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# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS MMHS-2019

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



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# **Book of Abstracts Proceeding**

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

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**“Medical, Medicine & Health Sciences  
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**International Conference on  
“Medical, Medicine & Health Sciences”  
Singapore  
Venue: Aqueen Hotel Paya Lebar, Singapore**

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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 Tuesday (January 01, 2019)**

**Venue: Room 1**

09:00 am – 09:20 am	Welcome Reception & Registration
09:20 am – 09:30 am	Opening Ceremony
09:30 am – 09:40 am	Welcome Remarks – Conference Coordinator Academic Fora
09:40 am – 09:50 am	Introduction of Participants
09:50 am – 09:55 am	Group Photo Session
09:55am – 10:00 am	Grand Networking Session and Tea Break



## **DAY 01 Tuesday (January 01, 2019)**

### **Session I (10:00 am – 12:00 pm)**

#### **Track A: Medical, Medicine & Health Sciences**

<b>SIN-119-101M</b>	Exploring parental perception and associated factors of receipt of childhood influenza vaccination: A cross-section survey in Hong Kong	Kin On Kwok
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#### **Track B: Business, Economics, Social Sciences & Humanities**

<b>CSRM-JAN-105</b>	Market Supervision or Market Pressure	Dengyun Niu
<b>CSRM-JAN-106</b>	Resource provision or personal relationship? A Study on the Influence of Independent Director's Social Capital on Its Performance	Zhihua Wang
<b>CSRM-JAN-107</b>	Problem-Based Service-Learning with a Local E-commerce Small Business Integrated into a Product Innovation and Management Class	Eundeok Kim
<b>RSBEH-JAN-006</b>	The Effect of Financial Constraints and Agency Costs on Free Cashflow on Company Investment Efficiency	Rahmi Putri Utami
<b>RSBEH-JAN-008</b>	A Panel VAR Approach on ASEAN-5 Bank's Diversification, Profitability, Free Cash Flow, and Capital Structure Dynamic Relationship	Hanita Fitriyani

## **Lunch Break (12:00 pm – 01:00 pm)**

### **Closing Ceremony**

## List of Conference Attendees

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

Sr.No	Official ID	Name	Affiliation Details
1.	CSRM-JAN-108A	Mr. Bashir Nasir Zubairu	Taraba State University, Jalingo, Nigeria
2	CSRM-JAN-109A	Mr. Hammanjoda Salihu	Taraba State University, Jalingo, Nigeria

	<b>DAY 02 Wednesday (January 02, 2019)</b>	
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## **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**



# Exploring Parental Perception and Associated Factors of Receipt of Childhood Influenza Vaccination: A Cross-Section Survey in Hong Kong

Kin On Kwok<sup>1\*</sup>, Kin Kit Li, Ka Yee<sup>2</sup>, Weizhen, Vivian Wan In Wei<sup>3</sup>, Arthur Tang<sup>4</sup>, Yeung Shan Wong<sup>5</sup>

**Abstract:** Influenza causes severe complications and deaths among young children. Although seasonal influenza vaccination (SIV) is an effective protective measure and is officially recommended for children aged below twelve, the uptake rate is low in Hong Kong. We conducted a cross-sectional online survey between March 2018 and May 2018 among parents of children aged six months to twelve years. Responses were collected through social media platforms in a snowball sampling approach. The study instrument encompassed demographics of respondents and their children, parental knowledge and perceptions towards influenza (and vaccination). The primary outcome was whether the children received SIV during the 2017/18 winter influenza season. We assessed associations between SIV children receipt and different variables with logistic regression models. Complete data from 230 respondents were analysed, with most being mothers (80%) and aged 26-40 years (84%). Most corresponding children were aged below six (77.8%). The reported SIV uptake rate was 26% (59/230). Knowledge about influenza was poor among parents: only 13% (29/320) indicated the correct period of peak influenza seasons. Parental perceptions that influenza was difficult-to-treat (OR=2.15; 95% CI: 1.18, 4.00) and influenza caused serious symptoms (OR=1.84; 95% CI: 1.84, 7.56) were associated with more children SIV receipt. Other associated factors included: having trust in doctors (OR: 2.79; 95% CI: 1.37, 6.19), easy access to vaccine (OR: 15.93; 95% CI: 6.95,43.32), family support (OR: 25.0; 95% CI: 8.8,106) and recommendations from medical personnels (OR: 16.2; 95% CI:4.8,101.0). Child having chronic diseases was marginally associated with the study outcome. This study revealed that consequences from influenza infection were one of the parental concerns that future promotion can stress such consequences to boost the SIV uptake. With easy access to vaccine being important parental consideration, our findings also served the empirical basis for launching outreach vaccination programs in local schools. The importance of family support suggested that recommendations from medical personnels should extend to the whole household of the children in order to boost the SIV uptake.

