



Society of Business, Economics, Social Science & Humanifles



CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2019

International Conference on "Business Economic, Social Science & Humanities" (BESSH-2019), Tokyo Japan



Book of Abstracts Proceeding

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

Tokyo Japan

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

OR	GANIZING COMMITTEEVI
CO	NFERENCE CHAIR MESSAGEVII
CO	NFERENCE SCHEDULEVIII
LIS	T OF CONFERENCE ATTENDEESXI
	ACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCE & MANITIES13
1.	MUSIC TEACHER IN THAILAND 4.0: CASE STUDY OF PIANO TEACHERS14
2.	SKILLS AND STUDENT DEVELOPMENT OF MUSIC STUDY OF SUAN SUNANDHA RAJABHAT UNIVERSITY CONSISTENT WITH THE 21ST CENTURY15
3.	ROLE OF THAI MUSIC IN EDUCATIONAL SYSTEM IN THE NEXT DECADE16
4.	SUAN SUNANDHA RAJABHAT UNIVERSITY MUSIC STUDENT: THE STUDY ON MOST PRACTICAL CLASSICAL GUITAR RESOURCE17
5.	BASIC VOCAL SKILLS DEVELOPMENT OF THE FIRST-YEAR STUDENTS, MAJORING IN VOCAL, DEPARTMENT OF MUSIC, SUAN SUNANDHA RAJAJBHAT UNIVERSITY18
6.	ESTIMATING THE SPATIAL DISTANCE OF IMAGE FEATURE MATCH BY CNN DEEP LEARNING TECHNIQUE19
7.	THE BASIC THAI CLARINET DEVELOPMENT USING STANDARD NOTATION OF SUAN SUNANDHA RAJABHAT UNIVERSITY MUSIC STUDENT20
8.	DESIRABLE CHARACTERISTICS OF ACADEMY ADMINISTRATORS IN THAILAND 4.021
9.	LEGAL PROTECTION FOR CREDITORS IN THE LOANS AGREEMENT FOR LENDING MONEY CONNECTED TO THE DECISION OF THE CONSTITUTIONAL COURT NUMBER 69 / PUU-XIII / 2015
10.	FACTORS INFLUENCING LOCAL POVERTY PROLIFERATION DUE TO VILLAGERS MIGRATING TO MAJOR CITIES IN BANGLADESH23
11.	THE CHALLENGES OF LEARNING AND TEACHING GERMAN (AS A FOREIGN) LANGUAGE IN TIMES OF MIGRATION24



12.	PROFITABILITY OF COMMERCIAL BANKS25
13.	THE IMPACT OF POLITICAL AND MARKET FACING STRATEGIES ON FIRM PERFORMANCE AND VALUE26
14.	EXPLORING THE CRITICAL SUCCESS FACTORS FOR TAIWAN'S AIOT INDUSTRY27
15.	COUNTER MARITIME TERRORISM: MULTITRACK DIPLOMACY28
TR	ACK B: ENGINEERING AND TECHNOLOGY STUDY29
16.	IDENTIFYING THE FACTORS AFFECTING THE USE OF PREFABRICATED CONSTRUCTION SYSTEMS IN TURKEY30
17.	USING A TWO-STAGE STOCHASTIC PROGRAMMING MODEL TO SOLVE THE SUSTAINABLE SUPPLY CHAIN NETWORK DESIGN UNDER UNCERTAINTY31
FU'	TURE EVENTS32



International Conference on "Business Economics, Social Science & Humanities" Tokyo Japan

Venue: Hotel Mystays Ochanomizu Conference Center

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

Saturday (May 25, 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 Saturday (May 25, 2019) Session 1 (10:00 am – 12:00 pm)

Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

KEAS-MAY2019-112	Music Teacher In Thailand 4.0: Case Study Of Piano Teachers	Sirima Panapinan
KEAS-MAY2019-113	Skills and Student Development of Music Study of Suan Sunandha Rajabhat University Consistent with the 21st Century	Thassanai Phensit
KEAS-MAY2019-114	Role of Thai Music in Educational System in the Next Decade	Asst. Prof. Pansak Vandee
KEAS-MAY2019-115	Suan Sunandha Rajabhat University Music Student: The Study on Most Practical Classical Guitar Resource	Patommavat Thammacha rd,
KEAS-MAY2019-116	Basic Vocal Skills Development of the First-Year Students, Majoring in Vocal, department of Music, Suan Sunandha Rajajbhat University	Awasdakan Poomee
KEAS-MAY2019-117	The Basic Thai Clarinet Development Using Standard Notation of Suan Sunandha Rajabhat university music student	Pramot Teangtrong
KEAS-MAY2019-118	KEAS-MAY2019-118 Estimating the spatial distance of image feature match by CNN deep learning technique	
KEAS-MAY2019-119	Desirable Characteristics of Academy Administrators in Thailand 4.0	Sansanee Jasuwan

