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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2019

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



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Book of Abstracts Proceeding

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

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(BESSH-2019)”

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**International Conference on
“Business Economics, Social Science & Humanities”
Istanbul, Turkey
Venue: Istanbul Gonen Hotel, Istanbul Turkey**

ORGANIZING COMMITTEE

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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

DAY 01 Saturday (February 09, 2019)

Venue: Istanbul Gonen Hotel, Istanbul Turkey

09:00 am – 09:10 am	Welcome Reception & Registration
09:10 am – 09:20 am	Introduction of Participants
09:20 am – 09:30 am	Inauguration and Opening address
09:30 am – 09:40 am	Grand Networking Session
09:40 am– 10:00am	Tea Break

DAY 01 Saturday (February 09, 2019)

Session I (10:00 am – 11:30 am)

Venue: Room 1

Track A: Business, Social Sciences and Humanities

IST-129-101B	Economic Diplomacy Resource Allocation Problem Solving By Using Multi-Objective Programming Method Based On Theory Of Cooperative Games	Danijel Mlinarić
BESS-FEB19-02	The Importance of Organizational Capacity in Improving Corporate Performance	Ifa Rizad Mustapa
BESS-FEB19-03	Emphasizing the Importance of Digital Storytelling In Rural Schools in Malaysia.	Roziana Mohamed Rosli

Track B: Medical, Medicine and Health Sciences, Applied Sciences

IST-129-103M	Predictivity of Epidemiological and Clinical Characteristics of Cutaneous Leishmaniasis on treatment duration in a non-endemic region of Turkey	Tas Betul
IST-129-108M	Intention to Get HPV Vaccine to Prevent Cervical Cancer in Young Women Based on Knowledge Profile and Health Belief Model Theory	Firly Fajar

Lunch Break (11:30 am – 12:30 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.	IST-129-102MA	Amrita Gurung	Dakshata-Enabling People, Nepal
2.	IST-129-104MA	Dr.Hussam Dawod Saeed	Al-Iraqia University /College Of Medicine/ Family&Community Medicine Department, Iraq

DAY 02 Sunday (February 10, 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**

Economic Diplomacy Resource Allocation Problem Solving By Using Multi-Objective Programming Method Based On Theory Of Cooperative Games

Tunjo Perić^{*1}, Danijel Mlinarić², Josip Matejaš³

Abstract Economic diplomacy contributes significantly to the economic development of the states, and since the funds for this purpose are limited, there is a problem of resource allocation. The efficiency of the investment in economic diplomacy can be measured according to different criteria: expected exports of goods and services to foreign markets, expected investment of foreign capital in the purchase of shares of domestic companies, foreign direct investment, etc. The existence of multiple criteria and the other characteristics of the allocation problems instructs us to apply multi-objective programming methods in its resolution. Due to the existence of a large number of multi-objective programming methods, there is a problem of selecting the most efficient methods according to the criteria of the decision makers. This paper on an example of a resource allocation problem investigates the applying a multi-objective programming method based on the theory of cooperative games in solving this problem. The obtained results indicate on high efficiency of the applied methodology in solving this problem. The obtained results are compared with the ones obtained using a fuzzy programming methodology.

Keywords: Economic Diplomacy, Export, FDI, Multi-Objective Programming

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The Importance of Organizational Capacity in Improving Corporate Performance

Ifa Rizad Mustapa*¹, Siti Seri Delima Abdul Malak²

Abstract Recognizing the importance of organizational capacity to the Malaysian industry, the current study focuses to examine the effect of organizational capacity components on corporate performance. The study emphases on achieving two objectives: first, examining the perceptions of Malaysian listed companies' directors on organizational capacity components; and second, assessing whether different elements of organizational capacity influence the performance of Malaysian listed companies. A questionnaire survey and the regression analysis method have been applied in obtaining the data and answering the research questions respectively. Findings of the study reveal that both organizational structure and human resources statistically significantly impact corporate performance. On the other hand, it was found that there was no influence on corporate performance by neither organizational learning nor infrastructure. Accordingly, outcome of this research is expected to contribute to the industry by identifying of whether organizational capacity plays a significant role in influencing corporate performance and hence acknowledge company of how they can improve their performance through organizational capacities. Further related studies in the future could be conducted by including some other organizational capacity components.

