The aim of this paper is to present the Aedes Game as an information and health education tool, covering its development stages and its operating structure. Aedes Game was released in application format and is now available in Google Play and Apple stores, for Android and IOS systems, in addition to the web version, which can be accessed at the website: [www.aedesgame.com.br](http://www.aedesgame.com.br). It is understood that this work can contribute to research in public health pertaining to the control of epidemics and viral outbreaks.

**Keywords:** *Aedes, Aegypti, Serious Game, Education, Health.*

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## Authoring Tool: Education, Technology and Innovation In E-Books Development

**Ana Emilia Figueiredo de Oliveira<sup>1\*</sup>, Alessandra Dahmer<sup>2</sup>,  
Suzana Melo Franco<sup>3</sup>, Dilson José Lins Rabêlo Jr.<sup>4</sup>, Rômulo  
Martins França<sup>5</sup>, Maria Goreth Cunha Bandeira<sup>6</sup>**  
<sup>1,4,5</sup>UNA-SUS/UFMA, Brazil,  
<sup>2</sup>UNA-SUS/UFCSPA, Brazil  
<sup>3</sup>UNA-SUS, Brazil  
<sup>6</sup>Municipal Health Secretariat of São Luís-MA, Brazil

### Abstract

Within the scope of e-learning, eBooks represent one of the main educational resources aimed at providing content in courses offered in this modality. However, it is necessary to consider the responsiveness, in other words, the way they are displayed on the screens of the most diverse devices, since, currently, access to the Internet and its resources has occurred mainly through mobile devices. This fact characterizes the need to create materials that adapt to these devices without loss of contents, providing a better viewing experience and exploitation of features. EBooks development process is composed of planning and content adaptation to a set of technologies based on programming languages such as HTML, JavaScript and CSS, making necessary the involvement of professionals with programming skills. On the other hand, compared to the current need for democratization of knowledge and the goal of contributing to a greater availability of eBooks, dependence on a programming professional for the creation of new materials becomes an obstacle, because distinct teams will be demanded to create such materials: the educational and the Information Technology (IT) teams. The authoring tool developed by SAITE group will keep in the e-books created the same SAITE Store standard interface that has been well accepted by users throughout Brazil. It is understood that there is a great need to encourage initiatives to promote the creation and distribution for free of quality digital educational materials.

**Keywords:** *E-Learning, EBook, Authoring Tool, Responsiveness.*

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## Leisure Life Satisfaction of Elderly Households Depending on Long-Term Care Insurance

**Ji Su Lee<sup>1\*</sup>, Jun Hyup Lee<sup>2</sup>**  
<sup>1,2</sup>Korea University, South Korea

### Abstract

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Korean society is experiencing rapid population aging and a high prevalence of chronic diseases. According to the criteria defined by the United Nations, the proportion of the elderly population in Korea has already entered the aging society (13.1% in 2016) and is expected to entry the aged society (14.3% in 2018). While the aging population increases the number of elderly people who need care, the nuclear family and the participation of women in economic activities are also increasing. The data is based on Korea Welfare Panel (2013, 2014) containing cases of 8,284 the elderly and their family members. The dataset is analyzed using descriptive statistics and linear regressions. The higher the age, city rather than rural, the non-disabled rather than the disabled, the higher the household income, their satisfaction of leisure life was significantly higher (Coefficients age:  $B=0.003$ , Std. Error= $0.001$ , region:  $B=0.043$ , Std. Error= $0.019$ , disability status:  $B=0.133$ , Std. Error= $0.065$ , household income:  $B=0.385$ , Std. Error= $0.024$ ). Long-term care insured household member and the smaller the number of households have low satisfaction of leisure life (Coefficients long-term care insurance:  $B=-0.143$ , Std. Error= $0.072$ , the number of households:  $B=-0.021$ , Std. Error =  $0.008$ ). As a result, satisfaction of leisure life of the elderly and their family members who utilize long-term care insurance is relatively low. This study suggests that policy effect was less effective unlike the purpose of long-term care insurance for the elderly and their family members. Therefore the government needs to consider specific services and improvements in the system.

**Keywords:** *Leisure Life Satisfaction, Long-Term Care insurance, The Elderly and their Family Members, Welfare, Aging society*

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