



Academic Fora

Volume 05, Issue 47

July 10-11, 2019

Seoul, South Korea

2019

MMHS

***Society of Medical, Medicine and
Health Sciences***

www.academicfora.com

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS MMHS-2019

International Conference on
“Medical, Medicine & Health Sciences”
(MMHS-2019), Seoul, South Korea



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Book of Abstracts Proceeding

International Conference on
“Medical, Medicine & Health Sciences”
(MMHS-2019)
Seoul, South Korea

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Proceedings of the International Conference on

“Medical, Medicine & Health Sciences
(MMHS-2019)”

ISBN: 978-969-683-925-5

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**International Conference on
“Medical, Medicine & Health Sciences”
Seoul, South Korea
Venue: Nine Tree Premier Hotel Myeongdong 2,
Seoul**

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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

Conference Schedule

DAY 01 Wednesday (July 10, 2019)

Venue: Nine Tree Premier Hotel Myeongdong 2 Seoul, South Korea

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

DAY 01 Wednesday (July 10, 2019)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Track A: Business, Management, Economics, Social Sciences and Humanities

HRMES-JULY-101	Linking The Relationship Among Five Factors Model, Task Performance And Contextual Performance In Insurance Industry	Jessica L.C. Hung
HRMES-JULY-103	A Study On Organization-Based Communities Of Practice: A Case Study Of Industrial Cluster	Wen-Bing Gau
SBTM-079-ANI101	The Relationship Among Employees' Compensation, Firm's Performance, And Corporate Governance	Mao-Chang, Wang
SBTM-079-ANI109	The Meta-Analysis Of Business Model Concept In Task-Based View.	Ya-hui

Track B: Medical, Medicine and Health Sciences

SEO-279-101M	The Effects Of Heliotropium Indicum L. Extract On Uterine Involution In Postpartum Rats	Sayah Ongsricharoenbhorn
SEO-279-102M	Physiological Study Of Thunbergia Laurifolia L. On Gestational Diabetic Rat Uterine Contraction	Sasitorn Kerdsuknirund

Lunch Break & Closing Ceremony (12:00 pm –01:00 pm)

DAY 02 Thursday (July 11, 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.



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

The Effects Of *Heliotropium Indicum* L. Extract On Uterine Involution In Postpartum Rats

Sayah Ongsricharoenbhorn^{1*}, Panithan Sriboriboon², Sajeera Kupittayanant³

Abstract Involution is the process by which the uterus is transformed from pregnant to non-pregnant state. The uterus in the postpartum period returns size, position in the pelvic cavity, and regains its muscular tone to the pre-pregnant state. Uterine involution needs a contraction of the uterus to prevent postpartum hemorrhage (PPH) that adversely affects the mother and baby. Modern and traditional medicine can be used to help accelerate uterine involution to reduce the risk of PPH. Thai traditional medicine showed that *Heliotropium indicum* L. (*H. indicum*) could expedite uterine involution. However, there is no scientific data to support this traditional claim. The aims of this research were therefore 1) to study the effects of *H. indicum* on uterine contraction isolated from rats on day 1, 3, 5 after parturition (n = 5 each) by measurement of isometric contraction force using tissue organ bath system. 2) to study the effects of *H. indicum* on uterine weight and size and 3) to study the effects of ethanol extract of *H. indicum* on collagen in the uterus determining by image processing using MATLAB. The rats were separated into 3 groups (n = 10 each) fed with the extract (250 mg/kg.BW for 5 days after parturition) or vehicle; lactating without the extract, lactating with the extract, and non-pregnant rats. The results showed that *H. indicum* significantly increased uterine contraction and significantly decreased uterine size and total collagen. Moreover, *H. indicum* had no toxicity because there were no lethal effects on mother and baby. The findings therefore confirmed traditional uses and revealed that *H. indicum* could accelerate uterine involution.

Keywords: *Heliotropium indicum* L., Uterus, Involution, Contraction

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Physiological Study Of *Thunbergia Laurifolia* L. On Gestational Diabetic Rat Uterine Contraction

Sasitorn Kerdasuknirund^{1*}, Sajeera Kupittayanant²

Abstract Poor myometrial contractility may be an important factors found in pregnancies complicated diabetes which are related to reduced Ca^{2+} channel expression and intracellular Ca^{2+} signaling. *Thunbergia laurifolia* L. has been studied for an antidiabetic potential in Thai traditional for treating diabetes. However, the effects of this plant on myometrium contractility have never been investigated. The aims of this study were to demonstrate the uterine contractile responses patterns and the possible effect of *T. laurifolia* crude extract on uterine contraction in diabetes pregnant rats. Pregnant rats were randomly divided into non-gestational diabetic rats (non-GD) and gestational diabetic rats (GD). Diabetic induction was performed by 60 mg/kg of streptozotocin *i.p.* administration on gestation day 5. At term (gestation day 20), all rats were sacrificed by CO_2 asphyxia. The uterus was removed. Longitudinal myometrium strips were dissected and immersed in the organ bath apparatus containing physiological Krebs' solution. For tension measurement, spontaneous contraction during 30 minutes record was served as control and compared with the application of high K^+ depolarization (KCL), oxytocin (OT), or *T. laurifolia* crude extract. Results of spontaneous contractions showed that the frequency, amplitude and area under the contraction in GD were significantly decreased, but duration was prolonged when compared with non-GD. Similarly, the response to KCL and OT were significantly decreased in GD when compared with non-GD. Interestingly, the application of *T. laurifolia* crude extract significantly inhibited spontaneous uterine contractility in both Non-GD and GD. However, this inhibition effect was greater in non-GD when compared with GD. In conclusion, the results showed that gestational diabetes reduced of myometrium contractility that *T. laurifolia* crude extract can reduce uterine contraction in both non-GD and GD. The treatment of *T. laurifolia* crude extract may be helpful for preventing miscarriage or preterm birth which is commonly found in pregnancies complicated diabetes.

