



2019

**Bangkok Thailand
January 10-11, 2019**

BESSH

Volume 05, Issue 81

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



Academic Fora

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2019

International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2019), Bangkok Thailand



ACADEMIC FORA
www.academicfora.com

Book of Abstracts Proceeding

International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2019)

Bangkok Thailand

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

All rights reserved. No part of this publication maybe reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher. Applications for the copyright holder's written permission to produce any part of this publication should be addressed to the publisher.

Proceedings of the International Conference on

“Business Economic, Social Science & Humanities
(BESSH-2019)”

ISBN: 978-969-683-931-6

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.

TABLE OF CONTENTS

ORGANIZING COMMITTEE	V
CONFERENCE CHAIR MESSAGE	VI
CONFERENCE SCHEDULE.....	VII
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCE & HUMANITIES	10
1. OVERREACTION AND AVAILABILITY BIAS: ANALYSIS OF REAL ESTATE SECTOR'S STOCK PRICES AND INVESTORS' REACTION DURING DEMONETISATION IN INDIA.....	11
2. A CORPUS-BASED APPROACH TO MATERIAL DEVELOPMENT FOR EFL READING COURSE.....	12
TRACK B: ENGINEERING AND TECHNOLOGY STUDY	13
3. BASIC PROPERTIES IN SEMI-SOLID FORGING OF MAGNESIUM ALLOY AZX1311	14
4. TWIN ROLL STRIP CASTING OF ALUMINUM ALLOY A7075 USING COMMERCIAL SCALE MACHINE	15
5. FRACTURE CRITERION IN BURRING PROCESS OF LARGE DIAMETER STEEL TUBE.....	16
6. FINITE ELEMENT METHOD ANALYSIS OF DENSIFICATION PROCESS OF SINTERED STEEL FOR AUTOMOBILE IN COLD FORGING	17
FUTURE EVENTS.....	18



**International Conference on
“Business Economics, Social Science & Humanities”
Bangkok Thailand
Venue: Novotel Bangkok Ploenchit Sukhumvit,
Thailand**

ORGANIZING COMMITTEE

1. Mr. Metha Shahi

Conference Coordinator

Email: metha@academicfora.com

2. Ms. Grace Ooi

Conference Coordinator

Email: grace@academicfora.com

3. Mr. Metin Gurani

Conference Coordinator

Email: metin@academicfora.com

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 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

Conference Schedule

Thursday (January 10, 2019)

Venue: Room 1

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 Thursday (January 10, 2019)

Session 1 (10:00 am – 12:00 pm)

Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

<i>BKS-219-101</i>	Overreaction and Availability Bias: Analysis of Real Estate Sector's Stock Prices and Investors' Reaction during Demonetisation in India	Sarthak Sengupta
<i>BKS-219-102</i>	A Corpus-Based Approach to Material Development for EFL Reading Course	Anchalee Veerachaisantikul

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

<i>AEIT-JAN-101</i>	Basic Properties in Semi-Solid Forging of Magnesium Alloy AZX1311	Kentaro Tsunoda
<i>AEIT-JAN-102</i>	Twin Roll Strip Casting of Aluminum Alloy A7075 using Commercial Scale Machine	Yuto Horigome
<i>AEIT-JAN-103</i>	Fracture Criterion in Burring Process of Large Diameter Steel Tube	Naoki Ikeda
<i>AEIT-JAN-105</i>	Finite Element Method Analysis of Densification Process of Sintered Steel for Automobile in Cold Forging	Yuki Morokuma

(Lunch Break 12:00 pm – 01: 00 pm)

Closing Ceremony

	DAY 02 Friday (January 11, 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

**TRACK A: BUSINESS, ECONOMICS, SOCIAL
SCIENCE & HUMANITIES**

Overreaction and Availability Bias: Analysis of Real Estate Sector's Stock Prices and Investors' Reaction during Demonetisation in India

