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January 26-27, 2019
Osaka Japan

afs Academic Fora

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2019

International Conference on
"Business, Economics, Social Sciences & Humanities"
(BESSH-2019), Osaka, Japan

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TABLE OF CONTENTS

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International Conference on "Business, Economics, Social Sciences & Humanities" Osaka Japan

Venue: Hotel MyStays Shin-Osaka Conference Center

ORGANIZING COMMITTEE

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on "Business, Economics, Social Sciences & 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: chair@academicfora.com
BESSH-2019

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Conference Schedule

DAY 01 Saturday (January 26, 2019)

<u>Venue: Room 1</u>

09:00 am – 09:30 am	**Welcome Reception & Registration**
09:30 am – 09:40 am	Opening Ceremony
09:40 am – 09:50 am	Welcome Remarks – Conference Coordinator Academic Fora
09:50 am – 09:55 am	Introduction of Participants
09:55 am – 10:00 am	Group Photo Session
10:00 am – 10:30 am	Grand Networking Session and Tea Break

DAY 01 Saturday (January 26, 2019)
Session I (10:30 am – 12:30 pm)
Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

EMCG-JAN-103	The Transformed Politics from Globe's View: Taking the Case of Religious Violence in Burma as Analysis	Fan Chun Ming
EMCG-JAN-104	The performance of research institutes entrepreneurship-the perspective of knowledge management	Hsinyi Hu
OSA-419-101B	An Ethnomathematics Study: Preschool Caregivers Incorporate Multicultural Perspectives into the Mathematics Curriculum with Truku Culture Traditions	Lin Chun-Min
EMCG-JAN-102	Exploring Professional Role-Based Image Discrepancy	Shuyuan Chen
EMCG-JAN-106	Intermittent Demand Forecasting Models by Integrating Distributed Lag Non-Liner Models and Extreme Learning Machine	Chi Jie Lu
EMCG-JAN-107	Sustainable Production-Inventory Model with Collaborative Investment in Carbon Emissions Reduction Technology: A Stackelberg Game Approach	Yang Chihte
IRBEMSH-019-ANI106	A Study of the Influence of Industry Internship on Occupation Cognition and Employment Intention for Students Taking Employment Oriented Curriculum Programs in Industrial Category at Technical High Schools	Hsiu-Te Sung
IRBEMSH-019-ANI107	Ren (Forbearance) in Conflict Resolution and Its Relation to Marital Satisfaction	Mei-Tzu Chen

Track B: Medical, Medicine and Health Sciences

OSA-419-102M	Gene-Network Analysis in the Potential Effect of Exposure to Bisphenol A on Lymphomagenesis	Chun Yu Chuang

Lunch Break (12:30 pm – 01:30 pm)

DAY 01 Saturday (January 26, 2019)
Session II (01:30 pm – 03:00 pm)
Venue: Room 1

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

ECEEE-JAN19-101	Experimental and Numerical Study on Performance of Air-Breathing Proton Exchange Membrane Fuel Cell Stacks	Prof. Wei-Mon Yan
ECEEE-JAN19-103	An Active Rectifier with Time-Domain Delay Compensation to Enhance the Power Conversion Efficiency	Shao-Ku Kao
ECEEE-JAN19-104	Mobile Handheld Wireless 2D to 3D Image Projection Teaching System	Dr. Wei-Kai Liou
ECEEE-JAN19-105	Impact on Different Learning Achievement Students by Metaphor Rhetorical Teaching Approach with Mandarin Popular Music	An-An, Wu
ECEEE-JAN19-106	A Study on the Effect of Cosmetology Learning by Interactive White Broads Teaching Strategy	Kai-Ping, Wang
ECEEE-JAN19-109	Prediction of battery discharge status based on recurrent neural network	Yi-Zeng Hsieh

Closing Ceremony

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
1.	**OSA-419-103A**	Elsaharahap binti Hasan Basri	Universiti Malaysia Sabah, Malaysia
2.	**ECEEE-JAN19-102A**	Daniel Todd	Curtin University, Australia

DAY 02 Sunday (January 27,2019)

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 SCIENCE & HUMANITIES

The Transformed Politics from Globe's View: Taking the Case of Religious Violence in Burma as Analysis

Fan Chun Ming[*]

