BESSH-2018

Tokyo Japan
October 20-21, 2018

Society For
Business, Economics, Social Science & Humanities

afs Academic Fora

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2018

International Conference on
"Business, Economics, Social Science & Humanities"
(BESSH-2018) Tokyo Japan

i

Book of Abstracts Proceeding

International Conference on
"Business, Economics, Social Science & Humanities"
(BESSH-2018)
Tokyo Japan

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

Proceedings of the International Conference on

"Business, Economics, Social Science & Humanities" (ECBA-2018)"

Disclaimer
Every reasonable effort has been made to ensure that the material in this book is true, correct, complete, and appropriate at the time of writing. Nevertheless, the publishers, the editors, and the authors do not accept responsibility for any omission or error, or for any injury, damage, lose, or financial consequences arising from the use of the book. The views expressed by the contributors do not necessarily reflect those of the Academic Fora.

ACADEMIC FORA
www.academicfora.com

TABLE OF CONTENTS

International Conference on "Business, Economics, Social Science & Humanities"
Tokyo Japan
Venue: Hotel Mystays Ochanomizu Conference Center

ORGANIZING COMMITTEE

1. Ms. Ani Wahyu

Conference Coordinator

Email: aniwahyu@academicfora.com

2. Mr. Metha Shahi

Conference Coordinator

Email: metha@academicfora.com

3. Ms. Grace Ooi

Conference Coordinator

Email: grace@academicfora.com

4. Mr. Metin Gurani

Conference Coordinator

Email: metin@academicfora.com

CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on "Business, Economics, 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. Malika Ait Nasser
Conference Chair
Email: chair2018@academicfora.com
BESSH-2018

ACADEMIC FORA
www.academicfora.com

Conference Schedule

DAY 01 Saturday (October 20, 2018)

<u>**Venue: Room 1**</u>

09:00 am – 09:10 am	Welcome Reception & Registration
09:10 am – 09:20 am	Opening Ceremony
09:20 am – 09:30 am	Welcome Remarks – Conference Coordinator Academic Fora
09:30 am – 09:40 am	Introduction of Participants
09:40 am – 9:50 am	Group Photo Session
09:50am – 10:00 am	Grand Networking Session and Tea Break

DAY 01 Saturday (October 20, 2018)
Session 1 (10:00 am – 11:45 am)
Venue: Room 1
Track A: Engineering, Technology & Applied Sciences

TKE-4108-101	Lean six sigma approach in oil and gas industry	Fahad alkharqawi
TKE-4108-102	Converter Topologies for a Variable-Speed Two-Phase SRM Drive	Jaehyuck Kim
EITNA-OCT18-102	Energy consumption forecasting: agent based modelling of a developing urban area	Dr. Lubashevskiy Vasily

Track B: Business, Economics, Social Sciences and Humanities

RBESH-OCT2018-110	The application of big data on house prices in Japan: Web data mining and machine learning	Peng Ti-Ching
RBESH-OCT2018-103	Activities and Development Process of Cultural Intelligence for Undergraduate Students as perceived by Thai HR Managers	Supharuk Aticomsuwan
RBESH-OCT2018-106	Training Course Development of Using English for Classroom Instruction of English Teachers in Primary School	Wannee Niamhom
RBESH-OCT2018-120	The Information advantage of insiders and institutional investors in diversification process	Tung-Hsiao
RBESH-OCT2018-109	On the study of blues: the spontaneous overflow of African American's inner nature	Mia Kim
TKS-4108-101	A management model of Pathum Wanaram Ratcha Wora Viharn temple to promote to the culture tourism	Dr. Weera Weerasophon

Lunch Break 11-45 am to 12-45 pm

DAY 01 Saturday (October 20, 2018)
Session 2 (12:45 pm – 02:00 pm)
Venue: Room 1
Track B: Business, Economics, Social Sciences and Humanities