Kavita Singh¹, Sarthak Sengupta², Dr.Anurika Vaish³

Abstract The stock market is full of events that affect the sensitivity reaction of investors at a large scale. Individual investor sentiment is just like his/her personal feeling depending upon their nature, risk appetite and market scenario. This research study investigates the investors' reaction in the stock market for the real estate segment during the massive market crisis in developing countries. Demonetisation 2016 in India has been taken with the purpose of implementing a pilot study to analyse the overreaction and availability bias. The primary focus was on analysing how the investors react on the information of demonetization and their pattern of investment in the stock market with a special emphasis on real estate sector where the effect of the event had dramatically changed the stock prices. Therefore, a pre and post analysis had been conducted to gauge the prices, sensitivity and reaction of investors in the stock market. The reaction of the citizens after these events was found to be drastically affected. Five real estate companies had been focussed upon in this study to examine the impact of investors' overreaction owing to the demonetization and their investment pattern for stocks during pre and post demonetization period at that timeframe. The analysis was done on a shorter period of time so that the impact of overreaction and availability bias can be critically analysed. The paper thus exhibits how investor sentiments and reaction for stock preference had changed over time through statistical study.

Keywords: Investor Sentiment, Stock market, Demonetization, Overreaction, Availability Bias.

^{1, 2, 3} Indian Institute of Information Technology- Allahabad, PrayagRaj India

* E-mail: sarthak388@gmail.com

A Corpus-Based Approach to Material Development for Efl Reading Course

Anchalee Veerachaisantikul^{1*}, Wara Chansin²

Abstract The purposes of the current study were to develop the corpus-based lessons in reading English newspaper course and to determine the effectiveness of the corpus-based vocabulary exercises. The samplings of the study was forty-two-third-year students majoring English, the Faculty of Sciences and Liberal Arts, Rajamangala University of Technology Isan. To instruct the selected 50 vocabulary words, the corpus-based vocabulary exercises were constructed on a theoretical framework developing from the Constructivism Theory, Second Language Acquisition Theory, and Vocabulary Learning and Teaching Theories that were used for a period of 10 weeks. The research instruments of the current study were the pre-test, the post-test, and the questionnaire. The quantitative data were analyzed through the paired sample t-test and the qualitative data were analyzed by using the software package. The findings revealed that using corpus-based lessons were effective and could help EFL students to improve their vocabulary knowledge, perceive the words, comprehend the meaning of the words, and also employ the words properly in the news contexts.

Keywords: Corpus-Based Approach, Lessons Development, EFL Reading

¹Rajamangala University of Technology Isan, Thailand

²Naresuan University, Thailand

* E-mail: anchalee.ve@rmuti.ac.th

TRACK B: ENGINEERING AND TECHNOLOGY STUDY

Basic Properties in Semi-Solid Forging of Magnesium Alloy AZX1311

Kentaro Tsunoda^{1*}, Shinichi Nishida² Go HORIKIRI³, Yuta Kashitani⁴, Yuto, Horigome⁵, Naoki Ikeda⁶, Daichi Uematsu⁷, Makoto Hagiwara⁸, Hideto Harada⁹, Nobuyuki Kamei¹⁰

Abstract This paper describes basic property in semi-solid forging method of magnesium alloy AZX1311. In the semi-solid forging process, an arbitrary fraction of solid is selected at a temperature between the liquidus and the solidus line and rapidly cooled and coagulated simultaneously with deformation of the material in a die to obtain a product. In addition, the magnesium alloy AZX1311 has excellent castability and mechanical properties. In recent years, the use of magnesium alloys for home electric appliances and automotive parts has been increasing because weight reduction can be achieved. These main manufacturing methods are casting and forging. However, these manufacturing methods have disadvantages such as large forming load and poor dimensional accuracy. Therefore, the semi-solidification forging method can improve these disadvantages. In this study, a forged semi-solid material and air cooled semi-solid material were produced using a servo press machine. Focused on impurities, porosity and microstructure. A forged semi-solid material could be produced. A semi-solid structure could be observed.