**Keywords:** Behavioural and psychological symptoms of dementia, Drug-naïve, Alzheimer's disease, Cluster analysis

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



# Market Supervision or Market Pressure

Dengyun Niu<sup>1\*</sup>, Songling Yang<sup>2</sup>

**Abstract:** The problem of entity enterprises' financialization is the focus of attention in the critical period of economic transformation in China. As an information channel linking investors and managers in the capital market, analysts are closely related to the entity enterprises' financialization. Taking the non-financial industry and non-real estate A-share listed companies in China from 2010 to 2016 as the research objects, this paper analyzes the mechanism of the analysts' supervision effect and stress effect on entity enterprises' financialization, and further analyzes the regulatory role of the government subsidy. The results show that, firstly, analysts have two influences on the entity enterprises' financialization. On the one hand, it plays a supervisory role in the current period and inhibits the financialization of the real enterprise; on the other hand, it plays a pressure role in the lag phase, which increases the allocation of financial assets to enterprises that do not meet the earnings expectations. Second, government subsidies will weaken the supervision and pressure effects of analysts in the entity enterprises' financialization. The results provide theoretical support for a better financial service to the real economy, enrich the theoretical evidence that the role of government play between the capital market and enterprise. It is of great realistic significance to improve the system of capital market regulators and government subsidies.

**Keywords:** Financialization of Entity Enterprises, Role of Analysts, Supervision Effect, Pressure Effect, Government Subsidy

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# Resource Provision or Personal Relationship? A Study on the Influence of Independent Director's Social Capital on its Performance

Wang Zhihua<sup>1\*</sup>, Yang Songling<sup>2</sup>, Liu Tingli<sup>3</sup>

**Abstract** Since the formal introduction of the independent director system in 2001, after ten years of development and improvement, the role of independent directors in corporate governance activities is becoming more and more important. Scholars explore the internal mechanism and practical significance of the independent directors from the theoretical and practical aspects and try on the in-depth study from a new perspective. Based on the theory of social capital, this paper defines the concept of social capital of independent directors and quantifies the social capital of independent directors from three dimensions: structure, relationship and ability. On this basis, this paper takes 9554 listed companies as samples to test the effect of independent director's social capital on its performance. It is found that the structural dimension and ability dimension of independent director's social capital are positively related to their performance. However, there is a negative correlation between the relationship dimension of independent director's social capital and its performance effect. In addition, this paper further analyzes the two sub samples of state-owned enterprises and non-state-owned enterprises and discusses the policy influence and the hypothesis of "busy directors". This paper analyzes the role of independent directors' social capital in the process of their duties from a newer perspective, providing empirical evidence for the further improvement of the independent director system.

**Keywords:** Independent Directors; Social Capital; Performance Effect; Earnings Quality

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# **Problem-Based Service-Learning with a Local E-commerce Small Business Integrated into a Product Innovation and Management Class**

