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September 1-2, 2016
Bangkok, Thailand

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACT ECBA-2016

**International Conference on
“Engineering & Technology, Computer, Basic &
Applied Science”
(ECBA-2016) Bangkok, Thailand**

Book of Abstracts Proceedings
International Conference on
“ENGINEERING & TECHNOLOGY, COMPUTER,
BASIC & APPLIED SCIENCE”
(ECBA-2016)
Bangkok, Thailand

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**International Conference on
“Engineering & Technology, Computer, Basic &
Applied Science”
Bangkok, Thailand
Venue: Holliday Inn Bangkok Silom Bangkok,
Thailand**

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser (PhD)

International Conference on Engineering & Technology, Computer, Basic & Applied Science” 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 honourable 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 (PhD)

Conference Chair

Email: Chair2016@academicfora.com

ECBA-2016

CONFERENCE PROGRAM

DAY 01 Thursday (September 1, 2016)

Welcome Reception & Registration

9:00– 9:30 am

Opening Ceremony (09:30 – 10:00 am)

Venue: Room 1

09:30 – 9:40 am	Introduction of Participants
09:40– 9:50 am	Welcome Remarks – Mr. Metha Shahi - Conference Coordinator Academic Fora
09:50 – 10:00 am	Group Photo Session

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

DAY 01 Thursday (September 1, 2016)

Session 1 (10:30 am – 12:00 pm)

Session Chair: Ashraf Ayoub

Venue: Room 1

Track A: Social Sciences and Humanities

BKS-196-101	New wine in an Old bottle? A study of the application of APP in a historical old town tourism: the example of Sanshia	Chu Paoching
BKS-196-108	A Study of Constructing menu design Indices of B & B in Taiwan	Chen Yen Cheng
BKS-196-112	Identifying the Relationship between Parents' Motivation and Initial Trust of Children's Items in the Social Media Networking Context	Prapimpun Limsuwan
BKS-196-115	"Marxism": The Servant & Master of "Orientalism"	Basem AlAtom
BKS-196-116	The Fenchel core of a generalized production game	Yenming Chen

(Lunch Break: 12:00 to 1:00pm)

DAY 01 Thursday (September 1, 2016)

Session 11 (1:00 pm – 2:30 pm)

Session Chair: Yenming Chen

Venue: Room 1

Track B: Engineering and Technology Study

BKE-196-101	Behavior of Nano-Reinforced Steel-Concrete Composite Elements Under Multi-Hazard Loads	Ashraf Ayoub
BKE-196-106	Privacy and Security issues in Sri Lankan E-Commerce Technology	Madusha Duklanjana Dalugama
BKE-196-106A	Privacy and Security issues in Sri Lankan E-Commerce Technology	Mohammad Shareef
BKE-196-106B	Privacy and Security issues in Sri Lankan E-Commerce Technology	Deemantha Rajapakse
BKE-196-107	A Study of Success in Liquefied Natural Gas Receiving Terminal	Phuwanai Sangkatsanee

Track C: Medical, Medicine and Health Sciences

BKM-196-101	A Study of the Different Type of Memory Impaired In Alcoholic Patient	Chen Yen Liang
BKM-196-102	A Mobile App For The Treatment Of Depression	Cezar Giosan

(Closing Ceremony)

DAY 02 Friday (September 2, 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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TRACK A: ENGINEERING AND TECHNOLOGY STUDY



Behavior of Nano-Reinforced Steel-Concrete Composite Elements Under Multi-Hazard Loads

Ashraf Ayoub^{*1}, Faezeh Faghih², Dipankar Das³, Samer Gendy⁴
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Abstract

The addition of Steel Fibers (SF) to concrete has been widely studied in the past decades as a mean to control its crack behaviour and maintain its ductility in tension. It has been verified that the use of these fibers can change the behaviour of structural members from brittle to ductile. Further, since the discovery of carbon nanotubes/fibers (CNT/CNF), they have been also considered as efficient fibers to be used in construction materials such as concrete. Previous experimental work has shown that incorporation of CNF in cementitious composites can enhance the mechanical behaviour of material by reducing the size of macro- and micro-cracks resulting in higher strength and ductility. This study aims to expand upon the use of SF and CNF concrete in structural members focusing on Steel-Concrete (SC) double skin Composite systems. SC systems are quickly gaining popularity in the nuclear power industry worldwide mainly because of their many advantages such as modular and accelerated construction, cost effectiveness, in addition to excellent seismic and blast resistance. The use of both SF and CNF fiber reinforced concrete in SC systems could potentially be advantageous in many aspects such as performance enhancement of the structure under normal loading conditions as well as in case of hazard loads. The research includes experimental tests and analytical studies to evaluate the performance of fiber-reinforced SC elements. The numerical work aims to develop a new finite element model to simulate the structural behaviour of SC members using fiber beam element formulations, in particular under the effect of natural and man-made hazards such as impact loads. The study confirmed the benefits gained using the enhanced SC systems.