RBESH-OCT2018-111	Industry Analysis of Pawnshop Businesses in the Philippines	Prof. Dr. Isaias Lagsa Borres
RBESH-OCT2018-117	Grammatical and Lexical Errors in Low-Proficiency Thai Graduate Students' Writing	Supakorn Phoocharoensil
RBESH-OCT2018-119	Effects of Form-focused Corrective Feedback on the Use of Tenses in Academic Writing	Supong Tangkiengsirisin

Track C: Medical Medicine and Health Study

OSA-4108-104M	Work Posture Assessment among Elderly Farmers in Pathumthani Province, Thailand	Teeraphun Kaewdok

Closing Ceremony
2:00 pm-3:00 pm

List of Conference Attendees

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

Sr. No	Official ID	Name	Affiliation Details
01	RBESH-OCT2018-108	Pradit Wanarat, Ph.D.	National Institute of Development Administration 118 Seri-Thai Road, Bangkapi Bangkok, Thailand
02	TKS-4108-103A	Mr.SSEBUNYA ISA.	Business Development Manager with,Golden Top Semallen lnvestments Uganda.
03	TKM-4108-103A	Myriam JIGUET MD	3 Avenue Du 8 Mai 194538130 Echirolles France

DAY 02 Sunday, October 21, 2018)

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

TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCE & HUMANITIES

Activities and Development Process of Cultural Intelligence for Undergraduate Students as Perceived by Thai HR Managers

Supharuk Aticomsuwan1*, Sunti Srisuanthang2

Abstract Preparing undergraduate students to become new employees in the 21st Century requires them to have an intercultural competency, as many organizations are becoming multicultural workplaces. Thus, cultural intelligence is one of the most important factors that make a person qualified to work in organizations. This study's two aims were, first, to explore the activities that promote the development of cultural intelligence of undergraduate students as perceived by human resource (HR) managers and, second, to synthesize the elements of the development process of cultural intelligence. The data were collected from interviewing a purposive sample of 10 HR managers who had at least five years' experience and who were working in multicultural organizations. Content analysis techniques, a coding method, and interpretation were used for the data analysis. It was found that there were several activities that promoted the development of cultural intelligence of undergraduate students which were employed by the HR managers. These were divided into four types of activities: (1) short-term activities, (2) cultivated awareness activities, (3) comparative learning activities and (4) explicit learning activities. Additionally, most of the activities were directed at giving the students' knowledge of cultural and traditions, law, country information, as well as for building cross-cultural relationships. It was also found that the basic qualifications required by the organization for new graduates were focused on the principle of working well with others and were based on good conscience, responsibility for work, and being adaptable and flexible in different situations. The development process of cultural intelligence was divided into four stages: (1) stimulating interest in learning; (2) awareness development; (3) exploring the new cultural experience; and (4) installing the new cultural experience.

Keywords: Cultural Intelligence, Development Process of Cultural Intelligence, Learning and Activities for Cultural Intelligence

1, 2 Department of Human and Community Resource Development Faculty of Education and Development Sciences, Kasetsart University, Kamphaeng Saen Campus, Nakhon Pathom, Thailand.
*E-mail: fedusrat@ku.ac.th,satsts@ku.ac.th

Training Course Development of Using English for Classroom Instruction of English Teachers in Primary School

Wannee Niamhom[1]*, Assoc. Prof. Santi Srisuantang[2], Assoc. Prof. Prasong Tanpichai[3]

Abstract The purposes of this research were: 1. to develop and study the quality of training course in using English for instruction in classroom of English teachers in primary school, 2. to experiment of using training course in using English for instruction in classroom of English teachers in primary school. The research methodology was employed by research and development. The used research population were the 28 English teachers who taught in primary school, attended the training, studied the result of the experiment of training course in using English to teach in classroom. The tools in the research were a training course in using English to teach in classroom, congruency evaluation form, course of suitability form, testing knowledge and skill in using English form, and a satisfactory questionnaire. The collecting data were distributed: a satisfactory questionnaire and a testing knowledge and skill in using English for English teachers who attended the training course before and after the training. The statistical data analysis were frequencies, percentage, mean, standard deviation and t-test. The research result was found that: 1. the development and studying the quality of training course of using English to teach in classroom was composed of seven components: 1) principle and reason, 2) the purpose of curriculum, 3) curriculum structure, 4)units of training, 5)training approach, 6)training materials, and 7)measurement and evaluation. When leading training course drafting that developed for the experts' evaluation was found that it was suitable and capable of leading to use for training; 2. the result of the experiment in using training course by studying the result of knowledge and skill testing in using English before and after the training of English teachers who attended the training, were found that English teachers who attended training had knowledge scores in using English after the training, was higher than before significantly at the level of 0.05, and having skill in using English in classroom correctly and fluently; nevertheless, the satisfaction of the participants in training were found that they were satisfied in the high level.

