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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS MMHS-2019

International Conference on
“Medical, Medicine & Health Sciences”
(MMHS-2019) Taipei, Taiwan



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Book of Abstracts Proceeding

**International Conference on
“Medical, Medicine & Health Sciences”
(MMHS-2019)
Taiwan**

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(MMHS-2019)”**

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**International Conference on
“Medical, Medicine & Health Sciences”
Taipei, Taiwan
Venue: Howard Plaza Hotel Taipei**

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on “Medical, Medicine & Health Sciences” 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

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MMHS-2019



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Conference Schedule

DAY 01 Thursday (January 17, 2019)

Venue: Room 1

08:00 am – 08:05 am	Welcome Reception & Registration
08:05 am – 08:10 am	Opening Ceremony
08:10 am – 08:15 am	Welcome Remarks – Conference Coordinator Academic Fora
08:15 am – 08:20 am	Introduction of Participants
08:20 am – 08:25am	Group Photo Session
08:25 am – 08:30 am	Grand Networking Session and Tea Break



DAY 01 Thursday (January 17, 2019)

Session I (08:30 am – 10:30 am)

Session Chair: Mr. Leon Yap

Track A: Medical, Medicine & Health Sciences

TAI-319-102M	Novel Targeted Treatment for EGFR-Mutant Non-Small Cell Lung Cancer (NSCLC) by Dual-Inhibition and Multiple-Inhibition of the ERBB family	Donald Y.C. Lie
TAI-319-103M	Effects assessment of Auricular acupuncture and group counselling for smoking cessation in senior high school student	Chen-Jei, Tai

Track B: Business, Social Sciences and Humanities

TAI-319-105B	Are any Snobs in this Bandwagon? Consumers Luxury Perception in the Luxury Rising Markets	Beata Stepień
TPSM-JAN19-103	Consumption Tax and its Effects on Economic Growth and Income Distribution A Comparative Study with Capital Tax and Labor Income Tax	Yasuyuki Nishigaki
TPSM-JAN19-105	A Study on the Relationship between Health Behaviour Self-Efficacy and Well-Being – The Big-Five Personality Traits as Moderator	Yuan-Liang Liao

Lunch Break (10:30 am – 11:30 am)

Closing Ceremony



DAY 02 Friday (January 18,2019)

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: MEDICAL, MEDICINE & HEALTH
SCIENCES**



Novel Targeted Treatment for EGFR-Mutant Non-Small Cell Lung Cancer (NSCLC) by Dual-Inhibition and Multiple-Inhibition of the ERBB family

Donald Y.C. Lie^{1*}, Paul E. Lie², Tam Q. Nguyen³, Lukman Tijani⁴

Abstract Somatic mutations in the tyrosine kinase (TK) domain of the epidermal growth factor receptor (EGFR) gene are common in lung cancers patients who are non-smokers/never-smokers, and some of these patients' tumors have been reported to be very responsive to 1st-generation EGFR tyrosine kinase inhibitors (TKIs) such as gefitinib (Iressa) in clinical trials since 2003. EGFR, a receptor tyrosine kinase (RTK) mutated or overexpressed in many types of cancers, plays a key role in tumor cell proliferation and vascularization. Since 15%-60% of non-small cell lung cancer (NSCLC) adenocarcinoma express EGFR mutations depending on various factors such as race, sex, ethnicity and smoking history, EGFR has become a key therapeutic target for treating NSCLC adenocarcinoma, especially for non-smokers/never-smokers. Clinical trials have indicated that for advanced NSCLC patients with EGFR-mutations, 1st-line treatment with an EGFR TKI is superior to the traditional platinum-based cytotoxic chemotherapy, as well as to the immunotherapy using PD-1/PD-L1 checkpoint inhibitors. However, about 10% patients not tested EGFR-positive also responded well to EGFR-targeting TKIs, suggesting that selection of treatment based solely on somatic mutations using a FDA approved EGFR test kit is not always adequate. Unfortunately, advanced NSCLC patients who responded to either the treatment of 1st-generation TKIs (i.e., gefitinib or erlotinib) or the 2nd-generation TKIs (e.g., afatinib or dacomitinib) will mostly develop acquired resistance within a few years, some from further mutation on the EGFR protein. Preclinical studies as well as patients' re-biopsies have revealed that the EGFR T790M point mutations arise in ~50-60% of these cases, as the cancer cells acquired the abilities to avoid apoptosis and continue proliferation as secondary-resistant cancer cells. Third-generation TKIs, such as osimertinib (Tagrisso), therefore, has been developed and approved by the FDA in late 2016 as the treatment choice for patients with the T790M mutation who have had disease progression following prior EGFR TKI therapies; it has now also been approved in 2018 as a 1st-line treatment option for EGFR-mutated NSCLC patients. However, the acquired resistance to osimertinib also tends to develop within a year or two, and it is very complex so oncologists world-wide are looking for effective clinical treatment options. Those who retain T790M seem to develop another acquired mutation; about half of those patients will develop C797S mutation, which prevents osimertinib from binding at the ATP cleft. However, in patients whose tumors that lose T790M, patients can develop a broad range of different resistance mechanisms, including MET amplification and mutations in PI3 kinase, etc. In tumors that retain T790M, the progress-free survival (PFS) time on osimertinib can often exceed 1 year. Patients who lost T790M, however, may have significantly lower PFS