Track B: Engineering, Technology & Applied Sciences

IEAS-MAY19-102	Identifying the Factors Affecting the Use of Prefabricated Construction Systems in Turkey	Assoc. Prof. Dr. Gulden Gumusburun Ayalp
Using A Two-Stage Stochastic Programming Model to Solve The Sustainable Supply Chain Network Design Under Uncertainty		Yin-Yann Chen

Lunch Break 12-00 pm to 01-00 pm



DAY 01 Saturday (May 25, 2019) Session 2 (01:00 pm – 03:00 pm)

Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

KEAS-MAY2019-120	Legal Protection for Creditors in the Loans Agreement for Lending Money Connected to the Decision of the Constitutional Court Number 69 / Puu-Xiii / 2015	Daniel Hendrawan	
KEAS-MAY2019-103	The impact of political and market facing strategies on firm performance and value		
KEAS-MAY2019-127	Exploring the Critical Success Factors for Taiwan's AIoT Industry	Chiyang James Chou	
KEAS-MAY2019-123	Factors Influencing Local Poverty Proliferation Due to Villagers Migrating to Major Cities in Bangladesh	Subed Ali	
KEAS-MAY2019-124	The Challenges of Learning and Teaching German (as a Foreign) Language in Times of Migration	Manuela Svoboda	
TKS-459-101	Impact of RBI\'s Liquidity Policies on the Profitability of Commercial Banks	Dr. D.veena	
KEAS-MAY2019-107	Counter Maritime Terrorism: Multitrack Diplomacy	Marianus Claudio Saka Mada	

Closing Ceremony



List of Conference Attendees

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will be attending the conference as delegates & observer

Sr. No	Official ID	Name	Affiliation Details
01	KEAS-MAY2019-105A	Raanan Katz, CPA	Comptroller and company secretary Maccabident LTD 6, Koifman St, Tel-Aviv 68012, Israel
02	KEAS-MAY2019-124A	Petra Zagar-Sostaric	University of Rijeka, Faculty of Humanities and Social Sciences, Rijeka, Croatia
03	TKM-459-102A	Coty Ho, M.D.	Comprehensive Cancer Center Desert Regional Medical Center 1180 N. Indian Canyon Drive Palm Springs, CA 9226, USA
04	TKM-459-103B	Catherine Timbol	Newdermamed Cosmetic clinic, Canada
05	TKM-459-104A	Aric Mahay	RKM Clinic,Canada



DAY 02 Sunday (May 26, 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

Music Teacher in Thailand 4.0: Case Study of Piano Teachers

Sirima Panapinan*

Abstract The purpose of this research was to study the needs of music teachers, especially the piano teachers and to study the necessary knowledge and competency of the piano teachers in Thailand 4.0. This research was qualitative research, data was collected by in-depth interviews with 15 music teachers, musicians and academic experts. The research results found that the piano teachers are also desirable in the field of music instruction, especially piano teaching for children aged 6-10 years. Piano skill helps them in developing children's physical, mental, emotional, social, concentrate to study, that made children success in learning achievement. The necessary knowledge for piano teachers are piano skills, child psychology, technique of teaching and innovative piano teaching that will stimulate interest and develop better learning. The essential feature for piano teachers in Thailand 4.0 are to have a good personality, lifelong learning, friendly, ability to communicate in English, use the technology well, creativity and musical talent.