Keywords: Course Development, Training Course, Primary School, English Teacher

―――――――――――――――――

Department of Human and Community Resource Development, Faculty of Education and Development Sciences Kasetsart University, Thailand.
E-mail: Wannee.lh2555@gmail.com

On the study of blues: the spontaneous overflow of African American's inner nature

Mia Kim[*]

Abstract When thinking of the root of American history, we cannot but focus on African American's sacrifice and devastation. Therefore, the anger, the rebellion and the despair have been expressed in African American's early novels. However, in spite of the adversity in harsh reality, they have kept their innate positive power. It is African American's innate nature and the disposition is properly melted in their culture. The best representative culture of African Americans in American history is the tradition of their music. African American music is the best inheritance that African Americans had handed down to their descendants. This heritage made African Americans maintain their root and their hope in the white dominated society. It is still the pride of African Americans living nowadays. This paper will research African American's culture and life based on their disposition which they were born with and it has been cultivated in the environment. The whole process of this research on their disposition will be explored through the connectivity with African American's representative national folk music, blues. Blues is their precious cultural and mental inheritance from their parents and their ancestors. This paper will concentrate on exploring the growth and the expansion of blues, and it will be a great opportunity to analyze African American's double identity and their positive power. For this research, this paper will look into the background of the birth of blues historically and culturally. Secondly, this paper will also concretely analyze blues deeply permeated through African American's real life and history. Lastly, this paper will dig up the meaning of blues for the past and current African Americans.

Jeonju University, Jeonju, Korea
[*]E-mail: Kmia14@nate.com

The Application of big data on house prices in Japan: Web data mining and machine learning

Peng Ti-Ching[1*], Chun-Chieh, Wang[2]

Abstract The empirical studies on house prices in Japan mainly relied on the house price indexes released by Ministry of Land, Infrastructure, Transport and Tourism. But this house price index mainly measure relatively large-scale geographical areas, including only Tokyo Metropolitan, Aichi Prefecture and Osaka Prefecture, which inevitably overlooks the changes of house prices in other prefectures. Moreover, these official data were published with time lag (e.g. house prices few months ago), which could hardly represent the real-time changes in housing market. Furthermore, official data may not cover the searchers' preference for housing attributes. Given these disadvantages, researchers may overlook some variables which may have had influence on house prices, and thus the results of empirical analyses using official data may not be as satisfactory as expected. The authors thus apply big-data methodology, collect the detailed property data (including house prices and relevant attributes) on real-estate websites of Japan by adopting the web-parsing techniques, which is widely used in information technology field. Based on the housing literature, these real-time data will further be analyses by the machine learning techniques, including decision tree and random forest, to predict the movement of house prices in Japan, respectively. It is believe d that the findings of this research project may offer insights for further studies in micro-analyses on house prices; moreover, the application of machine learning algorithm may widen the possibilities of empirical methods in examining housing- relevant issues.