Abstract There were kinds of ruling styles in Burma and had transfer to democracy up to date. Democracy was established recently through the gathering of cluster which collected the civil power nationally. Such civil power was stirred up by religious monks first and promoted to the citizens gradually. This model rose up the cluster for religious violence at the very beginning and transfer to anti the military government later. It caused Burma moving forward to democracy soon and led this state toward to another stage of politics – Democracy style. Religion may be a reasonable cause for the terrorism to spread through the nation by preaching, drawing, and stirring the citizens globally. That may give an explanation to the real condition of terrorism, especially what had happened in Burma recently. This transformation of politics in this country would proceed forward through the religious violence initially as the process which altered the state's political, economy, and international relationship with the globe. There are several causes which afford the terrorism and did support it to sustain in different areas. Burma had developed toward democracy through religious violence and could be an unusual case to explore, seek out the unknown, changeable future in Southeast Asia. Religious violence in Burma being counted as the critical, crucial, and essential element, grasped this country for gaining the bridging of the cluster at last. This cluster forced the state moving forward to another ruling. Persuading to gain the crowds as base and foundation which develop to be action positively, also stimulate civil competitiveness globally.

Keywords: The Transformed Politics, Globe, Religious Violence, Burma

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The Performance of Research Institutes Entrepreneurship-the Perspective of Knowledge Management

Hsinyi Hu[*]

Abstract Creating new business enterprises through commercialization and technology transfer from public research institutes may enhance industrial competitiveness and national welfare. Recently, practical and academic experts have paid significant attention to this critical issue; however, the activities involved in the entrepreneurial development process are complicated and members of research and development (R&D) teams from research institutions have primarily technical backgrounds and lack business-related knowledge. Therefore, spin-off companies from research institutions face great challenges during the start-up process. Through an in-depth case study, this study revealed that R&D teams may apply various knowledge management activities to reduce business risk and uncertainty and enhance entrepreneurial performance. This study contributed to the literature by focusing on knowledge to investigate the correlation between knowledge management activities and entrepreneurial activity during the spin-off process of an R&D team from a research institution. This study established a derivative entrepreneurial management model based on knowledge management. In practical applications, the results of this study may serve as a guide to the application of suitable proper knowledge management activities for R&D teams in research institutions to improve the performance of spin-off enterprises.

Keywords: Knowledge Management, Entrepreneurship, Spin-Off

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An Ethnomathematics Study: Preschool Caregivers Incorporate Multicultural Perspectives into the Mathematics Curriculum with Truku Culture Traditions

Hu, Mei-Chih[1*], Lin Chun-Min[2]

Abstract The purpose of this study was to explore the perceptions of those of the caregivers regarding the concepts of ethnomathematics which was conceived as a cultural product and developed as a result of various activities from a Truku communal preschool at aboriginal inhabited area in Taiwan. Since 2016, the Truku communal preschool caregivers have tried to integrate mathematics with the study of cultural tradition of Truku. Transforming school-based and culturally-based mathematics curriculum with setting up learning areas of art and cognitive in the classroom. There were impediments to incorporate multicultural perspectives into the mathematics curriculum, include lack of materials and inadequate teacher training. The research data were collected by records of classroom observations, open-ended interview, regular teaching seminars, mentoring meetings, caregivers' reflective journals, and field notes during the two years of guidance project of the Ministry of education through the principles of ethnography. Base on the literature review and qualitative data, the study obtained the following conclusions: (1) as an interesting human activity, mathematics is very entrenched in culture and can be intellectual diversity in curricula and pedagogy. (2) By incorporating hands-on activities and applications in art and cognitive areas, mathematics becomes meaningful to the young children of Truku. (3) The curriculum of ethnomathematics, such as weaving, planting, or beading of Truku, has improved preschool students inadequate skills in counting, locating, measuring, playing games, designing, and explaining. (4) the implementation of an ethnomathematical perspective in preschool mathematics curriculum not only helps young children to develop their intellectual, social, emotional learning by using unique Truku cultural referents to impart their knowledge, skills, and attitudes. Ultimately, this research hopes to demonstrate the importance of ethnomathematic approach in the preschool. It has provided preschool caregivers opportunities to incorporate multicultural perspectives into the mathematics curriculum with Truku culture traditions and has provided different ways for young children to maintain their identity while succeeding academically.