Keywords: Music teacher, Thailand 4.0, Piano teachers

Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: sirima.pa@ssru.ac.th

Skills and Student Development of Music Study of Suan Sunandha Rajabhat University Consistent with the 21st Century

Thassanai Phensit*

Abstract According to the research of music study in university in Thailand, the researcher is interested in studying and finding formats and guidelines of music study in university in order to enhance skills and student development in addition to the major subjects and to meet the needs of learners, graduates' employers as well as the needs of labor market in the society. This research is a qualitative research. The purpose is to study trends for developing skills of music students of Suan Sunandha Rajabhat University in connection with the 21st century. The population of this research is all related persons and users of music study in Suan Sunandha Rajabhat University as follows: 1) 2 responsible persons of music study 2) 5 responsible instructors of music study 3) 10 music instructors of music study and 4) 40 music students of Suan Sunandha Rajabhat University. The data is collected from the questionnaires and the interviews and is summarized from descriptive synthetic analysis. The results are found that 1) the curriculum must be modernly-modified 2) the skills of the learners consistent with the 21st century must be according to the 3R 7C Principles by integrating into the 6 areas in Thai Qualifications Framework for Higher Education; TQF:HEd as follows: Virtue and Ethics, Knowledge, Cognitive Skills, Interpersonal Skills and Responsibility, Numerical Analysis, Communication, and Information Technology Skills, and **Psychomotor Domain**

Keywords: Suan Sunandha Rajabhat University, Music, 21st Century, Skill and Development .

Music Department, Suan Sunandha Rajabhat University, Bangkok, Thailand "E-mail: Thassanai.ph@ssru.ac.th

Role of Thai Music in Educational System in the Next Decade

Asst. Prof. Pansak Vandee*

Abstract The aims of this research were to study the teaching of music in the basic education system and to study the role of Thai music in teaching and learning in schools in the basic education level in the next decade. This research was a combination of qualitative research and quantitative research, collecting data by using questionnaire 240 sets from music teachers in elementary school in Bangkok Metropolis, and in-depth interviews 7 persons from music teachers, administrators and educational experts. The research results found that currently, the teaching of music in the elementary school was divided into two types of teaching: the course of music content and teaching music activity. Students are more interested in Western music than Thai music. From the questionnaire, students interested in studying music practice rather than studying theory. The Thai musical instrument that students are most interested in that are Khim, Ranad Ek, Klui, Jakae, Saw-U and Saw-Duong respectively. Role of Thai music in teaching and learning in elementary schools in the next decade found that Thai music is encouraged to teach in schools because it is the part of Thai culture, but the teaching style should be used to innovate in teaching. Teachers must teach students love in Thai music and use Thai music as a tool for understanding Thai culture. Students must perform Thai music with quality.

Keywords: Thai Music, Educational System, Next Decade

Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand,

*E-mail: pansak.va@ssru.ac.th

Suan Sunandha Rajabhat University Music Student: The Study on Most Practical Classical Guitar Resource

Patommavat Thammachard*

Abstract Finding the appropriate method for student is not only improve the playing technique, but it will increase level of motivation, and will affect music learning process predominantly. Learning process will show different result when using each different methodology. The objective of this research is to find the most practical guitar resource for Suan Sunandha Rajabhat university (SSRU) music student (Classical guitar major). The research instrument includes: 1) In-depth interview with guitar professor from 4 different universities in Bangkok 2) Focus group discussion with 5 SSRU music students (Classical guitar major). The research tools will indicate creditable result because most participant are proficiency and expert in classical guitar. The result has shown that "Pumping Nylon: The Classical Guitarist's Technique Handbook" (Scott, 2002) is the most mentioning resource in the discussion and interview process. In conclusion, "Pumping Nylon: The Classical Guitarist's Technique Handbook" (Scott, 2002) consider the most practical guitar resource for SSRU classical guitar students.

Keywords: Classical Guitar, Guitar Resources, Suan Sunandha Rajabhat University

Suan Sunandha Rajabhat University *E-mail: patommayat.th@ssru.ac.th

Basic Vocal Skills Development of the First-Year Students, Majoring in Vocal, department of Music, Suan Sunandha Rajajbhat University.