Keywords: Web Parsing, House Price, Decision Tree, Random Forest, Japan

---

[1]Department of Real Estate and Built Environment, National Taipei University,
[2]Department of Computer Science and Information Engineering, National Taipei University, New Taipei City, Taiwan
*E-mail: tcpeng@mail.ntpu.edu.tw

Industry Analysis of Pawnshop Businesses in the Philippines

Prof. Dr. Isaias Lagsa Borres[*]

Abstract Clients come into a pawnshop for three reasons. First they need cash, to obtain a quick loan. The second is to pawn private belonging such as jewelry, gadgets and other valuable items and the last is to buy unredeemed items that are for auction. But, now it has evolved into multi purposes. Pawnshop is now the same as "sari-sari store" that sells variety of products and services. Through the years like investment, pawnshop is likewise diversified into unrelated business strategy like the business of money remittance, money changing, bills payment for collections services, e-load, providing facilities in either sale of micro insurance products to households. Pawnshop is the oldest source of credit. It acquired popularity as an alternative source of credit in the Philippines. It is indeed small yet very tall because it can widen the sources of micro lending and speak itself the immediate and short term financial needs of unbanked individuals especially the low to middle–income households that banking institutions are not able to do. Pawnshops are involved in lending money for business and or personal purpose in exchange of collateral for loans. Some of them need to pawn a jewelry, gadget and other personal belonging that has been considered the nearly all widely recognized and speediest approach to respond a pressing requirement for generally little measures of money. Loans are collateralized ideally by consumers who have low income and leave the possessions for loan exchange. These kinds of loans are easy to operate; the lower and the middle income workers are first served by this industry. In the Philippines, pawnshop is one among the financial service providers (FSP) that is assisting to amplify the right to use to financial services of underserved and unserved clients. Many Filipinos say pawning is the most convenient way to augment money as compared to bank loan procedure. It's vital role that one cannot be undermined in the country's economic growth and development

Keywords: Pawnshop, Businesses, Insurance

_____

Graduate School of Business, Public Administration and Hospitality & Travel Management, Our Lady of Fatima University, Valenzuela City, Philippines
[*]E-mail: docborres@yahoo.com

Grammatical and Lexical Errors in Low-Proficiency Thai Graduate Students' Writing

Supakorn Phoocharoensil[*]

Abstract A large number of past studies have investigated English learners' different kinds of errors, using a variety of elicitation techniques, such as a translation task, a grammaticality judgment task, a role play, an essay, etc. (Abbasi and Karimnia, 2011; Hemchua and Schmitt, 2006; Sattayatham and Honsa, 2007; Ting, Mahadhir, and Chang, 2012; Yamashita and Jiang, 2010). The data drawn from such instruments, however, are sometimes criticized for not reflecting learners' genuine L2 competence since these tasks can differ from those they perform in everyday life (Larsen-Feeman and Long, 1991). In other words, it is believed that learners' true competence may be observed through a task that elicits more natural L2 use, e.g. free writing with some controlled topics (Phoocharoensil, 2009). The current study was therefore undertaken to bridge this gap by exploring low-proficiency Thai EFL students' writing, with an emphasis on their grammatical and lexical errors, using a paragraph as the main data collection technique. It was revealed that Thai students seem to have more grammatical than lexical problems. The top-three grammatical errors found concern verbs, articles, word classes, while the lexical errors often deal with inappropriate word choice. Not only can these errors be attributed to the learners' L1 influence, but they also seem to have resulted from learners' confusion over the target language, the grammatical system of which is evidently complex.

Keywords: Lexical Errors, Low-Proficiency, Techniques

––––––––––––––––––––––––
Thammasat University
[*]E-mail: supakorn.p@litu.tu.ac.th

Effects of Form-focused Corrective Feedback on the Use of Tenses in Academic Writing

Supong Tangkiengsirisin[*]

Abstract Teacher corrective feedback plays a crucial role in improving EFL students' writing. Form-focused corrective feedback (FFCF) can be delivered on students' writing to reduce grammatical errors that might affect readers' comprehension. Tense errors are usually critical and could confuse readers, and therefore should be minimized in writing. In this study, direct error correction and metalinguistic feedback were used with an intact group of 32 low-proficiency graduate students. With a quasi-experimental design, a pre-test and a post-test were administered to compare the number of tense errors before and after the treatment. Questionnaires were also administered to explore the participants' attitudes towards the FFCF on tenses. Results of the post-test revealed a significant improvement in the students' use of tenses. Survey data showed the participants' positive attitudes towards teacher feedback delivery. Theoretical explanation and pedagogical implications are discussed.

