

**Volume 06, Issue 12**

**BESSH-2020**



**Society For  
Business, Economics, Social Science & Humanities**

**January 11-12, 2020**

**Paris, France**



**Academic Fora**

# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS BESSH-2020

International Conference on  
“Business, Economics, Social Sciences & Humanities”  
(BESSH-2020), Paris, France

# **Book of Abstracts Proceeding**

International Conference on  
“Business, Economics, Social Sciences & Humanities”  
(BESSH-2020)

**PARIS, FRANCE**

**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](mailto: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, Economics, Social Sciences & Humanities”**  
**(BESSH-2020)**

**ISBN: 978-969-683-815-9**

**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

<b>ORGANIZING COMMITTEE .....</b>	<b>V</b>
<b>CONFERENCE CHAIR MESSAGE.....</b>	<b>VI</b>
<b>CONFERENCE SCHEDULE.....</b>	<b>VII</b>
<b>.....</b>	<b>IX</b>
<b>TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCE &amp; HUMANITIES .....</b>	<b>10</b>
1. THE CONTRIBUTION OF WOMEN IN LOCAL SUSTAINABLE DEVELOPMENT .....	11
2. WINDOW DRESSING EFFECTS OF ONLINE INFORMATION: A CONTENT-ANALYSIS OF THE POST-PURCHASE REVIEWS ON AMAZON.COM .....	12
3. INTERPRATIVE PARADIGM RESEARCH ON STIGMA OF MENTAL HEALTH IN MALAYSIA .....	13
4. INTEGRATING SUSTAINABILITY IN PROJECT MANAGEMENT: IMPLICATIONS IN MANUFACTURING INDUSTRY .....	14
5. BEHAVIOR PATTERN FROM SENSOR NETWORK BASED ON GRID DETECTION MONITORING METHOD .....	15
<b>FUTURE EVENTS.....</b>	<b>16</b>

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

**Venue: Comfort Hotel Cachan Paris Sud, France**

**ORGANIZING COMMITTEE**

**1. Ms. Ani Wahyu**

*Conference coordinator*

Email: [aniwahyu@academicfora.com](mailto:aniwahyu@academicfora.com)

**2. Mr. Metha Shahi**

*Conference coordinator*

Email: [metha@academicfora.com](mailto:metha@academicfora.com)

**3. Ms. Petrel Qiu**

*Conference coordinator*

Email: [grace@academicfora.com](mailto:grace@academicfora.com)

**4. Mr. Metin Gurani**

*Conference Coordinator*

Email: [metin@academicfora.com](mailto:metin@academicfora.com)

## 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

Email: [chair@academicfora.com](mailto:chair@academicfora.com)

BESSH-2020

## Conference Schedule

**DAY 01 Saturday (January 11, 2020)**

**Venue: Room 1**

<i><b>09:00 am – 09:30 am</b></i>	<b>Welcome Reception &amp; Registration</b>
<i>09:30 am – 09:40 am</i>	Opening Ceremony
<i>09:40 am – 09:50 am</i>	Welcome Remarks – Conference Coordinator Academic Fora
<i>09:50 am – 09:55 am</i>	Introduction of Participants
<i>09:55 am – 10:00 am</i>	Group Photo Session
<i>10:00 am – 10:30 am</i>	Grand Networking Session and Tea Break



**DAY 01 Saturday (January 11, 2020)**

**Session I (10:30 am – 12:00 pm)**  
**Venue: Comfort Hotel Cachan Paris Sud, France**

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

<b>PAR-2120-101B</b>	<b>The Contribution of Women in Local Sustainable Development</b>	<b>Eleni Nikolaou</b>
<b>EEBE-JAN20-003</b>	Window Dressing Effects of Online Information: A Content-Analysis of the Post-Purchase Reviews on Amazon.com	Wan Jung
<b>EEBE-JAN20-005</b>	Interprative Paradigm Research on Stigma of Mental Health in Malaysia	Nur A. Sofea
<b>EEBE-JAN20-010</b>	Integrating Sustainability in Project Management: Implications in Manufacturing Industry	Wei Li-Yao
<b>PAR-2120-103B</b>	Behavior Pattern from Sensor Network Based on Grid Detection Monitoring Method	Phudinan Singkhamfu

