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# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS BESSH-2019

**International Conference on  
“Business, Economics, Social Sciences & Humanities”  
(BESSH-2019), Singapore**



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# **Book of Abstracts Proceeding**

**International Conference on  
“Business, Economics, Social Sciences & Humanities”  
(BESSH-2019)  
Singapore**

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**International Conference on  
“Business, Economics, Social Sciences & Humanities”**

**Venue: Grand Pacific Hotel, Victoria Street,  
Singapore**

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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

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BESSH-2019



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## Conference Schedule

**DAY 01 Friday (February 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 Friday (February 01, 2019)**

**Session I (10:00 am – 12:00 pm)**

**Track A: Business, Economics, Social Sciences & Humanities**

<b>SIN-129-104B</b>	Impacts of Ease-of-Use and Usefulness on Attitude and Intention to Use - The Case of Smart Retailing	Pao Tiao Chuang
<b>SM-FEB2019-105</b>	Is Vietnam's Exchange Rate Regime Optimal?	Anthony J Makin
<b>SM-FEB2019-106</b>	The Impact of fit between Intended and Perceived brand Personality towards Brand Preference in Online Music Streaming	Teddy Hamonangan Dassa
<b>BEASM-029-ANII01</b>	Aspect Of International Civil Law in the Exection of Ocean Vessel in Relation to Stagnant Credit	Fera Indriyati S.H., M.KN
<b>BEASM-029-ANII02</b>	Arbitration as an Alternative Dispute Resolution on Land dispute Based on Indonesian Regulation	Deny Haspada
<b>BEASM-029-ANII03</b>	Credit Loan with Fidusia Guarantee on Patent Rights	Aili Papang Hartono, S.H.

**Track B: Medical, Medicine & Health Sciences**

<b>SIN-129-102M</b>	Is Parkinson's Disease with History of Agent Orange Exposure Different from Idiopathic Parkinson's Disease?	Young Soon Yang
<b>SIN-129-103M</b>	Endothelial MicroRNA-10a is Hemodynamics-Regulated Molecule to Inhibit Endothelial Dysfunction	Ting Yu Lee

**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.	SIN-129-101A	Kai Lee	Deakin University, Australia
2.	IMNEA-FEB19 CEAS101A	Arie Herskovits	Tel Aviv University, Israel
3.	IMNEA-FEB19 CEAS102A	Jacob Lifshitz	Tel Aviv University, Israel

	<b>DAY 02 Saturday (February 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: BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES**



# Impacts of Ease-of-Use and Usefulness on Attitude and Intention to Use - The Case of Smart Retailing

Pao Tiao Chuang<sup>1\*</sup>, Wen-Jyun Lo<sup>2</sup>

**Abstract:** The objective of this paper is to empirically study how perceived ease-of-use and perceived usefulness affect the attitude and behavioral intention to use for the smart retailing service. The research was based on the Technology Acceptance Model (TAM) and five hypotheses were developed and tested. To collect required data, the study conducted 257 consumers about their perceptions on those questions of TAM for smart retailing in Taiwan. The structural equation modeling (SEM) was performed by adopting the AMOS version of 22.0 to test those proposed hypotheses. Results show that perceived ease of use has positive effect on usefulness, perceived usefulness has positive effect on attitude towards use, perceived ease of use has both direct and indirect effects on attitude to use, perceived usefulness has both direct and indirect effects on behavioral intention to use, and attitude towards use positively affects behavioral intention to use as well. Based on the results, implied managerial suggestions are provided for those service firms that plan to implement the smart retailing.

**Keywords:** Technology Acceptance Model, Smart Retailing, Ease of Use, Usefulness, Attitude Towards Use, Behavioral Intention

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# Is Vietnam's Exchange Rate Regime Optimal?

Anthony J Makin<sup>1\*</sup>, Hung Bui<sup>2</sup>

**Abstract** This paper examines exchange rate regime choice for Vietnam in light of its international macroeconomic characteristics. It first proposes a novel macroeconomic theory framework which suggests that a highly flexible exchange rate minimises national income variability if external shocks, particularly in the form of terms of trade fluctuations, dominate monetary shocks. Contrariwise, if the economy is more prone to monetary shocks than terms of trade shocks, a pegged exchange rate minimises national income variability. Econometric evidence based on historical quarterly data reveals that Vietnam's terms of trade have been a more significant source of shocks than monetary factors, implying that a highly flexible exchange rate is optimal for Vietnam. These results therefore provide evidence supportive of Vietnam's recent adoption of a more flexible exchange rate regime.