Awasdakan Poomee*

Abstract This research on basic vocal skills development of the first-year students, majoring in Vocal, department of Music, Suan Sunandha Rajabhat University was a qualitative research. The researcher collected scholastic document data, research works and several textbooks including interviews of the first-year students, majoring in Vocal, department of Music for 18 persons and other 2 vocal skills professionals. Moreover, the researcher also had observed students in the classrooms. In data analysis, the researcher arranged description by using an explanation and data categorization research had the objectives as follows: 1) to solve problems in basic vocal skills of the first-year students, majoring in Vocal 2) to improve basic vocal skills of the students, and 3) to apply the research data for development of teaching arrangement appropriate to the students of practical music skills in basic vocal. From the study, the results of the research were found that individual students had different problems in basic vocal skills, 14 students did not have any basic vocal skills before studying at a higher education level, which caused them could not know the accurate basic vocal skills. In this group of students, it could be categorized into 5 subgroups as follows: 1) those who did not have accurate breathing and wind using 2) those who did not have accurate singing and vocalization methods 3) those whose singing did not match musical tone levels 4) those who had bad skills in musical note reading on treble and bass clefs and 5) those who did not have practical skills in synchronizing between piano and singing. The researcher used those 5 categories of the research results as a guideline for teaching arrangement to improve basic vocal skills of the first-year students, majoring in Vocal, department of Music as follows: 1) focusing on group skills practice and explanations to each student individually 2) the instructor added additional teaching periods in skills practice for the first-year students, majoring in Vocal, department of Music 3) added teaching contents in synchronizing between piano and singing 4) more focusing on practical skills in listening and singing on the learning exercises and musical scales. It was important for the students majoring in basic vocal skills should practice regularly and continuously after the classes for their development with more effectiveness.

Keywords: Basic Vocal, Skills Development, Suan Sunandha Rajabhat University

Music Department, Suan Sunandha Rajabhat University, Bangkok, Thailand *E-mail: awasdakan.po@ssru.ac.th

Estimating the spatial distance of image feature match by CNN deep learning technique

Chin-Hung Teng¹, Zhen-Hao Yang²

Abstract Image feature detection and matching is an important technology in computer vision. Typically, image feature detection and matching is performed by feature descriptors such as SIFT and SURF, which can be used to evaluate the similarity of two image features. Although these methods can effectively detect and compare image features, it cannot give the true spatial distance between two features in the image plane. (i.e., the distance between the two features when one feature is mapped to the image plane of the second feature). Recently, due to the rapid development of deep learning, deep learning has made great progress and success in many fields. Deep learning techniques such as CNN have also been applied to image feature matching. These methods mainly use the results of CNN intermediate layers as feature descriptors, and then use a fully connected layer to calculate the similarity of two image patches. However, similar to SIFT or SURF, these methods cannot tell us the spatial distance of two features in the image plane. In addition to determining whether the features are correctly matched, the spatial distance of the image features in the image plane can also be used as a feature selection mechanism for high level applications that should verify the degree of correctness of the feature match. In view of its importance, in this study we propose a feature spatial distance estimation technique based on CNN deep learning network. This method is not designed from the perspective of classification, that is to classify a feature match is correct or not. Instead we employ a regression layer in the learning network to estimate the spatial distance of the matched features in the image plane. In this way, more information about image feature matching can be obtained, which is more useful for subsequent high level applications.

Keywords: Image Match, Feature Match, CNN, Deep Learning, Regression

Dept. of Information Communication, Yuan Ze University, Taiwan, R. O. C.

*E-mail: s1056414@saturn.vzu.edu.tw

The Basic Thai Clarinet Development Using Standard Notation of Suan Sunandha Rajabhat university music student

Pramot Teangtrong*

Abstract The purpose of this research is to study the basic Thai Clarinet development using standard notation of Suan Sunandha Rajabhat university music student. In the past, Thai clarinet lesson was learning by ear conducted by the instructor, which was slow processing. Therefore, researcher now using the standard notation for teaching. By comparison between learning by ear, and learning using standard notation, student learning faster using standard notation. Moreover, the instructor had more time to teach more technique and knowledge, also student got more time to practice by using notation. In conclusion, learning using standard music notation make student learning faster and more virtuosity.

Keywords: Basic Thai Clarinet, Standard Notation , Suan Sunandha Rajabhat University

Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University *E-mail: pramot.te@ssru.ac.th

Desirable Characteristics of Academy Administrators in Thailand 4.0

Sansanee Jasuwan*

Abstract The purpose of this qualitative research was to study the desirable characteristics of academy administrators in Thailand 4.0. The data was collected by in-depth interviews with 9 scholars with administrative and Thailand 4.0 model experience. The data analyze by summarize and content analysis. The results of this research indicate that the desirable characteristics of academy administrator in Thailand 4.0 consist of 5 elements as follow 1. Decision-making skill, 2. Competence in motivation people, 3. Responsibility, 4. Intelligence and Competence, 5. Personality