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

## **DAY 02 Sunday (January 12, 2020)**

### **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

**TRACK A: BUSINESS, ECONOMICS, SOCIAL  
SCIENCE & HUMANITIES**

# The Contribution of Women in Local Sustainable Development

Eleni Nikolaou<sup>1\*</sup>, Vasilis Papavasileiou<sup>2</sup>, Nikos Andreadakis<sup>3</sup>,  
Yota Xanthacou<sup>4</sup>, Dimitris Matzanos<sup>5</sup>, Fevronia Stefoudi<sup>6</sup>,  
Maria Kaila<sup>7</sup>

**Abstract** Within the global scientific community and international political scene, the necessity of a development that takes seriously into account environmental protection, social cohesion and cultural progress is increasingly highlighted. In this context, the present study aims to explore the role of women over time in local sustainable development, in a Greek island, Rhodes. The present research is qualitative. A semi-structured interview is the data collection tool which is structured on the basis of the four interrelated axes of sustainability: economic, social, cultural and environmental. The research sample is composed of women from the city and all the villages of Rhodes, aged over 65, as the research focuses on the middle of the last century. The results of the survey show that women's participation has been particularly important in the economic development of the island, as they have helped significantly in the rural work, along with housework. Moreover, their role as mothers in supporting the family institution has been fundamental, while at the same time they have been mostly involved in training and bringing up children. Their involvement in the local customs was discreet, although they offered exceptional works of art, loom, embroidery and other creations that decorated the houses. With regard to the environment, their habits were environmentally friendly. In their yards they had flowers and trees, and they cultivated vegetables without fertilizers in their gardens. They were also giving the excess food to pets or domestic animals and the garbage from their housework was scarce. Generally, they have made a decisive contribution to the sustainable development of the island.

**Keywords:** Sustainable Development, Locality, Women

---

<sup>1,2,3,4,5,6,7</sup> University of the Aegean, Greece

\* E-mail: enikolaou@aegean.gr

# Window Dressing Effects of Online Information: A Content-Analysis of the Post-Purchase Reviews on Amazon.com

Wan Jung<sup>1\*</sup>, Eun Soo Rhee, Ph.D.<sup>2</sup>

**Abstract** This study examined the surface characteristics of helpful customer reviews posted on Amazon.com to understand the nature of electronic Word-of-Mouth (eWOM). To investigate the surface characteristics of the helpfulness of customer reviews and whether the helpfulness and attention-grabbing power of the customer reviews are associated with the surface characteristics, a content analysis of Amazon.com customer reviews was conducted. We found that consumers considered a review helpful if it offered visually prominent cues that made it more convenient to determine the usefulness and helpfulness of the review. The results of this study further demonstrate the mediational effect of attention-grabbing power on the review helpfulness. Our findings suggest that not only what is communicated but also how the information is communicated is crucial to improve credibility and attention-grabbing power in the online environment.

**Keywords:** Electronic Word-Of-Mouth, eWOM, Amazon.com Customer Review, Online Credibility

---

<sup>1</sup> Professional Communications Farmingdale, State College New York, USA