Keywords: Corrective, Academic Writing, Grammatical

Language Institute Thammasat University, Thailand
[*]E-mail: supong.t@litu.tu.ac.th

The Information advantage of insiders and institutional investors in diversification process

Tung-Hsiao[*]

Abstract We analyze the information advantage of insiders and institutional investors from the efficiency of internal capital market defined in Billett and Mauer (2003). There are three major findings in this paper. First, the inefficient subsidies to constrained firms have significantly negative impact on the firm's long-term performance. In addition, the diversified firms with transfer segments, both efficient and inefficient transfer, have significantly positive effect on the firm's performance. Second, the insiders and institutional investors of diversified firms may use similar information regarding the internal capital market because they show the similar trading behavior with respect to efficient subsidies to both constrained and not constrained segments. Their reaction to the transfer segments, however, exhibits different patterns. Finally, the insiders play a more important role in the future market performance. Even though some types of internal capital market have significant impact on both the change of institutional holding and insider trading, the long-term market performance is significantly determined by insider trading. In sum, we conclude that both institutional investors and insiders have some information advantage of internal capital market. Insiders, however, have stronger impact on the diversified firms' future performance.

Keywords: Diversification; information advantage; internal capital market;

National Chung Hsing University, Taichung, Taiwan
[*]E-mail: tyang1@nchu.edu.tw

A Management model of Pathum Wanaram Ratcha Wora Viharn temple to promote to the culture tourism

Dr. Weera Weerasophon[*]

Abstract This research is aim to explore and investigate of the areas that for management model for Pathum Wanaram Ratcha Wora Viharn temple. This research is divided in to 1 part which the first part is the part of quantitative research (respondents 10 research interviews) in order to explore and investigate of the development of cultural tourism of Thai temple. The research method was separated in to 5 parts as 1. Research study and collect the data. 2. To study in the field of culture tourism of Thai temple 3. To develop a culture tourism of Thai temple 4. To process A management model of Pathum Wanaram Ratcha Wora Viharn temple to promote to the culture tourism. In the beginning, the result is found that a Thai temple is able to develop for Promoting Culture Tourism. In additional, the temple must focus on the management such as staffing, internal and external analysis, marketing and promotion

Keywords: Thai Temple, Cultural Tourism, Pathum Wanaram Ratcha Wora Viharn Temple

_____
Suan Sunandha Rajabhat University Thailand
[*]E-mail: weera.we@ssru.ac.th/ weerasophon@gmail.com

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

Lean Six Sigma Approach in Oil and Gas Industry

Fahad Alkharqawi[*]

Abstract The fundamental objective of the Six Sigma methodology is the implementation of a measurement-based strategy that focuses on process improvement and variation reduction through the application of Six Sigma improvement projects. This is accomplished through the use of two Six Sigma sub-methodologies: DMAIC and DMADV. The Six Sigma DMAIC process (define, measure, analyze, improve, control) is an improvement system for existing processes falling below specification and looking for incremental improvement. The Six Sigma DMADV process (define, measure, analyze, design, verify) is an improvement system used to develop new processes or products at Six Sigma quality levels. It can also be employed if a current process requires more than just incremental improvement. Both Six Sigma processes are executed by Six Sigma Green Belts and Six Sigma Black Belts, and are overseen by Six Sigma Master Black Belts. According to the Six Sigma Academy, Black Belts save companies approximately $230,000 per project and can complete four to six projects per year. (Given that the average Black Belt salary is $80,000 in the United States, that is a fantastic return on investment.) General Electric, one of the most successful companies implementing Six Sigma, has estimated benefits on the order of $10 billion during the first five years of implementation. GE first began Six Sigma in 1995 after Motorola and Allied Signal blazed the Six Sigma trail. Since then, thousands of companies around the world have discovered the far reaching benefits of Six Sigma. Many frameworks exist for implementing the Six Sigma methodology. Six Sigma Consultants all over the world have developed proprietary methodologies for implementing Six Sigma quality, based on the similar change management philosophies and applications of tools.