Keywords: Desirable characteristics, Academy administrators, Thailand 4.0

Suan Sunandha Rajabhat University, Thailand

*E-mail: sansanee.ja@ssru.ac.th

Legal Protection for Creditors in the Loans Agreement for Lending Money Connected to the Decision of the Constitutional Court Number 69 / Puu-Xiii / 2015

Daniel Hendrawan^{*}

Abstract

In Indonesia, the Marriage Agreement has long been valid and regulated in the legislation in Law Number 1 of 1974 concerning Marriage. Marriage Agreement regulates marriage property. In Article 29 paragraph (1) of Law Number 1 Year 1974 concerning Marriage stipulates that marriage agreements must be made before the marriage takes place, but in 2015 the Constitutional Court issued Decision Number 69 / PUU-XIII / 2015 concerning changes to Article 29 paragraph (1), paragraph (3), and paragraph (4) of Law Number 1 of 1974 concerning Marriage which states that the Marriage Agreement can be made before, during, and after the marriage takes place. Legal protection that can be given to creditors is to pay attention to the element of good faith in each loan agreement making so that creditors will be protected by themselves, if one of the parties making the loan agreement has bad faith, the loan agreement will automatically be canceled law because it does not meet the objective requirements.

Keywords: Marriage, Marriage Agreement, Lending and Borrowing Agreement, Due to Law, Legal Protection

Faculty of Law Maranatha Christian University Theodora Novia Tjasa Faculty of Law Maranatha Christian University

*E-mail: daniel.hendrawn@rocketmail.com

Factors Influencing Local Poverty Proliferation Due to Villagers Migrating to Major Cities in Bangladesh

Subed Ali*

Abstract The major recurring incidents that have forced the local villagers of Bangladesh to move their lives and livelihood to major cities have remained unchanged for quite a while, and the same could be said for the biggest problem that comes with forced migration; extreme poverty. The main objective of this research is to find out the factors that influenced and continues to influence the unchanging poverty situation of the climate migrants belonging in the major cities in Bangladesh. The study will also find out the current situation of the climate migrants, their ways to cope with extreme destitution, and its' effects on the surrounding areas with high concentration of climate migrants in Bangladesh perspective. To complete the above mentioned objectives, 196 samples were selected from various slum areas considering three large cities (Dhaka, Chittagong, and Sylhet) by using the statistical method. The sampling technique that has been used to complete this study was clustering method as the samples were selected from three different geographical locations from Bangladesh. A household survey and interview was conducted in order to gain the necessary data. The study examines the effect of the independent variables (food conditions, food expense, hygiene condition, family size, daily income, house rent, housing condition, satisfaction level, job, emigrant) have on the local poverty proliferation in Bangladesh. The study finds out how the migrants are affecting the surrounding locality of their living areas. The findings showed that most of the settlers are suffering mostly from the lack of proper food, hygiene, working conditions, and the surrounding areas are also negatively affected. The study attempts to take out the climate migrants in the forefront in Bangladesh society in order to lessen the problems associated with poverty.

Keywords: Climate Migrant, Extreme Poverty, Proliferation, Settler, Locality.

Research and Development Promise, Dhaka

*E-mail: subedali8019@gmail.com

The Challenges of Learning and Teaching German (as a Foreign) Language in Times of Migration

Manuela Svoboda^{1*}, Petra Zagar-Sostaric²

Abstract In this paper a closer look will be taken at the challenges that arise in the field of learning and teaching German (as a foreign) language in times of migration with regards to Germany being one of the desired countries, even the top country in Europe for migrants. As Germany has a long tradition of migration, which has always existed to one degree or another, the paper begins with a short overview of Germany's history of migration, followed by an exposition on the present migration status in Germany. The subsequent section inter alia points out the importance as well as the challenges for immigrants to learn the German language and therefore acclimatize to customs of their new home country, as this is essential for integration into society as well as school and work environments. Hence, a sufficient number of integration courses for adults must exist as well as intensive courses for children of migrants in schools in order to provide an opportunity to learn the target language as soon as possible. In turn, this results in a higher demand for German (as foreign/second) language teachers. Therefore, the final chapter of this paper focusses on presenting and evaluating the demand for German (as foreign/second) language teachers from 2014 up to the present date and how the Federal Government of Germany responded to the increasing demand in this field. For this purpose, available information on relevant web pages of Federal Agencies (e.g. Ministry of Education and Cultural Affairs, Federal Office for Migration and Refugees), as well as relevant reports and studies are examined and evaluated. Finally, the conclusion offers a brief summary and critique of the findings and a forecast on future development in this field.