\*E-mail: jungw@farmingdale.edu

# Interpretative Paradigm Research on Stigma of Mental Health in Malaysia

Nur A. Sofea<sup>1\*</sup>, Zainuddin Ibrahim<sup>2</sup>

**Abstract** Today, 55% of the world's population lives in urban areas, a proportion that is expected to increase to 68% by 2050 (UN2018). Nowadays, one of the most popular dialogues in many educational events and conferences around the world is how to effectively deal with new trends influenced to define the who, what and how in information activity. Designing for this new urban atmosphere becomes one of the most important agendas of our times. As technology diffused through every aspect of our lives, cities too will have to adapt a familiarize new models of interaction and information. Records with the National Mental Health Registry (NMHR) have shown that public awareness about mental health is far from satisfactory. In Malaysia, the latest National Health Policy dated 2011 to 2015, acknowledge that the health sector needs to diversify and strengthen services in several areas including mental health as in september 2015, mental health was included in the UN Sustainable Development Goals (SDGs). There is a tight connection between interpretivist paradigm and qualitative methodology as one is a methodological approach and one is a means in collecting data. Researchers who are using interpretivist paradigm and qualitative methods often seek experiences, understandings and perceptions of individuals for their data to uncover reality rather than rely on numbers of statistics. Consequently, as a researcher, this study will be using interpretivist paradigm and qualitative methods often seek experiences, understandings and perceptions of individuals for their data to uncover reality rather than rely on numbers of statistics.

**Keywords:** Mental Health, Interpretivism, Stigma, Paradigm, Sociology

---

<sup>1,2</sup> Universiti Teknologi Mara, Malaysia

\*E-mail: anissofeasardi@gmail.com

# Integrating Sustainability in Project Management: Implications in Manufacturing Industry

Wei Li-Yao\*

**Abstract** From project management perspective, the purport of the study is to examine how sustainability can be integrated into different areas including project management, procurement management (e.g. supplier selection) and manufacturing industry. By referring to knowledge and concepts established by previous academic contributions, how interdependencies between three above-mentioned realms can therefore be identified. The Prisma methodology is used in this study to filter appropriate papers, which are found by the pre-determined combinations of keywords – the pertinent wordings relevant to this study (e.g. sustainable, triple bottom line, etc.) – for systematic literature review. Through the breakdown of the selected academic references, the findings are obtained to give insights upon three research questions. The result of the study shows the correlation between three types of isomorphism pressure by which the social constructionism is shaped. Beside this, the normative pressure is the prevalent mean (i.e. standards, indexes, indicators, etc.) to advance sustainability ideology nowadays. The statistics derived from selected papers accord with the noted context, showing that ISO standard is the widely accepted method for sustainable development. This reveals that either practitioners or organisations can effectively adopt sustainable practices by referring to such standardised norms with other measures mentioned in this study, such as lean thinking, methodologies for green supplier selection, project governance etc. Finally, it is concluded that as the component operated within organisations, the achievement of projects is directly affected by the environment in which it is managed – in brief the more substantial conducting environment where a project is undertaken, the more sustainably attainable outcomes can be derived from a project.

**Keywords:** Sustainability, Management, Statistics

---

\* University of Liverpool, Fotios Misopoulos

\*E-mail: f.misopoulos@liverpool.ac.uk

# Behavior Pattern from Sensor Network Based on Grid Detection Monitoring Method

Phudinan Singkhamfu \*

**Abstract** Gathering subject behavior activity pattern in particular closed area is a challenging task in term of sensor networking design. This study aims to deploy the sensor network in an animal cage, which is focusing on feeding, sleeping, and excreting habit. Every single grid is installed with a PIR sensor for detecting an activity signal in the detection perimeter. The PIR sensor worked as a trigger reporting on an activity when any animal movement was detected in each area. During the observation, the data was collected from the animals cage using the method, which they were immediately uploaded to the log server using HTTP get request. More than three months of monitoring data were used in this study. The data analysis algorithm based on scholastic data model in order to find the behavior pattern of the animal. The simulation results show that between captured sequent and result pattern were dependent on each other, is mean that the resulting pattern is related to real animal habits during the monitoring period. This method is aimed to overcome the complications with traditional automate animal monitoring technique socialize for the captive environment. Also, the method can be able to adapt to the other domain of monitoring such as monitoring office work habit to the monitor working pattern of the worker in an organization, from there working period.

**Keywords:** Habit Monitoring, Sensor Network, Sensor Grid, IoT, Scholastic Data, Captive Environment

---

\*College of Arts Media and Technology, Chiang Mai University, Thailand

\*E-mail: phudinan.s@cmu.ac.th



## **FUTURE EVENTS**

**You can find the Details 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/>**



Academic Fora

**PARIS, FRANCE**

**VISION**

Our vision is to promote research excellence through networking Platform.

**<http://academicfora.com>**