Keywords: Fibers; Carbon Nano-Fibers; Carbon Nanotubes; SC Panels; Steel-Concrete Element

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Architectural Culture of the Cosmopolitan Cities Communities (Historic Cairo and Zanzibar model)

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Abstract

Cosmopolitan cities or Cosmic cities Considered as a physical spaces in question represented the cultural and social processes resulting from the masses of people coming from different parts of the world in the streets and workplaces neighboring city of cosmic neighborhood interaction as a kind of material to meet across nationalities in place, where he appeared as sites strategy to represent a range of political, economic and cultural processes seen crossing spatial boundaries and the formation of identities trans-national operation, and formed these cities cosmopolitan locations for new types of trans-national policies, represent fields of knowledge meet at home fans of many countries, where congregate composite of multi-cultural mixture. In light of the foregoing, the research aims to focus on (understanding the cosmopolitan operations) environments Urban and reveal the dynamics of cosmic affecting the morphology of social environments dense relations, which go beyond national boundaries where mixed national universal another, the elements, and the statement of the ability of architecture to bring it out. The study also will focus on the discussion of the concept intellectual output for monitoring architecture in response to those intellectual variables through the selection of a set of architectural models for the city's historic cosmopolitan African was a subsidiary of Oriental empires and the Islamic communities (Historic Cairo, Egypt, Zanzibar, Tanzania), which saw a bit of global communication in periods of modernity the beginning of the nineteenth century, and carried some of the features of (world) talking through their ability to achieve political integration and cross-cultural distances sense, through social norms and cultural determinants are being studied by various local, regional and global levels.

Keywords: Architectural Culture, Cosmopolitan Cities, Communities, Zanzibar Model

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Privacy and Security Issues in Sri Lankan E-Commerce Technology

**Madusha Duklanjana Dalugama*¹, Mohommad Shareef²,
Deemantha Rajapakshe³**

General sir John Kotelawela Defence University, Srilanka

Abstract

Electronic commerce is one of the biggest thing that have been taken the Sri Lankan business firm in a new form. It is going to be a huge impact to the economy of the Sri Lanka, even for the small and medium sized business. At present, Sri Lanka is at the developing stage of Ecommerce technology which will need knowledge, man power, and time to deploy the technology in the country. However, privacy and the security issues are most imperative concerns that have been leading to destructive or adverse effect on the further development and growth of Ecommerce technology. This research's main focus is to attempt the security issues of an Ecommerce website, and how to overcome by using technology and other factors. For the security of an Ecommerce website, the developers have to attend computer network security, data security, and it is not something the owners can effort to compromise. Ecommerce security and privacy issues have its own particular nuances and is one of the highest visible security and privacy component that affect the end user through their daily payments interaction with business. Ecommerce security and privacy issues are the protection procedures of e-commerce assets from unauthorized access, use, alteration, or else destruction. Ecommerce can help enterprises decreasing costs, market share increases and improving interactions between buyers and sellers. On the other hand, new risks and threats may also take place, such as, mutual trust, intellectual property, network attacks and so on. This paper analyses the threat classification and control measures, on this basis, how to minimise the risk and how to manage the risks will be provided. Enterprises engaged in Ecommerce can practice the framework to expand their security level.

Keywords: E-commerce, Privacy policies, Security Measures, Threat Classification, Risk Management

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A Study of Success in Liquefied Natural Gas Receiving Terminal

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Abstract

Under the Thailand Power Development Plan (PDP) 2015, there is a consideration to construct combined cycle power plants by using natural gas as main fuel for electricity generation. With current natural gas consumption, it was found that the amount of natural gas in Thailand will be enough for another 5.7 years of consumption. Therefore, the Electricity Generating Authority of Thailand (EGAT) plans to import natural gas from overseas to supply emerging power plants by importing it in liquid form. Thus, it is necessary to establish a liquefied natural gas (LNG) receiving terminal in the Gulf of Thailand to support importation in such form. Therefore, This research will present the procedure to obtain the storage capacity, the type of LNG receiving terminal, and Critical Success Factors (CSF) as well as control measures for such factors which are appropriate for Phra Nakhon Tai power plant. Then, the storage capacity and the calculated natural gas demand will be used to select the type of LNG receiving terminal which is appropriate for the power plant. The selection criteria will come from a study of a group of countries which have LNG receiving terminals and have similar sea state characteristic to Thailand, and from reviewing related literatures. Subsequently, when the type and the storage capacity of the terminal are known, the next process will be to create measures by starting from analyzing the CSF for establishment of the terminal by applying the concept of Balanced Scorecard and use those CSF to create control measures. Once measures of each factor are known, they will be evaluated to find the compatibility between the factor and the measures. Furthermore, they will be scored by expert's opinions by using rating scale questionnaire and categorize each measure into different phases. The final results achieved will be the result of categorizing control measures of critical success factor into 3 phases for the establishment of a LNG Receiving Terminal in the Gulf of Thailand to supply natural gas to Phra Nakhon Tai power plant continuously.