Keywords: migration, German as foreign/second language, language acquisition, integration, foreign language teaching

University of Rijeka, Faculty of Humanities and Social Sciences, Rijeka, Croatia

^{*}E-mail: msvoboda@ffri.hr,pzagar@ffri.hr

Impact of RBI\'s Liquidity Policies on the Profitability of Commercial Banks

D Veena^{1*}, Prof. G. V. Bavani Prasad², Dr. Pasunuri Amarayeni³

Abstract RBI, the Central bank of India, plays a major role in managing liquidity in the economy through CRR, SLR. Cash Reserve Ratio (CRR) is the ratio at which the banks need to maintain funds with RBI as a portion of their Net Demand and Time Liabilities (NDTL). Statutory Liquidity Ratio (SLR) is the ratio at which the commercial banks in India are to maintain funds as a proportion of Total Demand and Time Liabilities, in the form of Cash, Gold reserves, RBI approved securities. The fluctuations in SLR, CRR will have direct effect on the liquidity of Commercial banks which in turn would affect their lending ability and Profitability. This paper examines the relationship between RBI's prescribed rates of SLR and CRR and profitability of Indian Banks. The distinction between Public sector banks as well as Private sector banks is discussed. The analysis indicates the extent of RBI's impact on the liquidity and profitability of the commercial banks.

Keywords: RBI, CRR, SLR, NDTL, ROA, and ROI.

University College Commerce and Business Management\' Kakatiya university INDIA

^{*}E-mail: veenakoduri10@gmail.com

The Impact of Political and Market Facing Strategies on Firm Performance and Value

Michael Hadani*

Abstract Firms have long relied on political strategies to access the public policy sphere in order to receive state level benefits and to reduce competitive pressures and there is significant research on corporate political activity (CPA) and its dynamics in the U.S. and globally. CPA occurs ion the so-called political or non-market arena where policy makers and their staff are critical forces. At the same time firms must also attend and invest in their market facing activities such as investing in research and development (R&D) and in marketing and advertising, both of which can impact firm performance. However research into political and non-market strategist has developed in isolation from research on market facing strategies even though some case studies and recent research indicates that firm may be able to integrate political and market facing approaches to create performance synergies. We explore this idea by looking at the CPA and firms' investments in R&D and marketing to explore if firms can actually realize such performance synergies. Looking at the S&P 1500 firm over 18 years we find that firms that invest in both political activities and in market facing activities (comprising of R&D and marketing) show a decline in their market value. These findings have critical implications to research on CPA and to firms investing in R&D and in marketing..

Keywords: Political, Strategies, Performance

Department of Management and entrepreneurship at the school of economics and business administration Saint Mary\'s College of California

Moraga, California, USA

*E-mail: mh21@stmarys-ca.edu

Exploring the Critical Success Factors for Taiwan's AIoT Industry

Chiyang James Chou*

Abstract Artificial Intelligence of Things (AIoT) industry is not only the hottest sector of global information technology industry but also one of the key government support industries in Taiwan. Because of the widespread applications, it is an important task for the potential AIoT firms to select the appropriate business models to implement in order to be success in this industry. This study adopted Gary Hamel's business model as the research framework, then conducted the Delphi method survey with experts, and finally derived individual weighting of each dimension from the analytic hierarchy process (AHP) based on expert questionnaires surveys. The results show that core strategy is the most critical factor of the business model while value network and the strategic resources are ranked the second and the third in terms of the relative importance, with customer interface as the least important. This study aims to explore the cloud service providers' business model strategy at the corporate level, and how they can create competitive advantages by exerting the core competencies. Potential firms in Taiwan's AIoT industry can then utilize the study results as a reference to enhance their business competitiveness.