Keywords: Semi-Solid forging, Magnesium Alloy AZX1311, Impurities, Porosity, Microstructure

^{1, 2, 3, 4, 5, 6, 7, 8, 9, 10} Gunma University, Japan

*E-mail: snishida@gunma-u.ac.jp, shinichi.nishida@gmail.com

Twin Roll Strip Casting of Aluminum Alloy A7075 using Commercial Scale Machine

Yuto Horigome^{1*}, Shinichi Nishida², Makoto Hagiwara³,
Kentaro Tsunoda⁴, Naoki Ikeda⁵, Daichi Uematsu⁶
Hideto Harada⁷, Toshio Haga⁸

Abstract Twin roll strip casting of aluminum alloy A7075 using commercial scale machine was operated. Twin roll casting process is able to produce a strip from molten metal directly. Thus this process has a possibility to reduce total cost of sheet making comparing to conventional rolling process. Strip casting process has some disadvantages. Casting speed depends on the material properties. It is difficult to determine the casting conditions. Aluminum alloy A7075 has high tensile strength, and it is known as a material for aerospace application. The sheet is manufactured in small quantities comparing to the other sheet aluminum alloy. It is supposed that the demand of high tensile strength aluminum sheet such as A7075 is going to increase for weight saving of structural material. The aims of this study is to investigate the effect of the initial roll gap on the strip. When the initial roll gap was 0.5mm and 1.5mm, solidification cracks were observed in the white turbid part. When the initial roll gap was 1.0mm, hot cracks were observed in the metallic luster part of the plate edge portion. There was a difference in initial roll gap and sheet thickness.

Keywords: Twin roll casting process, Aluminum alloy A7075, Castability, Surface condition, Strip thickness

^{1, 2, 3, 4, 5, 6, 7, 8} Gunma University, Japan

*E-mail: snishida@gunma-u.ac.jp, shinichi.nishida@gmail.com

Fracture Criterion in Burring Process of Large Diameter Steel Tube

Naoki Ikeda^{1*}, Shinichi Nishida², Daichi Uematsu³, Kentaro Tsunoda⁴, Yuto Horigome⁵, Hideto Harada⁶, Yutaka Sato⁷

Abstract This paper describes finite element method analysis (FEM analysis) results of burring processing of large diameter steel pipe and fracture criterion in burring process of large diameter steel pipe. In this study, the pipe is the 150A SGP pipe with a diameter of 165.2 mm and a wall thickness of 5 mm. The pipe is used for a plant as a flow channel of gas and liquid. A burring process of pipe is generally for forming the branch. The burring process is achieved by drawing of die from prepared hole. And the branch pipe is welded to the formed pipe. This process has some problem. One is the forming limit of pipe, and the other is needed to machining the end surface to be welded. Therefore, in this study, the forming limit of SGP pipe was estimated by FEM analysis of burring process. The parameters used for criteria for forming limit are the maximum shear stress and the equivalent strain. As a result of comparing the analysis result and the experimental result, the forming limit of the 150A SGP pipe was judged that the maximum shear stress is 350 MPa and the equivalent strain is around 0.8.

Keywords: Finite Element Method Analysis, Burring Process, SGP Pipe, Fracture Criterion, Forming Limit

^{1, 2, 3, 4, 5, 6, 7} Gunma University, Japan

*E-mail: snishida@gunma-u.ac.jp, shinichi.nishida@gmail.com

Finite Element Method Analysis of Densification Process of Sintered Steel for Automobile in Cold Forging

Yuki Morokuma^{1*}, Yuichiro Kamakoshi², Shinichi Nishida³
Ikuo Shohji⁴,

Abstract The aim of this study is to clarify the effect of the process conditions such as dimensions of material and die, and applied stress on the density distribution in the sintered steel after cold forging by finite element method (FEM) analysis. The analysis model was a porous material model with axial symmetry. A flow stress curve was calculated by polynomial approximation technique for the true stress-true strain curve obtained by the compression test of the sintered cylindrical specimen. The FEM analysis of cold forging was conducted using a simplified circular cone shape model to increase local density and reduce the cold forging load. In the analysis, a closed die forging model was used. The tip angles of the circular cones and the opening angle of the die were 90, 60 degree and 120 degree, respectively. As a result, it was found that the relative density of the tip increases up to 550-600 MPa regardless of the tip angle. Furthermore, the sharper the tip angle, the higher the density enhancement in the tip neighborhood portion.

Keywords: Powder Metallurgy, Cold forging, Densification, FEM.

^{1, 2, 3, 4} Gunma University, Japan

*E-mail: snishida@gunma-u.ac.jp, shinichi.nishida@gmail.com

FUTURE EVENTS

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@academicfora.com



Academic Fora

VISION

***Our vision is to promote research
excellence through networking
Platform.***