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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2019

International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2019), Manila Philippines



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Book of Abstracts Proceeding

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

Manila Philippines

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



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**International Conference on
“Business Economics, Social Science & Humanities”
Manila Philippines**

**Venue: Hotel H2O Manila (Meeting Room 2, 3rd
Floor)**

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

Sunday (Dec 15, 2019)

Venue: Room 1

08:00 am – 08:05 am	Welcome Reception & Registration
08:05 am – 08:10 am	Opening Ceremony
08:10 am – 08:15 am	Welcome Remarks -Conference Coordinator Academic Fora
08:15 am – 08:20 am	Introduction of Participants
08:20 am – 08:25 am	Group Photo Session
08:25 am – 08:30 am	Grand Networking Session and Tea Break



DAY 01 Sunday (Dec 15, 2019)

Session 1 (08:30 am – 10:00 am)

Venue: Room 1

Track A: Business, Economics, Social Science & Humanities

MRSMB-129-ANI103	Guidelines for Creating Value Added of Restaurant Entrepreneur for the Elderly Market	Asst. Prof. Nanoln
MRSMB-129-ANI105	The Consumer Perception of Green Business Strategy Communication Coffee Shop in Phra Nakhon Si Ayutthaya Province	Yanisa Phuanpoh
MRSMB-129-ANI105A	The Consumer Perception of Green Business Strategy Communication Coffee Shop in Phra Nakhon Si Ayutthaya Province	Janjira Chatrawanith
MRSMB-129-ANI106	The Factors Influence Work Out of Thai Undergraduate Students	Katawoot Jeambua
MRSMB-129-ANI107	The Tacit Knowledge Management Affect to Innovation Performance of Lecturers in a Rajabhat University	Pichayaporn Peerapan
MRSMB-129-ANI107A	The Tacit Knowledge Management Affect to Innovation Performance of Lecturers in a Rajabhat University	Peeraya Supsarn
MRSMB-129-ANI108	Willingness to use and Pro-Environmental Attitude for Airlines' Environmental Friendly Services: The Perspective of Thai Passengers	Maytinee Vongtharawat
MNS-2129-103	Competencies of Accounting Graduates in Catanduanes, Philippines	Dr. Maria Isabel L. de la Hostria
MNS-2129-104	The Green Marketing Approaches of Restaurant Business in The Island Province of Catanduanes, Philippines	Melinda V. Abichuela

Track C: Medical, Medicine and Health Sciences

MNM-2129-101	Enhancement of the cytotoxicity of gemcitabine, busulfan, and melphalan in multiple myeloma cells	Ben C. Valdez, PhD
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Track B: Engineering & Technology, Computer, Basic & Applied Sciences

Marigold Torda Almarines	Unintended Effects of Going to the Internet Cafes to Students and Professionals	MNE-2129-105
Marie Khadija Xyneyida P. Ontiveros	Mining Fishery Resources Using Clustering and Classification Algorithms with Decision Support System	ECDRA-DEC19-PH101

(Tea Break 10:00 am –11: 00 am)



DAY 02 Monday (Dec 16, 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**

Guidelines for Creating Value Added of Restaurant Entrepreneur for the Elderly Market

Asst.Prof. Nanoln¹, Assoc. Prof. Dr. Phitak Siriwong²

Abstract The aim of this research was to investigate the guidelines in creating value added of restaurant entrepreneur for the elderly market. It was a qualitative research by using focus group discussion with sampling and key information 9 informants who have an experience and expertise in food service industry field. The instrument used for data collection were questions, observation and field note, voice and video recorders. The result of this study found that the guidelines for creating value added of restaurant entrepreneur for the elderly market consists of 3 dimensions as follows: first, increasing knowledge and cooking skills were included fundamental of nutrition & nutrition for elderly, Principle of cooking for elderly, Food sanitation & food safety and product development. Second, increasing knowledge and skills of art and creativity were included food & beverage service and service psychology and the art of food decorating. And third, increasing knowledge of information technology were included data recording & processing, online searching and information dissemination & food public relations.