Keywords: Ethnomathematics, Mathematics Curriculum, Preschool, Truku

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Exploring Professional Role-Based Image Discrepancy

Shuyuan Chen[*]

Abstract Today, professional services dominate across different fields because professionals are able to provide credible and trustworthy service quality that is requested in high demand for clients. Even in an organization, HR department, considering itself as HR service professional providers, provides HR services to other client department in an organization. However, as professionals put more effort on professional service, they somehow feel more frustrated that clients never got about their professions, in terms of role-based image discrepancy. Although previous studies suggested the idea of role-based image discrepancy, there are lack of theoretical and methodological foundations support. Accordingly, this study extends previous studies of role-based image discrepancy to explore professional role-based image discrepancy and its potential influences. Through interviewing with professionals in different field and their clients, this study is able to clarify the concept of role-based image discrepancy of its eight dimensions and develop the measurement scale. In addition, this study further provides the empirical evidences to examine the relationship of the role-based image discrepancy, perceived credibility, clients' affective commitment and exchange relationship. Through this study finding, we expect to apply the concept of role-based image discrepancy in an organization to explore the professional relationship between HR department and other client departments.

Keywords: Role-Based Image Discrepancy, Professional-Client Exchange, Client's Affective Commitment, Perceived Credibility

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Intermittent Demand Forecasting Models By Integrating Distributed Lag Non-Liner Models And Extreme Learning Machine

Chi Jie Lu[*]

Abstract Time series of intermittent demand is differ from conventional demand series in the respect that they have multiple periods of zero demand. Forecasting intermittent demand is a highly concern which arises in several real environments, such as spare parts, start-up productions, service products, etc. However, forecasting for intermittent demand is challenging and research in forecasting intermittent demand is limited. Most of existing intermittent demand forecasting models are usually used original data as input data. Since the time lag effect of factors contains valuable information about time delayed information of exposure-response relationship of factors, it can be utilized to construct effective intermittent demand forecasting models which can generate more accurate predicted values for intermittent demand data. This paper is based on time lag effect to propose novel intermitted demand forecasting schemes using distributed lag non-liner models (DLNM) and extreme learning machine (ELM). DLNM is a flexible model that simultaneously estimates the nonlinearity and distributed time lag effects of exposure-response relationship of factors. It provided an estimate of the overall effect in the presence of delayed contributions at each lag period and effects across lags. ELM is a simple, effective and promising neural network algorithm. A few studies have been done with the use of the ELM to demand forecast problems, especially to intermittent demand forecast. Thus, ELM will be used in this research for intermittent demand forecasting. Experimental results on real intermittent demand data show that the proposed DLNM-ELM forecasting scheme outperforms the two competing models and hence is an effective alternative for interval-valued forecasting of stock index.

Keywords: Demand Forecasting, Intermittent Demand Forecasting, Time Lag Effect, Distributed Lag Non-Liner Model, Extreme Learning Machine

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Sustainable Production-Inventory Model With Collaborative Investment in Carbon Emissions Reduction Technology: A Stackelberg Game Approach

Yang Chihte[*]

Abstract Generally speaking, greenhouse gases that lead to extreme weather are produced (mainly carbon dioxide) during operational processes of the supply chain system, such as product manufacture, storage, transportation, sales and usage. Further, with the rapid development of modern technology, carbon dioxide emissions (referred to as carbon emissions) generated by corporate activities can be reduced through specific capital investment. However, such kind of capital investment is rather costly and is unlikely for a single company to solely invest in it. If we have all members of the supply chain agree on sharing the investment funds of the relevant facilities and enjoying the benefits of improved carbon emission reduction, it will bring cost saving and profit increasing to the entire supply chain system. Moreover, in real life, most decision-making situations are correlated instead of independent. In this situation, Game theory is a study of mathematical models of conflict and cooperation between intelligent rational decision-makers and investigates the equilibrium problem between them. Therefore, this paper explores potential non-cooperative issue of the sustainable product inventory where two common carbon emission reduction polies:(1) Carbon Cap-and-Trade and (2) Carbon offset are taken into account and collaborative investment in carbon emission reduction technology. We first establish the total profit and the carbon emission functions for the vendor and buyer, respectively. Then the optimal equilibrium solution between the buyer and the vendor under different carbon emission reductions by mathematical analyses. Furthermore, realistic data examples will be used to demonstrate the solution, and sensitivity analysis on the main variables will be performed. Finally, meaningful management implications obtained from numerical example analysis are provided reference material for corporate decision-making.