**Eundeok Kim<sup>1\*</sup>, Yoon-Jung Lee, Ph.D.<sup>2</sup>**

**Abstract** Since the National Community Service Trust Act of 1993, interest in service-learning has increased through the work of numerous national organizations that combine service and educational learning (Bringle & Hatcher, 1996). Service-learning is a form of experiential education in which students participate in organized activities and develop a sense of civic responsibility while acquiring content knowledge of the discipline. Studies revealed numerous benefits that service-learning provides for both students and service recipients. They include students' developing a greater awareness of social problems and becoming eager volunteers. Student engagement in the learning materials is also enhanced by the community service work. Despite these benefits, service-learning has been little employed in the field of new product development and management. Along with the growing concerns over sustainability in the product development and production process, social responsibility and ethics are now deemed as crucial requisites that industry practitioners should attain. Therefore, the purpose of this study was first, to examine the underlying theories and principles of service-learning, and second, to present a case of systemic implementation of problem-based service-learning into a Product Innovation and Management class in higher education. Through this study, we aim to inspire educators to implement service-learning projects/classes in the curriculum across disciplines and also provide opportunities for further discussion on effective methods of implementation. The Product Innovation and Management class was offered to students in the Master's Program of Global Product Development at a southeastern university in the U.S. The course explores the process of new products management in the global market with a focus on strategic elements of product development such as the new products process, the product innovation charter, and the new product portfolio. For the project, a small local e-commerce business, BevShots, was chosen as the service recipient. BevShots sells innovative products including fashion items (e.g., men's ties and scarves), wrapped canvases, metallic prints, and bar accessories. The purpose of the project was to identify and develop a successful new product for BevShots. Among the six types of service-learning (Heffernan & Cone, 2001), the case discussed in this study involves problem-based service-learning, in which students serve the community as "consultants" working for a client. In this model, students are expected to use their expert knowledge to make recommendations to the community or develop a solution to a problem. Students wrote conceptual papers and visually created various products such as beach cover-ups, bikinis, scarves, men's ties, socks, pillows, sofas, tote bags, shower curtain, and umbrellas. Several of the most successful products were adopted as new product ideas by the business owner.



Post-project evaluations were completed by both the students and the community partner, revealing that all parties involved were satisfied with the project and felt the experience fulfilling. As illustrated in students' written reflections, the project not only increased students' awareness of the social problem but enhanced their academic learning. Concurrently, the business was inspired by the new products proposed by students and expanded its product portfolio. In addition, the instructor felt more enjoyment and rewarded by her teaching through the partnership between the community and her class. Thus, we suggest that service-learning projects be integrated into a variety of classes across the disciplines, and we hope that this paper will inspire instructors to employ innovative service-learning projects.

**Keywords:** New Product Development, Problem-Based Service-Learning, Product Innovation and Management Class, Service-Learning

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# The Effect of Financial Constraints and Agency Costs on Free Cashflow on Company Investment Efficiency

Rahmi Putri Utami\*

**Abstract** This study examines the the efficiency of corporate investment in Indonesia, Mexico, and Turkey against free cash flows of companies that carry out under-investment and over-investment, with the existence of financial constraints and agency costs as indicated by the presence of residual investment in free cashflow conditions on each company. This study uses 337 data on non-financial sector companies listed on the Indonesia Stock Exchange, 79 data on non-financial sector companies registered at Bolsa Mexicana de Valores, and 180 data from non-financial sector companies listed on Borsa Istanbul Stock Exchange as samples. The study has period of 5 years from 2013 to 2017 with a cross section method per year of research followed by panel data analysis. The results of this study indicate that companies in Indonesia tend to under- invest while in Mexico and Turkey are varies. In this study it was found that free cashflow only had a significant positive effect on companies experiencing under-investment with negative free cash flows in Turkey and Indonesia. For companies that experience over-investment, free cash flow has a significant positive effect in Indonesia and Mexico. This study also found that the sensitivity of under-investment to the company's free cash flow will increase for companies experiencing higher financial constraints for Indonesia and Turkey. For overinvestment companies, free cash flow will have a significant positive effect on companies in Indonesia and Mexico that experience higher agency problems.

**Keywords:** Over Investment, Under Investment, Financial Constraints, Agency Costs, Agency Problems, Free Cashflows

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# **A Panel VAR Approach On Asean-5 Bank's Diversification, Profitability, Free Cash Flow, And Capital Structure Dynamic Relationship**

**Hanita Fitriyani<sup>1\*</sup>, Maria Ulpah<sup>2</sup>**

**Abstract:** This study examine the dynamic relationship between diversification, profitability, free cash flow and leverage of ASEAN-5 Bank. There were so many prior research that already investigated this topic and try to explain the inter-relationship between this variables, but the result remained controversial. Our contribution in the field of this study is we are using different methodology approach compared to the previous study which very limited by single static equation of simple regression. This study using the sample of Top 100 Bank in ASEAN-5 developing countries within 8 years observation period from 2010-2017, we exclude crisis period of 2008 to prevent from bias result. Data were gather from quarterly financial report of each bank that already listed in each country's stock exchange. This study using Panel Vector Autoregression from E-Views 9.0 as a method to find the evidence of the observation. For the robustness of this study, we use the international standard measurement of diversification called Entropy Index. The result shows that there is a bidirectional causal relation between profitability and leverage, but the remain variable shows a single and static relationship to one another.

**Keywords:** Bank Diversification, Diversification Strategy, Profitability, Capital Structure, Panel VAR

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