Keywords: Value Added, Restaurant Entrepreneur, Elderly Market

¹Faculty of Home Economics Technology, Rajamangala University of Technology Phra Nakhon*, ²Faculty of Management Science, Silpakorn University

*E-mail: nanoln.d@rmutp.ac.th

The Consumer Perception of Green Business Strategy Communication Coffee Shop in Phra Nakhon Si Ayutthaya Province

^{1*}Yanisa Phuanpoh, ²Janjira Chatrawanith, ³Santidhorn Pooripakdee

Abstract The purpose of this research is to study The Consumer perception of green business strategy communication coffee shop in Phra Nakhon Si Ayutthaya province. This research uses the Qualitative Research Method by using in-depth interviews with a group of 20 key informants, using a snowball sampling technique. The study found that consumers are aware of the coffee shop's green business. The consumers recognize only 3 aspects of environmental supply chain activities which are green purchasing, green operations, and green design. Suggestions from the research are as follows: 1. Coffee shop operators should choose to use green dissemination strategies to meet the needs of their customers and to attract their attention. 2. Coffee shop operators should not create a brand image by bringing green business dissemination strategy used for advertisement. On the contrary, there should be facts and virtue while disseminating it for the consumers to become aware of the true operational process. 3. Coffee shop operators should have a message that conveys more green business operations. The increase of frequency and consistency of dissemination strategies for green business operations can make consumers are more aware of the organization's green business activities and maximize its benefits.

Keywords: Consumer Perception, Business Strategy, Communication, Green Business, Coffee Shop

^{1, 2, 3} Phranakhon Si Ayutthaya Rajabhat University, ³Silpakorn University Phetchaburi IT Campus

*Email: phuanpoh@gmail.com

The Factors Influence Work Out of Thai Undergraduate Students

^{1*} Katawoot Jeambua, ²Maytinee Vongtharawat

Abstract This research has two main aims. The first objective is to explore the exercising pattern of Thai university students. The second is to analyze the factor affecting among those group to work out. This research conducts in term of quantitative method. Also, the demographic information, exercise activities, as well as twenty-one test variables are in questionnaire. Additionally, the descriptive statistics and inferential statistics will be illustrated respectively. The result ultimately showed that there are two main factors influencing the university students to exercise. The former is motivation factor including intrinsic motivation, and extrinsic motivation. The latter is goal factor namely personal image, social interaction, and social recognition accordingly. As a result, the paper suggests the importance of introducing exercise motivation as well as goal setting to the young students to be productive by exercising, physical, activities. In the short time, the relationship between these two factors and others will be developed.

Keywords: Work out, Exercise, Thai students, Factor Analysis, Economics of Exercise

¹Rajamagala University of Technology Thanyaburi, Thailand, ²Kasetsart University, Thailand

*E-mail: katawoot.j@gmail.com, katawoot_j@rmutt.ac.th

The Tacit Knowledge Management Affect to Innovation Performance of Lecturers in a Rajabhat University

^{1*}Pichayaporn Peerapan, ²Peeraya Supsarn, ³Dr. Santidhorn Pooripakdee

Abstract The objectives of this research were to examine the tacit knowledge management that affects the innovation performance of lecturers in a private university. The sample in this research consisted of 202 lecturers at private university. A quantitative empirical research via survey questionnaires was conducted to fulfil the purpose of this research. Statistical analysis applied were the frequencies, the percentages, the arithmetic mean, the standard deviation, and stepwise multiple regression analysis. The result of the statistical analysis shown that tacit knowledge management by using SECI model has significant affected on innovation performance. Considering independent variables in each aspect, found that all of variables (Socialization, Externalization, Combination and Internalization) contribute towards the significant influences of tacit knowledge management on innovation performance with statistical significance at the level of 0.05. And tacit knowledge management by using PRO model has significant affected on innovation performance. Considering independent variables in each aspect, found that all of variables (Personal responsibility, Learner self-direction, Self-directed learning, Self – direction in learning and The social context) contribute towards the significant influences of tacit knowledge management on innovation performance with statistical significance at the level of 0.05. The contributions of these finding for development human resource management in organizations are discussed and conclude with directions for future research.

Keywords: Tacit Knowledge Management, SECI Model, PRO Model, Innovation Performance

^{1, 2, 3} Silpakorn University, Thailand

*E-mail: pichayapich88@gmail.com

Willingness to use and Pro-Environmental Attitude for Airlines' Environmental Friendly Services: The Perspective of Thai Passengers

^{1*}Maytinee Vongtharawat, ²Katawoot Jeambua, ³Santidhorn Pooripakdee

Abstract This research has two main objectives. Firstly, there is intention to understand passengers' perception towards airlines environmental friendly services related to pre-travel, pre-flight and in-flight service. Secondly, there is the analysis of passengers' willingness to use and pro-environmental attitude towards environment friendly airlines. To confirm theories and relevant literature have been drawn both paper version and reliable sources which is our methodology. Utterly, the results showed that there are significant in passengers' perception about airlines' environmental friendly services and willingness to use the airlines as well as pro-environmental attitude that support eco-friendly activities. The conclusion is substantial to the improvement and sustainability of airline environmental protection effort and airline business performance. The relationship between these factors would be employed to study in the near future.