**Keywords:** Vietnam, Real Shocks, Monetary Shocks, National Income, Exchange Rate Regime

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# The Impact of Fit between Intended and Perceived brand Personality towards Brand Preference in Online Music Streaming

Teddy Hamonangan Dassa<sup>1\*</sup>, Dr. Nilanthi Ratnayake<sup>2</sup>

**Abstract** As the emerging online music streaming industry become more competitive, brand personality appears to be a sound positioning strategy to differentiate and attain brand preference. This research investigates the fitness between intended and perceived brand personality of online music streaming providers namely Spotify, JOOX, Soundcloud, and Apple Music on their social media posts as the medium of identity communication. Also, the performance of online music streaming provider's brand personality fit was explored. A content analysis using WordStat brand personality dictionary revealed the online music streaming intended brand personality and the perceived brand personality was examined through an online survey employing Aaker's brand personality scale. Findings show that online music streaming brands with high degree of personality fitness performs better towards brand preference than brands with a wide gap between the intended and perceived brand personality contributing to the literature by showing how brand personality affects brand preference.

**Keywords:** Brand Personality, Brand Preference, Online Music Streaming

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# Aspect of International Civil Law in the Exection of Ocean Vessel in Relation to Stagnant Credit

Fera Indriyati S.H., MKN\*

**Abstract** As ocean transportation instrument, the ocean vessel has important role in improving the growth of economic rate, particularly naval economic business. High cost of ocean vessel makes businessmen difficult to acquire business capital, so they propose the application of credit and ocean vessel is made into mortgage. However, the mobilization of ocean vessel making a voyage up to outside of other State Jurisdiction region is leading, frequently, to difficulties in the execution of ocean vessel when the stagnation of credit is occurring. Although Indonesia is party in International Convention on Maritime Liens and Mortgages 1993, there is not any specific regulation arranging the execution of ocean vessel registered in Indonesia up to now but when execution will be performed the vessel is in other State jurisdiction region or just the opposite. International Civil Law consider efforts to settle the issues must be started up by contract and agreement in advance, so parties involved in a contract or agreement should make earlier establishment of explicit legal selection. Based on the description, it is necessary to analyze to which extent International Civil Law might settle issues on the execution of ocean vessel guided by which Judges or Judicial Agencies having the power to be competent to settle legal cases containing foreign elements, which laws being in effect to arrange and/or settle legal issues containing foreign elements and to which extent a court must pay attention and recognize foreign legal verdicts or rights emerged based on Foreign Court Verdicts or laws.

**Keywords:** Aspect of International Civil Law, Execution, Stagnant Credit

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# Arbitration as an Alternative Dispute Resolution on Land dispute Based on Indonesian Regulation

Deny Haspada\*

**Abstract:** Various cases of land disputes between the parties to the dispute always resolve land disputes through a court, which begins with a lawsuit based on the procedural law that applies according to those stipulated in the HIR / RBg. Settlement of land rights disputes resolved in the court directly filed a lawsuit because one party was considered to control land rights without clear rights with a lawsuit against the law, but there were also those that began with an agreement between the parties in which one of the contents was in agreement it contains the choice of law to resolve a problem later if one of the parties is considered a default. Settlement of land disputes through the court is known to the public will take a long time in its completion due to various legal efforts and resulted in the resolution of the dispute being very high. Land dispute resolution is within the scope of private law, in which case the settlement is also the right of each party, therefore the resolver is submitted to each party given the freedom of choice, can be resolved by deliberation or resolved outside the court through alternative dispute resolution including through Indonesian National Arbitrage Agency. Settlement of the choice of law through arbitration can be done when making an agreement or when there is a dispute between the parties that are important there is an agreement between the parties. The decision of the arbitrator Judge is binding on the parties that are final and binding, so that the decision becomes a means of dispute resolution that meets the principle of legal certainty and does not take a relatively long time.

**Keywords:** Land Disputes, Arbitration, Choice of Law

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# Credit Loan with Fidusia Guarantee on Patent Rights

Aili Papang Hartono, S.H.\*

**Abstract:** The business world is growing very rapidly. The pace of business growth is also supported by very high technological advancements to assist very strong economic growth. A very high economy causes many interests including the interests of capital. This interest in capital can be accommodated through the capital market or also by making credit loans to banks or other financial institutions. A new Law in Indonesia concerning patents is considered a breath of fresh air in implementing credit agreements. One of the additional agreements in the credit agreement is guaranteed. There are two types of guarantees, namely material guarantees and individuals. To borrow large amounts of money, a material guarantee is needed. Here is done so that the bank feels safe when giving a guarantee. Material security has several types. The guarantee that is widely used by the community in conducting credit agreements is a fiduciary guarantee. One object that can be fiduciaryly secured is a patent. Technological advancements as well as the creative industry can make patents more valuable because they can be guaranteed in accordance with the new patent law.