Keywords: Hyperconnectivity, Lifestyle, Technology, Digital, Communication, Knowledge

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Emphasizing the Importance of Digital Storytelling In Rural Schools in Malaysia

Roziana Mohamed Rosli*

Abstract Many teachers and students in rural schools lack the knowledge of digital storytelling or find it difficult to be implemented in the classrooms as compared to schools in the cities. This study explores how digital storytelling is accepted or rejected by teachers and students in Malaysian school when it is introduced in the classroom. It intends to fill the gap of the factors that inhibits the communication ability to that of the strategies used in the classrooms that promotes communication. Digital storytelling according to Eisner (2007) allows students to share their stories outside of the traditional written form. Since communication terrain has changed dramatically over the last decade, digital story-telling is one way, in which multimodal literacy can be utilized. The premise of this research is primarily based on the fact that not many teachers and students are exposed to digital storytelling although they have experienced in using digital technology for other purposes. In tandem with the Malaysian government's effort to introduce and maintain innovative teaching and learning in the classroom (Preliminary 2013-2025 Malaysia Education Report) this study focuses on multimodality in the representation and learning potentials of teaching materials and ways in which teachers could engage students in classroom interaction to optimize students' learning. This research will contribute to conceptualizing the theories behind the perceptions of teachers and youth towards digital literacy especially in English language classrooms. These findings will be very useful in terms of solving problems in groups, generating ideas and formulating models of digitised storytelling, modules and programmes for youth on digital literacy.

Keywords: Digital Storytelling, Rural School, Communication

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**TRCAK A: MEDICAL, MEDICINE & HEALTH
SCIENCES**

Intention to Get HPV Vaccine to Prevent Cervical Cancer in Young Women Based on Knowledge Profile and Health Belief Model Theory

Firly Fajar Imani^{*1}, Rifdah Atikah Safitri², Mutrikah³, Nurul Cholifah⁴

Abstract Human Papilloma Virus (HPV) is sexually transmitted virus and passed on through genital contact or sexual activity. It is the main cause of cervical cancer. WHO estimated 570.000 new cases of cervical cancer in 2018 and approximately 90% mortality occurred in low- and middle-income countries. The aim of this research is to find out young women's intention to get HPV vaccination, the primary prevention of cervical cancer. Non-random sampling is used as sampling method and total 108 respondents from Indonesia participated in this research. The results show the intention to get HPV vaccine is low, amount of 39,8% (n=43). Approximately 40,7% (n=44) respondents have high knowledge, but there is not correlation between knowledge level and intention to do HPV vaccination. In Health Belief Model (HBM) construct, 100% (n=108) respondents have high perception in perceive severity and 96,3% (n=104) respondents have high perception in perceive benefit. Meanwhile, 61,1% (n=66) of respondents show low perception of perceived barrier, that means mostly respondents have barriers to get HPV vaccine. Therefore, effort to spread information about cervical cancer and HPV vaccine is needed to increase intention of young women to do HPV vaccination.

Keywords: Cervical Cancer, HPV Vaccination, Health Belief Model

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Predictivity of Epidemiological and Clinical Characteristics of Cutaneous Leishmaniasis on Treatment Duration in A Non-Endemic Region of Turkey

Tas Betul*¹, Altinel Yuksele²

Abstract Leishmaniasis (Le) is a group of protozoan infectious diseases caused by intracellular parasite *Leishmania* transmitted by female phlebotomine sand-flies. Cutaneous Leishmaniasis (CL) is its most common clinical presentation. Although it is rarely fatal, it is important public-health problem with gradually increased incidence in recent years. The number of estimated annual new cases has been reported as 5000, and important part of them have been reported from 9 endemic provinces in Turkey. It is being transported from endemic regions to non-endemic areas by increased commercial and touristic trips, seasonal and permanent-domestic migrations, and also settlements of Syrian refugees. Epidemiological data about the infection is generally specific to these areas, whereas knowledge regarding in non-endemic areas is very limited. Aim To detect predictivity of epidemiological and clinical characteristics of CL cases on treatment duration, in Bagcilar district, Istanbul. Method Followed by obtained local ethics committee approval, epidemiological and clinical data about 81 patient with CL, who admitted to the University of Health Sciences, Istanbul Bagcilar Research and Training Hospital Department of Dermatovenereology, between March 2010 and April 2017 were studied. It was conducted as a retrospective cohort study. Data was analysed with R-studio version 3.4.2, with a significance of p value < 0.05. Results Most detected demographics were Syrians (n=56, 69.1%), 19-40 ages<=18 (n=37, 45.7%), males (n=49, 60.5%), elementary school-graduates (n=35, 43.2%), and \$ 500-750 income (n=42, 51.9%). Most detected clinical characteristics were head/neck location (n=38, 46.9%), acute-dry localized type (n=71, 88%), crusted-papule (n=79, 97.5%), and two-lesion (n=29, 35.8%). Means for age, family number and session were 25.28±20.90, 7.04±2.03 and 11.27±3.52. Most of the patients admitted to us in 2014 and August. Lesions were mostly located on head/neck region in children, whereas on extremities in adults. Head/neck location Significant factors by age were location, lesion type/number, and disease duration. Lesion number>10, ages>40, crusted-nodule, cicatrix and dissemination increased in session numbers, whereas only the first showed significant predictivity (p=0.0211). Conclusion bLocation, lesion type/number, and disease duration may change by age in CL cases, whereas lesion number may have predictive effect on number of treatment sessions.

Keywords: Cutaneous Leishmaniasis, Tropical Disease, Epidemiology

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FUTURE EVENTS

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