Keywords: Willingness to Use, Pro-Environmental Attitude, Environmental Friendly Services, Passenger Perceptions

^{1, 2, 3} Kasetsart University, Thailand

*E-mail: meemay05@gmail.com

Competencies of Accounting Graduates in Catanduanes, Philippines

^{1*}Dr. Maria Isabel L. de la Hostria, ²Dr. Lily P. Custodio

Abstract This study evaluated competencies of accounting graduates in the island province of Catanduanes using Descriptive Content Analysis method. The data were derived from documents such as Accounting Curriculum, Certified Public Accountants (CPA) Licensure Examination results of 95 accounting graduates, and CPA Licensure Examination Syllabus. The overall result showed that majority of CSU Accounting Graduates have strong competencies in financial accounting, management accounting, financial management related services, capital budgeting and techniques, project feasibility studies, and application of the concepts, standards, techniques, and methodology applicable to management/consultancy services or problems likely to be encountered in the real practice. However, accounting graduates have weak competencies in assurance and related services, applying audit standards, techniques, procedures of independent audit of medium-sized service, trading, or manufacturing concern, financial accounting techniques and methodologies to problems, and legal implications of business transactions, business associations, and negotiable instruments related to accounting and auditing and practical application of basic principles of taxation. Majority of the accounting graduated have failed in the subjects such as Auditing Theory, Auditing Problems I, and Business Law and Taxation.

Keywords: Accounting Competencies, Accounting Graduates, Catanduanes State University

^{1, 2} Catanduanes State University, Philippines

*E-mail: bel061280@yahoo.com.ph

The Green Marketing Approaches of Restaurant Business in the Island Province of Catanduanes, Philippines

^{1*}Melinda V. Abichuela, ²Dr. Maria Isabel L. de la Hostria

Abstract The study is under descriptive type of research. It also used the triangulation method of data gathering using survey instrument, interview, and focus group discussion. Thematic analysis was also used for qualitative analysis. This study investigated a target population of 11 managers, and 33 samples taken from staff and 33 samples taken from customers of registered restaurants in Catanduanes. Results showed that the characteristics of eleven restaurants in Catanduanes revealed that all belong to above PhP1,000,000.00 capitalization with above 10 employees. Among the indicators from communication, waste management, and product innovations the following got the highest ratings: Building positive images by informing staff and customers on how the restaurant value the waste reduction programs implemented by the government (such as reuse, recycling, waste disposal, and composting); notifying customers by placing label on waste containers, posting signs at prominent locations of the restaurant, and educating staff and customers about proper waste management alternatives; the manager or owner and the cook or chef brainstormed to implement new ideas on green food products that are appealing to the taste of Catanduanons, easy to cook with and have available local sources of raw materials that are fresh, healthy, and free of chemicals, and natural or organics. The most common problem of restaurant industry is lack of the common quality standard of what actually constitutes green.

Keywords: Green Marketing Practices, Mainstream Restaurant, Catanduanes

^{1, 2} Catanduanes State University, Philippines

*E-mail: bel061280@yahoo.com.ph

**TRACK B: ENGINEERING & TECHNOLOGY,
COMPUTER, BASIC & APPLIED SCIENCES**

Mining Fishery Resources using Clustering and Classification Algorithms with Decision Support System

*Marie Khadija Xynefida P. Ontiveros

Abstract The Aparri Cagayan River Estuary (ACRE) houses a rich aquatic habitat known to nurture diverse important species aiding to the local and national economy. With the diversity of fishery resources data collected by trained enumerators assigned to the landing sites thru the standards of the National Stock Assessment Program (NSAP), proper accounting, data management, and report-generation burdens the very limited human and ICT resource of the local agriculture office of Aparri. These sets of data to be encoded and forwarded to Bureau of Fisheries and Aquatic Resources (BFAR) Regional Office for consolidation, are expected to provide decision-support and management actions. This study dwells on the design and development of a system that will cater the needs in monitoring, operations and management of fishery resources. With the data sets obtained, a decision support system with simple data analytics using clustering and classification algorithms will be employed, integrating experts, information technology, and will be an effective decision support tool towards the monitoring, management, and conservation of fishery resources. Employing the software quality standards of ISO 25010, 10 IT experts and 30 users involving fishery organization heads, local government unit, and agriculture staff evaluates the extent of compliance using a 5-point Likert scale validated questionnaire.