**Keywords:** Credit Agreement, Fiduciary, Patent

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## **TRACK B: MEDICAL, MEDICINE & HEALTH SCIENCES**



# Is Parkinson's Disease with History of Agent Orange Exposure Different from Idiopathic Parkinson's Disease?

Young Soon Yang\*

**Abstract:** During Vietnam War, many Korean soldiers were dispatched to fight in the war where they were exposed to Agent Orange. Until now, there exist only limited evidence on existence of association between exposure to Agent Orange and Parkinson's disease (PD). To elucidate the effects of Agent Orange exposure on PD, we compared the clinical characteristics and radiolabeled 18F-FP-CIT PET uptake between patients with Agent Orange exposure and patients with Agent Orange no-exposure. We retrospectively evaluated 143 patients exposed to Agent Orange and 500 patients with no exposure to Agent Orange from our movement clinics database. The differences between clinical characteristics and pattern of 18F-FP-CIT PET uptake were investigated. Among Unified Parkinson's Disease Rating Scale III motor subscales, tremor at rest, rigidity, finger taps, and rapid alternating movement was significantly higher in patients exposed to Agent Orange as compared to patients with no exposure to Agent Orange. The facial expression score was significantly lower in patients exposed to Agent Orange as compared to patients with no exposure to Agent Orange. Compared to patients not exposed to Agent Orange, all basal ganglia areas (contra- and ipsilateral caudate nucleus, anterior putamen, and posterior putamen) showed a lower 18F-FP-CIT uptake and higher asymmetry index of anterior and posterior putamen was found in patients exposed to Agent Orange. The caudate/putamen ratio was significantly lower in patients exposed to Agent Orange as compared to patients with no exposure to Agent Orange. This study showed a different clinical profile and FP-CIT PET findings between patients exposed to Agent Orange as compared to patients with no exposure to Agent Orange. This finding suggests the possibility of different pathophysiology of PD in patients exposed to Agent Orange from idiopathic PD.

**Keywords:** Agent Orange; 18F-FP-CIT PET; Parkinson's Disease

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# Endothelial MicroRNA-10a is Hemodynamics-Regulated Molecule to Inhibit Endothelial Dysfunction

Ting Yu Lee\*

**Abstract:** Blood flow patterns, i.e. pro-atherogenic oscillatory flow (OS) and atheroprotective pulsatile flow (PS), have been identified to be the vital hemodynamic forces to modulate endothelial cell (EC) dysfunction and function to affect the formation of atherosclerotic disease. However, the roles of hormone receptor and microRNA (miRs) in hemodynamics-modulated EC function or dysfunction remain unclear. The aim of this study is to elucidate the role of hormone receptor RAR $\alpha$ -directed miR-10a signaling in hemodynamics-modulating EC function and dysfunction. In vitro flow system was used to generate pro-atherogenic OS and atheroprotective PS to investigate the effect of hemodynamic forces on miR-10a signaling and EC dysfunction, and its underlying mechanism. In vivo apolipoprotein E-deficient (ApoE<sup>-/-</sup>) mice model was used to evaluate the therapeutic effect of miR-10a on atherosclerosis. Our results showed that miR-10a is the miR with the lowest expression among all examined shear-responsive miRs in ECs in response to pro-atherogenic OS, and has relatively higher expression than other shear-responsive miRs in ECs in response to atheroprotective PS. MiR-10a targets inflammatory transcriptional factor GATA6 to modulate pro-inflammatory VCAM-1, which is differentially regulated by atherogenic OS and atheroprotective PS. Mechanistically, hormone receptor RAR $\alpha$  and RXR $\alpha$  are induced by atheroprotective PS to form heterodimer in the nucleus to enhance miR-10a expression to inhibit pro-inflammatory GATA6/VCAM-1 signaling. In contrast, HDAC-3/-5/-7 are induced by atherogenic OS to associate with RAR $\alpha$  to form repression complex to repress RAR $\alpha$ 's function and miR-10a signaling. Finally, our data on ApoE<sup>-/-</sup> mice model demonstrated that systemic delivery of miR-10a induces the expression of endothelial miR-10a to repress GATA6/VCAM-1 signaling, and subsequently inhibits the formation of atherosclerosis. Our findings provide new insight that hormone receptor RAR $\alpha$  plays the important role in modulating miR-10a/GATA6/VCAM-1 signaling in ECs in response to different flow patterns. Moreover, in vivo induction of endothelial miR-10a inhibits the progression of atherosclerosis.

**Keywords:** Endothelial Cell, Hormone Receptor, Microna, Therapeutic Component, Atherosclerosis

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## **FUTURE EVENTS**



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