Keywords: LNG, LNG Receiving Terminal, Critical Success Factor

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TRACK B: MEDICAL, MEDICINE AND HEALTH SCIENCES



A Study of the Different Type of Memory Impaired in Alcoholic Patient

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^{1,3}Taitung MacKay Memorial Hospital, ²National Taipei University of Technology, ⁴Chinese Culture University, Taiwan

Abstract

There two purposes of this study : (1) to investigate the frequency of memory impairment in alcoholic patients, (2) to compare memory scores among patients with different levels of severity of alcohol use. One hundred and eighty alcoholic patients aged 20-65 years participated in the study. They were divided into three groups based on severity of alcohol dependence, 60 in each group. Patients were administered the logical memory and word lists subtests from the Wechsler Memory Scale-Third Edition, Rey Complex Figure Test, Brief Visuospatial Memory Test. Several findings emerged from the study. Firstly, the frequency at which patients performed in the impaired range with respect to verbal and visual memory, immediate, and delayed recall was 21.1%, 46.1%, and 55%. Secondly, The differences among the three groups were statistically significant on each of the memory To sum up, alcoholic patients showed varying degrees of impairments across memory measures, and that severity of alcohol dependence had a negative impact on memory performance. These evidence suggested that memory should be considered as part of a routine neuropsychological assessment in clinical practice for alcoholic patients, such that targeted intervention can be implemented.

Keywords: Wechsler Memory Scale, Memory Impaired, Alcohol Dependence

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A Mobile App for the Treatment of Depression

Cezar Giosan^{*1}, Vlad Muresan², Oana Cobeanu³, Aurora Szentagotai⁴, Cristina Mogoase⁵, Rares Boian⁶, Oana David⁷
Babes-Bolyai University, Cluj-Napoca, Berkeley College, New York

Abstract

The aim of this work is to disseminate a Comprehensive Computerized Intervention for Depression. While face to face cognitive-behavioral therapy (CBT) remains the psychological standard of care in the treatment of depression, other delivery formats, such as two-way online video, have been tried successfully in the recent years. Automated interventions for depression (e.g., internet-delivered sessions) have been shown to have comparable clinical outcomes with standard CBT. They also come with benefits such as convenience, cost reduction and greater reach. However, such interventions also come with less desirable outcomes, such as a high dropout rate, or limited long-term improvement. Building on these recent advances, we have developed an app – a mobile Intervention for Depression - that aims to minimize the problems that the current automated solutions face. To this end, our proposed solution incorporates insights from Graphic Design, gamification theories, and Artificial Intelligence, to increase the quality of the user experience, potentially leading to better clinical outcomes.

Keywords: Cognitive Behavioral Therapy / Depression / Computerized Interventions / Apps

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TRACK C: BUSINESS, SOCIAL SCIENCES AND HUMANITIES



New wine in an Old bottle ? A Study of the Application of APP in A Historical Old Town Tourism: The Example of Sanshia¹

**Yang ChingChien², Chu Paoching^{*3}, Hiao ChiaHua⁴, Tseng
Liangyi⁵**

^{1, 2,3,4,5} ChungChou University of Science and Technology, Taiwan

Abstract

There are lots of old and small towns in Taiwan, where are full of historical, cultural and religious antiques, and abundance of commercial opportunities. These old town are only local guys during the weekday, but full of tourists on the weekend. These tourists bring not only richness but also dirtiness. Therefore, a proper tourist guide is an important and urgent issue. This pilot study tries to combining the consumption electronic device, paper tourist guide, and cultural information through the application of APP. Sanshia is a historical old and small town in New Taipei City, between the Central Mountain in its right side and a river in left side. The total amount of habitants are now over 100,000, since National Taipei University was built here in 1997. Therefore, this study focus on making a tourist App of Sanshia, an historical and cultural information one side, and a commercial and hygiene the other.