Keywords: Supply Chain, Sustainable Production-Inventory Model, Carbon Emission Reduction Technology, Stackelberg Game

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A Study of the Influence of Industry Internship on Occupation Cognition and Employment Intention for Students Taking Employment Oriented Curriculum Programs in Industrial Category at Technical High Schools

Hsiu-Te Sunga[1*], Shi, Ya Yun[2]

Abstract The purpose of this study was to investigate the influence of industry internship on occupation cognition and employment intention for students who take employment-oriented curriculum programs in industrial category at technical high schools, and further to analyze if employment cognition holds predictability for employment intention. This study was conducted with survey method, and questionnaire revised by the researcher served as the research tool. Contents of the questionnaire include two sections: occupation cognition and employment intention. For occupation cognition, there are 26 questions in three dimensions including occupation information, career understanding, and work attitude; for employment intention, there are nine questions aiming to realize students' intention to get into work market and their occupation decisions. Research objects were 1278 senior students taking employment-oriented curriculum programs in industrial category at technical senior high schools, and 607 valid samples were gathered by way of cluster sampling. Statistical methods include independent sample t test, analysis of variance (ANOVA), and multiple regression analysis. Research results revealed that there existed slight positive inclination in occupation cognition and employment intention, and industry internship had positive influence on students' occupation cognition and employment intention. Besides, occupation cognition had predictability in employment intention for students who took part in industry internship. With the experience of industry internship, students' occupation cognition increased, and thus affected their employment intention.

Keywords: Industry Internship, Employment Oriented Curriculum Programs, Occupation Cognition, Employment Intention

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Ren (Forbearance) in Conflict Resolution and Its Relation to Marital Satisfaction

Mei-Tzu Chen[1], Li-Tuan Chou[2]*

Abstract This study utilizes "2016 Taiwan Social Change Survey (Round7, Year2): Family" (Academia Sinica, 2011), which provides baseline information derived from random sampling and surveying the general population. The aim is to analyze the relationship between ren (forbearance) in conflict resolution and marital satisfaction of married couples. In studying how ren in conflict resolution effects marital satisfaction. This study also took into account the mediating effect of the couples' marital attitude within the relationship between ren in conflict resolution and marital satisfaction.

The study is based on 1035 sampled individuals. Research results show that more males adopt ren in conflict resolution than females. The number of males with college degrees or above outweighs those of middle or elementary school degrees, while females with elementary school degrees outweigh those of others; females with the length of marriage above 45 years are more than those between 8-15 years. As for generational demographic cohort, females belonging to Generation L are more than Generations X and Y, and for males, Generation M is more than Generation Y. Males show higher marital satisfaction than females. On the other hand, females with a high school diploma or above show higher marital satisfaction than those with only elementary school diploma. For females, the relationship between ren in conflict resolution and marital satisfaction show inverse correlation: the more females adopt a ren, the less their marital satisfaction. When including the mediating variable "marital attitude," females' adoption of ren in conflict resolution show less impact on marital satisfaction, which means that marital attitude has a mediating effect on females. As for the nuances within ren in conflict resolution, the more males adopt the "suppressive type" within ren in conflict resolution, the lower their marital satisfaction, while the more they adopt the "inclusive" type, the higher their marital satisfaction. For females, the more they adopt the "suppressive type," the lower their marital satisfaction.

Keywords: Ren (Forbearance) In Conflict Resolution, Marital Attitude, Marital Satisfaction

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TRACK B: MEDICAL, MEDICINE AND HEALTH SCIENCES

Gene-Network Analysis in the Potential Effect of Exposure to Bisphenol A on Lymphomagenesis

