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December 24-25, 2016

Beijing, China

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS

MMHS-2016

International Conference on
"Medical, Medicine and Health Sciences"
(MMHS-2016), Beijing, China

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Book of Abstracts Proceeding

International Conference on
"MEDICAL, MEDICINE AND HEATH SCIENCES"
(MMHS-2016)
Beijing, China

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International Conference on
"Medical, Medicine and Health Sciences"
Bangkok, Thailand

Venue: Holiday Inn Central Plaza Beijing, China

ORGANIZING COMMITTEE

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on "Medical, Medicine and 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. Lets break all the discriminating barriers and get free from all minor affiliations. Lets 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: chair2016@academicfora.com
MMHS-2016

CONFERENCE PROGRAM

DAY 01 Saturday (December 24, 2016)

Welcome Reception & Registration

9:00 am 9:30 am

Opening Ceremony (09:00am - 10:30 am)
Venue: Room 1

09:30 am - 9:40 am	Introduction of Participants
09:40 am - 09:50 am	Welcome Remarks -**Ms. Petrel Qui**- Conference Coordinator Academic Fora
09:50am 10.00 am	Group Photo Session

Grand Networking Session and Tea Break (10:00 am - 10:30 am)

DAY 01 Saturday (December 24, 2016)

Session 1 (10:30 am 1:00 pm)
Venue: Room 1
Session Chair: Mr. Leon Yap

Track A: Business, Management and Social Sciences

BJS-4126-102	What Makes a Good School? An Analysis of the Educational Effectiveness and the Level of Instructional Satisfaction of the Grade 12-Senior High School Science Teachers and Students of Xavier School	John Roger M Maghuyop
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BJS-4126-111	Education for Sustainable Development (a case study of Baikal region)	Anastasia Nasibulina
BJS-4126-112	Childhood Environment and Emotional Intelligence: A Comparison of Orphanages, Group-Homes, and Normal Homes in South Korea	Heeyoon Kim

Track B: Engineering and technology

BJE-4126-101	Eye-Tracking Algorithm as a Part of a Cost Effective System for the Diagnosis of Autism	Mirko Zimic
BJE-4126-102	Effects of trade policies, the government capital expenditures and subsidies on the total investment in Syria	Alaa
BJE-4126-104	Soft Layer Effect in Residential and Commercial Mixed Building during the Earthquake	Lin ChihHsien

Track C: Medical, Medicine and Health Sciences

BJM-4126-101	Optical detection of the organic compounds in aerosol in medical environment	Alexander Safatov

Lunch Break (12:30-01:30pm)

Closing Ceremony

LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who dont have any paper presentation, however they will attending the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1	BJS-4126-112A	Yoonah Lee	Haverford College and Westminster School

DAY 02 Sunday (December 25, 2016)

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.

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Optical Detection of the Organic Compounds in Aerosol in Medical Environment

Alexander Safatov[1*], Anton Klimkin[2], Yury Ponomarev[3]

FBRI State Research Center of Virology and Biotechnology Vector of Federal Service for Surveillance in consumer Rights Protection and human well-being, 2. Institute of Atmospheric Optics SB RAS, Russia

Abstract

One of the problem of environmental monitoring is the control of organic compounds in air in biomedical and pharmaceutical industry, medical clinics and centers facilities. The content of organic compounds in the ambient air can reach up to dozens of g per cubic meter (according to organic carbon concentration as a marker), including alive microorganisms with concentration more than 1000 per cubic mete. These concentrations in biomedical and pharmaceutical industry, medical clinics and centers facilities are much less due to air cleaning technologies used but they should be controlled according to nowadays regulations. So the design of the fast methods of qualitative and quantitative analysis of these pollutants is actual. At the paper we are comparing several remote and in situ optical methods of laser spectra absorption and emission laser spectroscopy and mass spectrometry for real time scale detection of several types organic compounds (such as hydrocarbons, polysaccharides, etc.) in gas and aerosol forms in medical environment and biomedical industry.