Keywords: Six Sigma, Approach, Oil

Kuwait Oil Company, Kuwait
*E-mail: afuzaie@kockw.com

Converter Topologies for a Variable-Speed Two-Phase SRM Drive

Jaehyuck Kim[*]

Abstract This paper presents several low-cost converter topologies for variable speed two-phase switched reluctance motor (hereafter abbreviated as SRM) drive. The considered converters employs single-switch-per-phase configuration for low-cost, high-volume applications. Among them, the split AC converter preserves a single switch per phase as well as a single phase-leg rectifier circuit realizing the fewest component count to achieve a highly cost effective solution for two-phase SRM drive. Comparative study between the considered converter and other converters are provided. Analysis of the modes of operation and mathematical modeling are also provided. Analysis and simulation results are provided to validate the converter.

Keywords: Converter topologies, Switched reluctance motor, Variable speed drive

───────────────────────
Wonkwang University, South Korea
*E-mail: jaehkim@wku.ac.kr

Lexicon-based Sentiment Analysis system on the Policies of Taiwan National Health Insurance

Ying Lung Lin[*]

Abstract Abstract: National Health Insurance (NHI) is an important health policy that deeply affects Taiwanese. To achieve the higher quality policies, the officials need some powerful tools to perceive the feedbacks. Then refer the feedbacks to revise the policies with time. Therefore, we introduce the lexicon-based sentiment analysis system in the health domain. To confirm our system is feasible, we validate it with the 2017 annual questionnaire. The result shows the system can reflect the facts on three NHI related policies (1) Family physician (2) Hierarchical medical system (3) Blue button system. Thus we sure the system is reasonable. Through the functions we deploy, we can use visualization tools to find the key points and filter out the unrelated comments. These help officials to analyze the sentiment in real-time. Overall, the lexicon-based method is both useful and lower cost. Moreover, get the benefit from the simple structure; our system can quickly reproduce to other domains. This study also discusses the disadvantages of the lexicon-based method. Fortunately, this can be improved by the learning-based method in the future. We hope this system can facilitate officials capture what people talk. Let the NHI related policies be better.

Keywords: Sentiment Analysis, Opinion Mining, Lexicon-based.

Information Management-Yuan Ze University, Taoyuan, Taiwan
*E-mail: fxm900206216@gmail.com

FUTURE EVENTS

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

Business, Economics, Social Science & Humanities (BESSH) Conferences:

http://academicfora.com/buisness-conference-home/

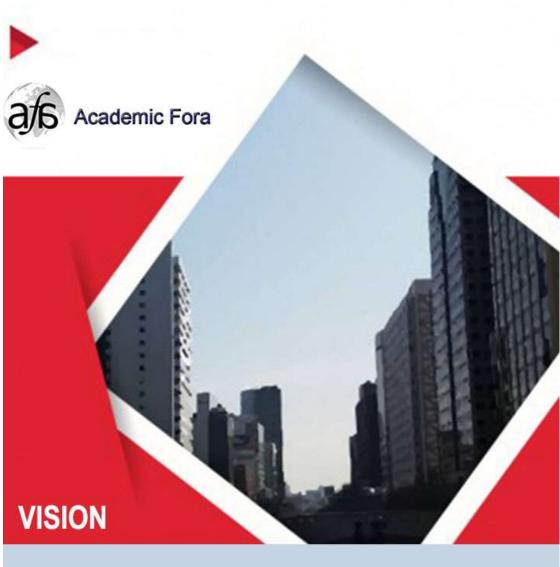**Engineering & Technology, Computer, Basic & Applied Science**

http://academicfora.com/engineering-conference-home/

Medical, Medicine & Health Science

http://academicfora.com/medical-conference-home/

For paper publication:

You can contact at publication@academiscfora.com

Academic Fora

VISION

Our vision is to promote research excellence through networking Platform.

http://academicfora.com