Keywords: AIOT, business model, Delphi method, AHP

National Yunlin University of Science and Technology 123 University Road, Section 3, Douliou, Yunlin 64002, Taiwan

*E-mail: choucyj@yuntech.edu.tw

Counter Maritime Terrorism: Multitrack Diplomacy

Marianus Claudio Saka Mada^{1*}, Cut Akhmad Moeda²

Abstract With these special issues of defense studies, the researchers placed the issue of terrorism maritime as a threat to disrupt the security and sovereignty of a country. The South East Asia region inhabited by some island nations, such as Indonesia and the Philippines, the strongest sign of growth and development of maritime activities of terrorist groups. Acts of a maritime terrorist group is a form of real threat that unwittingly compromises the security and sovereignty of a country. The targets of a maritime terrorist group are that all the things associated with the sea, either infrastructure or crosscountry vessels transporting goods of high economic. Since 1998 up to 2016, the Global Terrorism Database noted, an act of terror in the sea area of about 368 incidents. Indeed, the numbers are still much lower than the terrorism that makes religious figures/institution as the target, but a cause of marine resources most potential, everyone will fight over this great potential and can impart to the emergence of conflict and even war in the future. Therefore, Researchers sought anticipatory measures to counter maritime terrorism solution, especially in the South East Asia region. In the end, the researchers analyzed the strategy of soft power to counter maritime terrorism, precisely multi-track diplomacy, where the problem of terrorism is used as a general problem because it is not the state or government that resolves it, but all relevant stakeholders' maritime counter terrorism.

Keywords: Maritime Terrorism, Hijacking, bomb, Multi-track Diplomacy, South East Asia, ASEAN.

¹Defense Diplomacy Studies, Indonesia Defense University, Indonesia,

²Defense Diplomacy Studies, Indonesia Defense University, Indonesia

^{*}E-mail: Sakamada245@gmail.com

TRACK B: ENGINEERING AND TECHNOLOGY STUDY

Identifying the Factors Affecting the Use of Prefabricated Construction Systems in Turkey

Gulden Gumusburun Ayalp^{1*}, Ilhamı Ay²

Abstract Prefabrication is a manufacturing process that takes place at a specialized facility, where various materials are joined to form a component part of the final installation. In the construction industry, prefabrication is regarded as the first level of industrialization, which is followed by mechanization, automation, robotics, and reproduction. Prefabricated construction technology is recognized as offering easier and quicker erection of the building structure, lower project cost, succeeding in tighter control quality, less material waste. Although this system brings so many advantages, the use of precast concrete systems in Turkey is at very low level when compare to European countries. The main aim of this research is to identify the factors that affect the use of prefabricated construction systems in Turkey. The reasons for prefabricated systems are not used extensively in Turkey were explored through three questionnaires that were conducted to design firms, prefabricated system/element manufacturers and contractors. The surveys applied to participant by face to face or via e-mail. Obtained data were analyzed statistically by using SPSS 22 software. The analysis of data is done to rank the severity of reasons. Ranking was followed by comparison of mean values within groups (design firms, manufacturers, and contractors). As a result, top ten critical reasons that effects the use of prefabricated construction systems were identified. Finally, solutions and recommendations were offered.

Keywords: Prefabricated Construction System, Construction Management, Turkey.

^{1, 2} Hasan Kalyoncu University, Department of Architecture, Turkey

^{*}Email: gldngumusburun@hotmail.com

Using A Two-Stage Stochastic Programming Model to Solve The Sustainable Supply Chain Network Design Under Uncertainty

Yin-Yann Chen^{1*}, Tzu-Yu Hung²

Abstract In this paper, we develop a two-stage stochastic programming approach for a closed-loop sustainable supply chain network design problem under uncertainty, considering logistics flows, capacity expansion and technology investments of existing and potential facilities, and the uncertainty that occurred in customer demand and return quantity. A two-stage stochastic programming model that captures the trade-off between the total cost and the carbon dioxide (CO2) emission is proposed from the economic and environmental perspective, respectively. In the numerical evaluation and results, the relationship between the total cost and carbon emission will be analyzed by the Pareto-optimal solution set. Moreover, the applicability of the two-stage stochastic programming model was verified and then compared with the model of certainty. The result shows the sustainable supply chain that considers the uncertainty of demand and return quantity is more robust. The effect of various raw material costs and recovery rates on the design of the supply chain network was discussed through parameter analysis.

Keywords: Closed-loop Supply Chain, Two-Stage Stochastic Programming, Supply Chain Network Design.

 $^{^{\}rm 1,\ 2}$ Department of Industrial Management, National Formosa University, Taiwan

^{*}Email: yyc@nfu.edu.tw

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@academiscfora.com





VISION

Our vision is to promote research excellence through networking Platform.