Keywords: Optical Detection , Optical detection

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TRACK B: ENGINEERING & TECHNOLOGY, COMPUTER, BASICS AND APPLIED SCIENCES

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Eye-Tracking Algorithm as a Part of a Cost Effective System for the Diagnosis of Autism

Mirko Zimic [1*],Natalia2, Vargas-Cuentas [3], Avid Roman-Gonzalez [4], Daniela Hidalgo [5], Robert H. Gilman [6]

[1,2,3,4,6] Universidad Peruana Cayetano Heredia UPCH, [5] Johns Hopkins University - JHU

Abstract

This paper aims to describe the design, development, and implementation of an eye-tracking algorithm for the implementation of a cost-effective portable system for early diagnosis of autism in children. The implementation of the eye-tracking algorithm is made up of the following components: Design the block diagram and the general flow chart of the algorithm. Perform the video acquisition of the eyes using a webcam. Apply the pre-processing step for the acquired images. Implement the eye image processing. Extract features from the pictures. Develop a Graphical User Interface (GUI). The parts of the algorithm to take into account during its implementation, are described below: Personal data: Before starting to test the videos and the processing step of the algorithm, something imperative to consider is the patient data. This information will allow us to create electronic medical records and better patient tracking to see their visual preference evolution. Eye movement recording: This part of the process is the most important because the video of the visual motion of the child is the input to the ”eye-tracking” algorithm. To do this step, one use the webcam of the electronic device. The video is divided into frames, and each frame is analyzed to deduce the visual preference of the child. Web Server: In this component is where one should to get all the information of the performed tests and running the processing step of the algorithm because it is necessary a powerful device with a good processor and a good memory. The workflow that follows the algorithm to reach a final result, is divided into three major processes described below: Pre-processing: At this step, one applies techniques to improve the quality of the obtained image, smoothing filter, enhance edges and remove noise from the picture. One converts the image to grayscale values, and finally, a contrast correction was performed. Feature extraction: In this stage, the detection of the edge of the eye is performed to identify the area of interest for extracting information. Then, one applies an iris detection process. Both steps are valuable to determine the visual preference of the children. Once the iris is identified, one proceeds to implement an algorithm capable of drawing within the iris a coordinate axis, and we compare the center of the iris and the center of the eye to determine where the children are watching in the video.

Keywords:Eye-Tracking , Cost-Effective,

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Effects of Trade Policies, the Government Capital Expenditures and Subsidies on the Total Investment in Syria

Alaa *
Chongqing University, China

Abstract

This study attempts to investigate the effects of trade and financial policies in the total investment in Syria, over the period 1980-2010 (before the war). The studyś result indicates that the imports and the government capital expenditures played a significant role in supporting the total investment in the country, while there was a negative role of exports to the total investment, and there was no impact of subsidies on the total investment. The Johansen co-integration test indicates a significant long-term relationship among the variables. And the vector error correction model also suggests the long run causality from the imports, exports, government capital expenditures and subsidies to total investment. These results may assist Syrian policy makers, after the war, to develop an economic plan that takes into account the effects of these policies to improve the total investment that will help Syria in rebuilding the economy.

Keywords: Johansen Co-Integration Test, VECM Model, Time Series Data, Trade Policies , Government Capital Expenditures And Subsidies ,Total Investment

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Soft Layer Effect in Residential and Commercial Mixed Building during the Earthquake

Lin ChihHsien [1*], Chen [2], Yao-Kuang [3]
[1,2,3] Department of Architecture, National Cheng Kung University, Taiwan