on osimertinib, suggesting that those competing mechanisms of resistance were already present in those patients when T790M was detected. Only in some specific cases where the C797S mutation developed on the trans-site of the T790M, new dual-TKIs treatment such as erlotinib combined with osimertinib appears to be effective in controlling the disease progression for some months, but not years. Therefore, a bit more data from more clinical trials is urgently needed to address the acquired resistance induced by osimertinib, especially since it has become the favorite front-line treatment option for EGFR-mutant NSCLC patients by numerous oncologists worldwide. Recently, some novel treatment options targeting the inhibition of more than one receptor of the entire ERBB family for EGFR-mutant NSCLC have shown interesting promises for overcoming the acquired resistance from 1st-generational and 2nd-generation EGFR TKIs. For example, the combination of two drugs both targeting to inhibit EGFR for treating NSCLC has shown some impressive results in clinical trials and in real-life practices. Specifically, the drug Cetuximab (Erbix) is a monoclonal antibody directed against the EGFR with antineoplastic activity, which binds to the extracellular domain of the EGFR, thereby preventing the activation and subsequent dimerization of the receptor. When Cetuximab is used in combination with afatinib, they both inhibit the EGFR pathway and this dual-inhibition has demonstrated a synergistic potency for anti-tumor activity, and induced antibody-dependent cell cytotoxicity (ADCC) in patients. Some latest preclinical data using animal models have suggested that EGFR-mutant late-stage NSCLC might even be “cured” by using multiple drugs combo inhibiting the entire ERBB pathways such as with a pan-HER small molecule TKI (e.g., osimertinib or afatinib) in combination with antibodies such as Cetuximab for inhibiting EGFR, together with trastuzumab (Herceptin) that inhibits HER2, and another antibody U3-1402 that inhibits HER3 as well. We will review the role of EGFR mutations in treating NSCLC, and especially on the current and future promising treatment options for using latest TKIs in combination with multiple antibodies for inhibiting the ERBB families. This treatment option of multiple inhibition of the ERBB family has proven to be effective in overcoming the acquired resistance of 1st-generational and 2nd-generation EGFR TKIs clinically with manageable toxicity, but very little clinical data has been gathered for its efficacy against the acquired resistance induced by the 3rd-generation TKI osimertinib. Therefore, future clinical trials using multiple inhibition of the ERBB family can be of critical importance to NSCLC patients worldwide and deserve to be investigated carefully.

Keywords: Cetuximab, EGFR (epidermal growth factor receptors), dual-inhibition, non-small-cell lung cancer (NSCLC), non-smoker’s lung cancer, EGFR tyrosine kinase inhibitor (TKI)

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Effects Assessment of Auricular Acupuncture and Group Counseling for Smoking Cessation in Senior High School Student

Chen-Jei, Tai¹, You-Jen, Tang^{2*}

Abstract Smoking is a serious public health problem since it harms not only the smokers but also other people in touch with the smokers. Many obstinate illness such as cancer, chronic obstructive pulmonary disease, cardiovascular disease are now be proven to be related to smoking itself. To help young smokers, particularly adolescent, quit smoking can prevent more tobacco use. Some studies showed auricular acupuncture (AA) is increasingly used to treat chemical dependency and withdrawal symptoms based as it's safe and effective. Moreover, group counseling can motivate young adults to set a quit date and strengthen their belief in quitting smoking via peer effects. The present study evaluate the effects of a 8-week smoking cessation courses consisting of AA and group counseling once per week on senior high school students aged from 15 to 18. The AA treatment was administrated at both side of ears on a weekly basis for 6 weeks. Clinicians gave an intensive counseling session assessing the readiness to quit, exploring smoking habits and identifying barriers to smoking cessation and relapsing factors. Before each intervention, the 23 participants completed questionnaires and offered levels of carbon monoxide exhalation. The participants showed significant differences in levels of carbon monoxide exhalation, daily tobacco consumptions, reduction in the taste of tobacco and intensity of the desire to smoke after 6-week consecutive sessions. However, the smoking cessation success was only 2 cases (8.7%). Given limited and uncertain efficacy of AA for smoking cessation, though it's non-invasive and safe, it's better to combine AA with other methods not only for synergistic effects but also better smoking cessation success rate.