Keywords: Myometrial Contractility, Gestational Diabetes, *Thunbergia Laurifolia* L., Organ Bath Apparatus

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



Linking The Relationship Among Five Factors Model, Task Performance And Contextual Performance In Insurance Industry

Jessica L.C. Hung^{1*}, Chao Chih-Yang²

Abstract Performance is central issue in Industrial/Organizational Behavioral and Human Resource research area (Arvey & Murphy, 1998; Campbell, 2010; Motowidlo, 2003; Rojon, McDowall & Saunders 2015); Viswesvaran & Ones, 2000). Performance has become one of the most explored organizational constructions. A lot of studies focus on the overall job performance (OJP). However, the distinction of task performance and contextual performance has emerged (Borman & Motowidlo, 1993; Borman & Motowidlo, 1997; Motowidlo, Borman, & Schmit, 1997; Motowidlo & Van Scooter, 1994). Also, the research shows that task performance and contextual performance should be considered together, because those components predict overall performance. For the purpose of selecting productive employee, how to identify the person is likely to perform well from a pool of applicants is important issue of selection literatures. How to select the right person for organization is very important issue. One of the predictive for performance is five-factor model (FFM), or “Big Five” personality traits in the area of for Industrial/Organizational Behavioral and Human Resource research area(e.g., Barrick & Mount, 1991; Tett, Jackson, & Rothstein, 1991). Broad personality inventories, such as comprehensive Big Five representing the FFM, predict performance better than single, narrow measures, especially performance distinction into task performance and contextual performance (Foster & Nicols, 2015; Rojon, McDowall et al. 2015)). The study would like to explore the relationship between the FFM and contextual performance and task performance. Bridge the gap of predictor to precision criteria as task performance and contextual performance from overall job performance. This study also would like, at the same time, to provide the evidence for the practice of selection to recruit, to select the productive person into the organization and to retain the productive employee stay in the company (Furnham and Miller, 1997; Hogan and Foster, 2016)

Keywords: FFM, Big Five, Task Performance, Contextual Performance, Insurance Sales

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A Study on Organization-Based Communities of Practice: A Case Study of Industrial Cluster

Wen-Bing Gau*

Abstract The concept of Communities of Practice (CoPs) highlights the linkage between varied professional fields, including individual learning, organizational learning and knowledge management. However, most literature referring to the concept of CoPs focused on the individual-based CoPs, while few discussed the CoPs which composed of enterprise organizations to say nothing of looking into the elements of running an organization-based CoP. This study synthesized existing literature and collected successful cases of industrial clusters to explore how the organizations within the clusters interact with each other. The theoretical framework of CoPs proposed Wenger (1998) was adopted to reflect on the individual organization's learning process. The research questions were as follows: A) What are the key factors facilitating the organization-based CoPs? B) How do the above factors work as a whole? The semi-structured interview method and the focus group interview method were adopted. 6 industrial clusters were visited, while 12 interviewees were recruited. In order to understand the whole picture of members' interactions within the cluster, the leader and a selected senior member were interviewed in each cluster. The findings support that the organization-based CoPs come to life from the trust derived from members' ongoing mutual engagement and the sense of trust is also the key to facilitate 6 factors of running an industrial cluster. The 6 factors, including the key persons' guidance, regular gatherings, collaborative learning, shared resources, shared benefit, and professional development, interact with each other so as to create an interactive environment where members' mutual engagement, joint enterprise, and shared repertoire can be well developed.

Keywords: Communities Of Practice (Cops), Industrial Cluster, Organizational Learning

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The relationship among Employees' Compensation, Firm's Performance, And Corporate Governance

Mao-Chang, Wang*

Abstract Compensation system is an important aspect of corporate governance, and is also an important mechanism to eliminate agency problems arising from the separation of ownership and management. Corporate governance is an important mechanism of protecting the interests of stakeholders, and also has a significant influence on the firm's performance. Taiwan is currently a lack of integration research literature among employees' compensation, firm's performance and corporate governance, and causes motives and interests of this paper. This research paper will use samples of Taiwanese listed firms in 2015, and uses the multiple regression model to examine the relationship among employees' compensation, firm's performance, and corporate governance characteristic. The empirical results show that the positive relationship among employees' compensation, firm's performance, and corporate governance characteristic. The results will contribute to the field of literature, and valuable reference for the government institutions, practitioners and academics to understand the relationship among employees' compensation, firm's performance, and corporate governance in Taiwanese enterprises. The results will attract talented person to stay in Taiwan, and enhance the competitiveness of countries, industries and enterprises in the future.

Keywords: Employees' Compensation; Firm's Performance

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The Meta-Analysis Of Business Model Concept In Task-Based View

Ya-hui*¹, Kung-Wen Wu²

Abstract As the popularity of internet and the idea of sharing economic bring about various innovative business notions and products, the application of business model gradually gains attention especially for its usefulness in managing digital economical activities. In the past, there are a lot of researches related to the definition of business models; however, the concept of business models is still lack of agreeable definitions because people have different expectations toward business models and it is hard to integrate all the business model theories for the difference among theoretical perspectives. In our study, a task prospect is adopted to analyze business model concept in the previous researches instead of theoretical perspectives. Through the functional facets of business models, the conflicts rising from different theoretical prospects reduce due to isolate the instrumental roles. We hope to present business models in a readily understandable way through our effort and hope it can contribute to the following researchers and their further researches in business models.

Keywords: Meta-Analysis, Business Model Concept

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FUTURE EVENTS

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