Keywords: Fishery Resources, Decision Support, Monitoring, Management, Clustering Algorithm

Instructor, College of Information and Computing Science, Cagayan State University at Aparri DIT Candidate, St. Paul University Philippines

*E-mail: zashapontiveros@gmail.com

Unintended Effects of Going to the Internet Cafes to Students and Professionals

*Marigold Torda Almarines

Abstract This research was conceptualized to analyze the unintentional benefits of going to the computer shops of students and professionals for Internet services through a semi-structured interview which is the interview schedule. The semi-structured interview is a qualitative data collection strategy in which the researcher asks informants a series of predetermined but open-ended questions (Given, 2008). The study incorporated methods designed to facilitate students' and professionals' involvement as participants. Four intermittent themes were identified in the interview data: general opinions on and experience in using the Internet services, opinions on the use of the Internet as a planning and teaching and learning resource, effects of the usage of the Internet on students and professionals, and drawbacks of the use of the Internet services from the Internet stations near the school. The research sought the views of learners who considered the service to be significant. The Internet facilities can e.g. motivate the students, make learning more fun, experience different forms of teaching and allows variation in doing different online and offline activities. It also elicited the opinions of professionals who found the Internet services important for knowledge, and skill development. It was found that they think that the Internet services are valuable source of information and an important supplementary working tool. The research findings stressed the importance of the usage of Internet station services among the respondents. The outcome of this study shall be utilized as basis for conducting enhancement and preparation of strong Internet connection for technology use with the advent of 5G.

Keywords: Internet, Students, Professionals, Teaching, Learning, Importance

*West Visayas State University, Philippines, Guimbal National High School, Philippines

*E-mail: goldie139143@gmail.com

TRACK C: MEDICAL, MEDICINE & HEALTH SCIENCES

Enhancement of the Cytotoxicity of Gemcitabine, Busulfan, and Melphalan in Multiple Myeloma Cells

*Ben C. Valdez, PhD

Abstract Statement of the Problem: Hematopoietic stem cell transplantation (HSCT) is an effective treatment for multiple myeloma. We previously showed in vitro the synergistic cytotoxicity of DNA alkylating agents (AA) and nucleoside analogs (NA) in multiple myeloma cells. Their clinical efficacy as part of pre-transplant regimen for myeloma patients was shown in our recent clinical trial. There is a need to identify more efficacious drugs or drug combinations for a more effective treatment for myeloma patients undergoing HSCT. Methodology: To identify an efficacious regimen, we exposed multiple myeloma cells to combinations of gemcitabine, busulfan, melphalan, panobinostat and venetoclax, analyzed their cytotoxicity and identified their molecular mechanisms of interaction using various techniques. Results: Multiple myeloma cell lines MM.1R and MC/CAR were exposed to \sim IC₂₀ levels of the drugs. Synergistic cytotoxicity was observed in cells exposed to the 5-drug combination as indicated by combination indexes < 1 , supported by \sim 86% inhibition of proliferation and \sim 84% annexin V-positivity in MM.1R and \sim 58% inhibition of proliferation and \sim 46% annexin V positivity in MC/CAR cells. Activation of the DNA-damage response and apoptosis were suggested by a modest increase in the phosphorylation of ATM and its substrates, significant cleavage of PARP1, caspase 3 and HSP90, DNA fragmentation, mitochondrial membrane depolarization and reactive oxygen species production. The 5-drug combination significantly decreased the levels of PI3K regulatory subunit, AKT, mTOR, RAPTOR, phosphorylated P70S6K, and eIF2 α with concomitant increase in the phosphorylation of AMPK and its substrate Tuberin/TSC2, suggesting that the mTOR signaling pathway was compromised. Endoplasmic reticulum (ER) stress through activation of the unfolded protein response was observed in multiple myeloma cells exposed to the 5-drug combination as suggested by an increase in the level of calnexin, BiP/GRP78, ERO1- α , and PDI, which may relate to venetoclax-mediated inhibition of BCL2 in the ER. Conclusion & Significance. These preclinical results provide a rationale to propose a clinical trial on using this 5-drug combination as part of a pre-transplant regimen for multiple myeloma patients undergoing HSCT.

Keywords: Cytotoxicity of Gemcitabine, Busulfan, Melphalan, Myeloma Cells

*University of Texas MD Anderson Cancer Center Houston

*E-mail: bvaldez@mdanderson.org

FUTURE EVENTS

Regarding our future events by following below:

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