Keywords: Auricular Acupuncture, Smoking Cessation, Complementary Therapy

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**TRACK B: BUSINESS, ECONOMICS, SOCIAL
SCIENCES & HUMANITIES**



Are any Snobs in this Bandwagon? Consumers Luxury Perception in the Luxury Rising Markets

Beata Stępień*

Abstract The aim of this paper is to explore possible grounds of bandwagon and snob interconnectedness; both effects being analyzed as opposite in consumer behavioral tendencies. The area of exploration is consumer perception of luxury goods (CVPL) in luxury developing markets (such as Saudi Arabia, Turkey, Portugal and Poland), juxtaposed to the German (old luxury homebase) CVPL. In order to find out and then explain the mutual relations between snob and bandwagon inclinations, the mixed methodology was employed and data from 3 different studies (an international e-survey, quasi – experiment and individual interviews) are analyzed. Findings clearly demonstrate coexistence of snob and bandwagon inclinations within individual consumers' attitudes towards luxury purchase and public demonstration. This ambivalence can be explained by 1) lability of self – reference groups, 2) varied motives of snob and bandwagon prone consumers for luxury purchases and usage and 3) the different importance attached to emotional and social value categories.

Keywords: Customer Value Perception, Luxury Goods Sector, Luxury Fashion, Snob Effect, Bandwagon Effect, Prestige Seeking Behaviour, New Luxury Markets

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Consumption Tax and its Effects on Economic Growth and Income Distribution A Comparative Study with Capital Tax and Labor Income Tax

Yasuyuki Nishigaki^{1*}, Ling Ling Sun²

Abstract There are long piles of study on growth economic effects of consumption tax. Rebelo (1991), Peccorino (1993), Devereux and Love (1994), Stokoy and Rebelo (1995) investigated the relative advantage of consumption tax to taxes on income base. On the other side, long-run effects of the consumption tax on income distribution has been studied by very few researchers so far. Alesina and Rodrik (1994), Lockwood (2002) investigated economic growth effects on income distribution however their focus were put on a productive expenditure financed by capital income tax. In this paper we will focus on long-run income distribution effects of the consumption tax and will conduct a comparative study with that of income-based taxes such as capital income tax and labor income tax. By introducing consumption tax and capital and labor income tax into an endogenous growth model with continuum of heterogeneous households who holds different amounts of capital stock, we will investigate relative effects of these taxes on both economic growth and income distribution. The results we get in the paper are as follow. First, the economic growth effects of the consumption tax are relatively higher than that of the capital income tax and labor income tax although it takes both positive and negative sign depends on its tax rate. Second, due to these growth effects, the long-run effects of income distribution of the consumption tax are also both equalizing and in-equalizing the income distribution depends on its rate. According to the author's knowledge, this is the first investigation of the relative advantage or dis-advantage of income distribution effects of the consumption tax in comparison with capital and labor income tax.

Keywords: Consumption Tax, Endogenous Economic Growth, Income Distribution, Capital Income Tax

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A Study on the Relationship between Health Behavior Self-Efficacy and Well-Being – The Big-Five Personality Traits as Moderator

Yuan-Liang Liao*

Abstract The study quoted Backer, 1993 year of the arguments put forward Self-Efficacy of Health Behavior, Healthy Behavior Self-Efficacy for independent variables, WellBeing is dependent variable, through regulating effect of the Big-Five Personality Traits, and to explore its associated properties. This research take the Taiwan area enterprise lecturer as the object of study, carries on the adjustment effect analysis by the multi-dimensional social stratum return, the discussion Health Behavior SelfEfficacy to the Well-Being and Big-Five Personality Traits. The findings discovered that, the Healthy Behavior Self-Efficacy has the forward remarkable influence to the country young lecturer Well-Being. Next, Big-Five Personality Traits confronts the Healthy Behavior Self-Efficacy and the Well-Being relations of has the remarkable adjustment effect. Based on the results, further follow-up study management practices and implications of the proposal.

Keywords: Big-Five Personality Traits, Well-Being, Health Behavior Self-Efficacy

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FUTURE EVENTS



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