Chun-Yu Chuang*, Yan Yan Tan

Abstract Lymphoma is a cancer affecting the immune system, the major risk factor is associated with exposure to occupational or environmental chemicals. Bisphenol A (BPA) is a common manufactory chemical widely used in polycarbonate and epoxy plastic products. BPA has been known able to interfere with immune reaction, and aberrant immune function is related to lymphoma incidence. BPA may be considered to induce lymphomagenesis through influencing immune system. However, there is very limited data concerning the effects of BPA exposure on lymphomagenesis. Hence, this study constructed gene network analysis to investigate whether BPA exposure would lead to lymphomagenesis through gene dysregulation.
This study collected the public microarray samples of human non-Hodgkin lymphoma (NHL) tissues and human cells exposure to BPA from ArrayExpress. This study explored module genes of NHL and BPA exposure by WGCNA, respectively, and constructed the potential pathway of NHL progression in response to BPA exposure by Cytoscape. The results of the gene-network analysis presented that BPA exposure could activate the CTNNB1-NFKB1-AR-IGF1-TWIST1 pathway to lead to lymphomagenesis. Moreover, human lymphoblastoid TK6 cells exposure to BPA induced gene expression of CTNNB1, NFKB1, AR, IGF1 and TWIST1, caused DNA single strand and double strand damage promoted G2/M cell cycle arrest, and reduced expression of DNA repair genes TP53 and CDKN1A. This study found that BPA exposure can cause DNA damage and disrupt cell cycle and DNA repair function potentially for lymphomagenesis underlying CTNNB1-NFKB1-AR-IGF1-TWIST1 pathway.

Keywords: Lymphoma, Bisphenol A, Gene Network

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

Experimental and Numerical Study on Performance of Air-Breathing Proton Exchange Membrane Fuel Cell Stacks

Prof. Wei-Mon Yan[1*], Ming-Shiang Zeng[2], Tien-Fu Yang[3]

Abstract In the present study, the performance of a high-powered air-breathing proton exchange membrane fuel cell stacks is investigated experimentally and numerically under various operating loading conditions. Effects of cathode flow channel design assisted air-breathing, and inlet air flow velocity on the stack performance are studied in details. Three PEM fuel cell stacks with different cathodic aperture ratios of 50%, 58.3%, and combination of 50% and 58.3% for stacks A, B, and C are evaluated, respectively. The PEM fuel cell stacks are assembled by 15 single cells with active area of membrane electrode assembly of 130 cm2. The cell performance and temperature distribution of stacks A, B and C are investigated and compared under various operating conditions. To evaluate the performance of the stack, the I-V curves are disclosed and discussed. Results show that the stack performance with assisted air-breathing is achieved about 20 times higher than that under no fan operation. Besides, the temperature distribution of stack C is more uniform and stable than other stacks corresponding better performance of the stack. Stack A performs better than stack B at medium and low operating loadings, but stack B performs better than stack A at high operating loading conditions. Furthermore, it is observed that the deeper the flow channel depth and the slower the inlet air flow velocity lead to the higher temperature distribution inside the stack.

Keywords: Proton Exchange Membrane Fuel Cell Stack, Stack Performance, Cathode Channel Design, Aperture Ratio, Channel Depth

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An Active Rectifier with Time-Domain Delay Compensation to Enhance the Power Conversion Efficiency

Shao-Ku Kao[*]

Abstract This paper presents an active rectifier with time-domain delay compensation to enhance the efficiency. A delay calibration circuit is designed to convert delay time to voltage and adaptive control on/off delay in variable input voltage. This circuit is designed in 0.18 □m CMOS process. The input voltage range is from 2V to 3.6V with the output voltage from 1.8V to 3.4V. The efficiency can maintain more than 85% when the load from 50 Ω ~ 1500 Ω for 3.6V input voltage. The maximum efficiency is 92.4 % at output power to be 38.6mW for 3.6V input voltage.

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Mobile Handheld Wireless 2D to 3D Image Projection Teaching System

Dr. Wei-Kai Liou[1*], Chun-Yen Chang[2]