Abstract

According to the previous experience of earthquake disaster prediction in Taiwan, damage or collapse phenomenon caused by lack of strength in structure system are due to structural stress concentrated on the first floor of the weak bottom during the earthquake, additionally involving badly or hastily built with poor quality in materials, thus, this study mentions the residential and commercial mixed building in 2016 Earthquake as an example, based on structural system soft layer analysis. However, the soft layer will only appear when the earthquake occurs, there is no so-called soft layer problem when the earthquake does not occur. Soft layer is only one of the many reasons, moreover the collapse of the plane irregular (fan-shaped) and lower concrete strength are also the factors. In summary, in case of the lower quality of the steel banding and concrete construction, impact on the overall stiffness, the beam and anchor capacity, and enlarge the weak layer effect, causing the building seismic strength, toughness reducing again toward hardly keep the rectangular framework in stable status. The results of this study can be referred to prevent the old buildings to the seismic hazard, in order to reduce the future loss of earthquake disasters.

Keywords: Residential And Commercial Mixed Building,Soft Layer Analysis,Earthquake Disasters

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TRACK C: BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES

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What Makes a Good School? An Analysis of the Educational Effectiveness and the Level of Instructional Satisfaction of the Grade 12-Senior High School Science Teachers and Students of Xavier School

JOHN ROGER M MAGHUYOP
Xavier School, Philippines

Abstract

The primary purpose of this study is to analyze the educational effectiveness of Xavier School as an educational institution and to identify the level of instructional satisfaction of both the teachers and students from the Senior High School Unit in order to know what makes a school, a good school of today. The objective of the study is to identify the factors that will contribute to educational effectiveness and instructional satisfaction as perceive by the Grade-12 teachers and students.A survey instrument was designed to address the problems stated in the study. The respondents were asked to answer two (2) survey questionnaires (SQ1&SQ2). The SQ1 is a survey for educational effectiveness, and SQ2 for instructional satisfaction. The primary data were collected through a survey method using questionnaires designed on the basis of a 4-Point Likert Scale (4- as highly effective/satisfied and 1- as highly ineffective/dissatisfied). There were sixty (60) respondents who participated in this study. Fifty (50) of them were selected students from Grade 12 and ten (10) of them were selected teachers from Senior High School. The results were analyzed through the SPSS statistical software using One Way Anova and the Tukey-HSD.The result of this study can be used as a framework for other schools for their continuous improvement, research and development. Furthermore, it aimed to realize that to make a globally competitive educational institution; one must be responsive to the challenging needs of the teachers and students. This study can be utilized by school administrators and school owners in making their school highly effective and globally transformative for the 21st century.

Keywords: Educational Effectiveness, Instructional Satisfaction, Senior High School

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The Effect of Customers Knowledge and Social Factors on the Authenticity Perception

Hanqun Song [1*], Bich Van Phan [2]
[1,2] University of Huddersfield, United Kingdom

Abstract

In the context of ethnic restaurant, authenticity has been regarded one of the key elements. Different customers have different knowledge and expectation about the dining experiences. According to Beverland and Farrelly (2010) and Chhabra (2005), the evaluation and perception of authenticity of patrons depends significantly on their expertise and expectation. To satisfy the targeted customers with different culture backgrounds and expertise, there is a need to investigate the effect of different level of prior knowledge into perceived authenticity. However, limited research has investigated the effect of customers prior knowledge on their perceived authenticity. Social factors, such as ethnicity of staff and customers, may also influence customers authenticity evaluation towards the ethnic restaurant (Wang & Mattila, 2015). This study employed a scenario-based, 2 (prior knowledge: high vs. low) x 2 (service providers: Chinese vs. White British) x 2 (other customers: Chinese vs. White British) between-subject factorial design approach. 158 respondents participated in the study. Customers prior knowledge is evaluated by subjective knowledge and objective knowledge scales (Flynn & Goldsmith, 1999; Gurson & McCleary, 2004). The empirical results show that the different levels of prior knowledge affect customers perceived authenticity on the restaurant. The ethnicity of service providers influences the customers perceived authenticity on the restaurant. However, the other customers dont influence the customers perceived authenticity on the restaurant. Furthermore, the different ethnicity of employees and varying level of prior knowledge of customers also have a significant combined influence in evaluating authenticity. These findings contribute to hospitality research on customers perception of authenticity in ethnic restaurant. These results suggested that managers should employ the original ethnic employees to increase the sense of authenticity.