Keywords: Consumption Electronic Device, Tourist Guide, APP, Satisfaction Evaluation

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A Study of Constructing Menu Design Indices of B & B in Taiwan

**Chen Yen Cheng^{1*}, Ching-Sung Lee², Chen Hsin I³, Ko Shu
Hsin⁴**

^{1,3,4} Chinese Culture University, ²Fu Jen Catholic University

Abstract

In recent years with the rise of the sightseeing tour, the demand for a significant increase in tourist accommodation in Taiwan, thereby accelerating the thriving B & B industry. B & B with respect to the earlier operation, mostly from the house is the use of spare rooms and facilities in the B & B as a sideline business, and today's B & B industry in the face of fierce competition in the market B & B, has been in the past to change the traditional distinctive Bed and Breakfast Bed and Breakfast offers including overall design, the experience on the ground ingredients, and offers specialty meals and meal service to enhance their competitiveness. Therefore, this study will focus on B & B Restaurant menu design evaluation indicators as a research subject, through the "fuzzy Delphi method (FDM)". The construction and analysis of restaurant menus and Breakfast assessment of index design to serve as a bed and breakfast and catering industry marketing manager reference management.

Keywords: Bed and Breakfast, Menu Design, Evaluation Index

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Identifying the Relationship between Parents' Motivation and Initial Trust of Children's Items in the Social Media Networking Context

Prapimpun Limsuwan*
Kasetsart University, Thailand

Abstract

Purpose – The purpose of this study is to develop a research model to examine mothers' motivation and initial trust of children's items in purchasing decisions influenced by social media networking. **Design/methodology/approach** – Data were obtained by a preliminary quantitative study from 400 parents who use social networking to search for products for their children, in different types of social media groups. Measurement scales of motives were combined into four key dimensions (economic, functional, interpersonal and social motivates) and initial trust (towards sellers) was measured. **Findings** – Out of the four shopping motives, while three factors including economic motives, interpersonal motives and social motives were determined to influence online initial trust for purchasing children's items among parents in social media groups, functional motives did not positively relate to initial trust in purchasing children's items from the social media networking. **Originality/value** – Social media networking has made it easier to trade products into the global marketplace utilising online sales venues, and online shopping communities for product markets are becoming increasingly popular. While customer behaviour has been studied extensively, the children's product market is still not well explored. The specific objective of this study is therefore to explore the relationship between mothers' motivation and their initial trust to purchase children's items. This study attempts to gain knowledge first to promote which motivation factors parents take into consideration while shopping children's items and secondly, to establish the implications for achievement among networking retailers.

Keywords: Shopping Motives, Initial Trust, Social Media Networking

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“Marxism”:The Servant & Master of “Orientalism”

Basem AlAtom*

Jordan University of Science and Technology, Jordon

Abstract

This research paper began as a result of attempting to examine modern media in light of Marxist principles. It became clear to grasp the historical connections or lack thereof, between the critical study of the “orientalism” – the discourse of the west which engages in the dehumanization of the “oriental” (as expounded by Dr. Edward Said in his seminal work of the same name) and Marxism itself, the leading intellectual theory of mass oppression. This research is entitled “Marxism”:The Servant & Master of “Orientalism”. It is an allusion to a traditional description of mathematics: the master and servant of all the [empirical] sciences. The term “servant” and “master”: are reversed because of the order of discussion in this research. Still the theme is analogous except that here “Orientalism” is used in two senses: Marxism has been the servant of Orientalism, insofar as “Orientalism” means the traditional form of discourse in which Westerners denigrate non-Westerners viewed as “Orientals” because classical Marxism possessed an orientalist Eurocentrism; but Marxism has been the “master” of Orientalism insofar as “Orientalism” means Edward Said’s pioneering Critical study of the form of discourse because Marxism has provided the intellectual roots for that type of critical approach. Prior to outlining the discussion here in, I offer my motivation for this paper: some profound discoveries made during this study. The fact Marxism needed to come to terms with colonialism and indigenous societies was never fully treated. True, liberation of subject peoples, and to an extent women and victims of race oppression, was given strong emphasis, but the emphasis covered up relative lack of independent theoretical exploration of these areas as phenomena in themselves. The issue of colonial repression and “Third World” liberation is important to me personally as one who originates from such a background. Finally, the question of the contribution of Marxism to the understanding of colonialism and Orientalist discourse is also of concern as Marxism is a system of thought I have always respected as a vital source for understanding the causes of human misery and their solution.

Keywords: Marxism - Orientalism - Colonialism

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The Fenchel Core of A Generalized Production Game

Yenming Chen*

National Kaohsiung 1st University of Sci&Tech, Taiwan

Abstract

This paper characterizes the properties of Fenchel-core for a generalized production game. The core is characterized by associate Lagrange conjugate and fixed-point theorems. Various properties of the core are discussed and compared to others, particularly Owen-set in the core of the generalized production games. Our generalized core solution is much easier to be adopted to real applications than the theoretical Sharply core.

Keywords: Cooperative Games, Submodularity, Generalized Fenchel conjugate, Subgradient

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