Abstract This paper utilizes the mobile wireless control technology as the control and communication mode of the handheld teaching device and uses the two-dimensional (2D) transform into three-dimensional (3D) image projection technology. This 2D image stored in the cloud turn into 3D projection mode through the software platform on the handheld device. Then, we use wireless projection technology to project the processed image onto a 3D stereoscopic projection surface. In the classroom application, the teacher can pre-store or instantly transmit the 2D teaching image to the cloud. After the conversion of the teaching system, the 3D image is projected onto the stereoscopic geometric projection surface of the classroom in conjunction with the interactive function design of the system software, the teacher can use the touch function of the mobile device to rotate viewing angle of the naked-view 3D stereoscopic image. According to the teaching needs, various teaching interactions and teaching contents also can be selected through the click function of the mobile handheld. The student can view the stereoscopic 3D through the naked eye 3D Image. Then, quickly understand the concept of complex 3D space that cannot be clearly expressed in 2D. Teachers can further use software interaction functions to design various teaching activities, enhance students' motivation and interest in learning with naked 3D digital teaching technology. This work further utilizes the distance sensing to automatically adjust the 3D sphere to be projected by the 2D image. Therefore, the naked stereoscopic 3D image will be completely fitted on the semi-spherical projection surface.

Keywords: Mobile Wireless Control Technology, 3D Stereoscopic Projection Surface, Naked Eye 3d Image

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Impact on Different Learning Achievement Students by Metaphor Rhetorical Teaching Approach with Mandarin Popular Music

An-An, Wu[*]

Abstract The purpose of this study was to investigate whether different learning achievement students' learning achievement might affect their learning outcomes by metaphor rhetorical teaching approach with mandarin popular music. A total of forty-seven third grade junior college department of nursing students from one classes in north Taiwan attending this study and they were divided into high score, middle score, and low score according to their academic achievement in the Chinese language class. This study adopts lyrics of mandarin popular music as metaphor rhetoric teaching, rhetoric knowledge test was used as the pre and posttests to assess students' learning performance. Result reveals that high, middle and low score students has significant difference on their pretest and posttest scores. It means that this teaching strategy improves to all of attending students' learning achievement. Besides, no significant difference was found on three learning achievement students by single factor variance analysis test (ANCOVA). It indicated that our strategy is beneficial to three learning achievement students. In addition, it can help to reduce the learning gap within high, middle and low score students. This study could assist teachers understanding the impact of metaphor rhetorical teaching approach with mandarin popular music into students' learning achievement and further to be a basis to improve teaching and learning.

Keywords: Different Learning Achievement, Mandarin Popular Music, Metaphor Rhetorical Teaching Approach

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A Study on the Effect of Cosmetology Learning by Interactive White Broads Teaching Strategy

Kai-Ping, Wang[1*], Li Hsiang, Lo[2], Shih Miao, Liu[3]

Abstract The purpose of this study was to explore the influence of students' learning achievement by integrated interactive whiteboards into cosmetology course. Convenience sampling was used and a total of thirty fourth grade junior college students from one classes in north Taiwan were attending this study. Students were divided into high score, middle score, and low score groups according to their academic achievement score in the last semester. Cosmetology knowledge test was used as the pre and posttests to assess students' learning performance. This research implemented during third to sixth weeks in the first semester of 2017 academic year. Result reveals that high, middle and low score students has significant difference on their pretest and posttest scores. It means that this teaching strategy improves to all of attending students' learning achievement. Besides, no significant difference was found on three learning achievement students by single factor variance analysis test (ANCOVA). It indicated that our strategy is beneficial to three learning achievement students. In addition, it can help to reduce the learning gap within high, middle and low score students. This study could assist teachers understanding the effective of IT technology into students' cosmetology learning and further to be a basis to improve teaching and learning.

Keywords: Cosmetology Teaching, Interactive Whiteboards (IWBs), Learning Achievement

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Prediction of Battery Discharge Status Based on Recurrent Neural Network

Yi-Zeng Hsieh[1*], Shih-Wei Tan[2], Siang-Long Gu[3], Fu-Xiong Xu[4]

Abstract In this paper, the battery discharge state is predicted based on the recurrent neural network. The main purpose is to predict the battery discharge condition with a large amount of data, and then improve the traditional mathematical model prediction method. Nowadays, social mobile devices have become the mainstream. Every mobile device needs a battery as its power supply device. Therefore, the battery usage is very important. The battery discharge condition directly affects the use time of the mobile device. Therefore, this study will use the recurrent neural network. RNN, LSTM, and GRU predict battery discharge conditions. In the experiment, it is found that in the case of fixing five currents, compared with us. The method error has been improved by more than 2%, and it is better to be close to real data. In addition, our model can handle other timing problems, and I believe that it will perform well in future scalability.

Keywords: Deep Learning, Battery, LSTM, RNN, GRU

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