Keywords: Authenticity, Ethnic Restaurant, Prior Knowledge, Other Customers

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More Than Skin-deep? Analysts Beauty and Their Performance

Ying CAO [1*], Feng Guan, [2], Zengquan Li [3], Yong George Yang [4]
[1] Chinese University of Hong Kong,Hong Kong [2,3,4] Shanghai Lixin University of Commerce, China

Abstract

Access to firm management is a critical information source for sell-side financial analysts and a key determinant of their forecast performance. We extend the research on the interaction between financial analysts and firm management by examining whether a personal attribute, namely the beauty of financial analysts, affects their job performance and information acquisition. Using beauty ratings of 2,328 Chinese financial analysts, we find that beauty is positively associated with the accuracy of analysts earnings forecasts and the informativeness of their stock recommendations after controlling for various factors that affect analysts forecast performance. We also find that more attractive analysts are more likely to issue a report prior to the announcement of significant corporate news and that their corporate site visits are more informative to investors, suggesting that more attractive analysts possess an information advantage from firm management which presumably contributes to their superior performance. We also find that beauty is positively associated with the likelihood of being a star analyst and the likelihood of switching to a larger brokerage. Finally, natural experiments based on the split-share structure reform and the use of share pledge agreement by controlling shareholders support taste-based discrimination of managers as one important explanation to the beauty effect.

Keywords: Sell-Side Financial Analysts; Beauty Premium; Information Acquisition

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Childhood Environment and Emotional Intelligence: A Comparison of Orphanages, Group-Homes, and Normal Homes in South Korea

Heeyoon Kim [1*], Yoonah Lee [2]
[1,2] Haverford College and Westminster School, USA

Abstract

Much research has been conducted linking Emotional Intelligence (EI) and success, be it in the classroom, workplace, or social settings. EI is often largely established in early childhood, and one main underlying factor that pre-determines or critically shapes EI is childhood environment, or the setting in which one is raised. In fact, several studies have shown significant differences in emotional competencies between children who grew up in normal homes and those who were raised in institutionalized settings, such as orphanages. A group home is a relatively new concept that has been implemented in South Korea for about two decades. In group homes there are typically only about 4-5 children living together, and they tend to have more intimate interactions with the guardian in charge, addressing them by Aunt or Mother as opposed to Teacher, which is the form of address in orphanages. We hypothesized that while being raised in normal homes would produce the highest EI scores, those of group-home children would be higher than orphanages because of the more specialized attention and closer relationships with the caretakers that group homes provide. Measuring EI, however, has been controversial, and experts have yet to reach a consensus on a single formula. For the purposes of our study, we used a combination of two well-regarded personality tests: the Big Five Personality Factor Model and the Rosenberg Self-Esteem Scale. For the Big Five Personality Factor Model, we selected traits (Extraversion, Agreeableness, and Conscientiousness) that best measure interpersonal and intrapersonal traits closely correlated with EI. We collected data from 58 samples from group homes, 71 samples from orphanages, and 40 samples from normal homes. As predicted, normal homes had the highest EI scores across the board, but interestingly, contrary to our hypothesis, group homes average scores in all categories came out lower than those of orphanages. Similarly, in the Extraversion category, the values between the group homes and orphanages were similar. As for the Rosenberg Self-Esteem Scale, normal homes had significantly higher values than those of group homes and orphanages. These data lead us to conclude that as of yet, group homes may not necessarily be a superior environment in terms of cultivating EI and reveal possible directions for further studies to examine the ever-elusive concept of EI.

Keywords:Childhood Environment , Emotional Intelligence

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"Our vision is to promote research excellence through networking platform

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