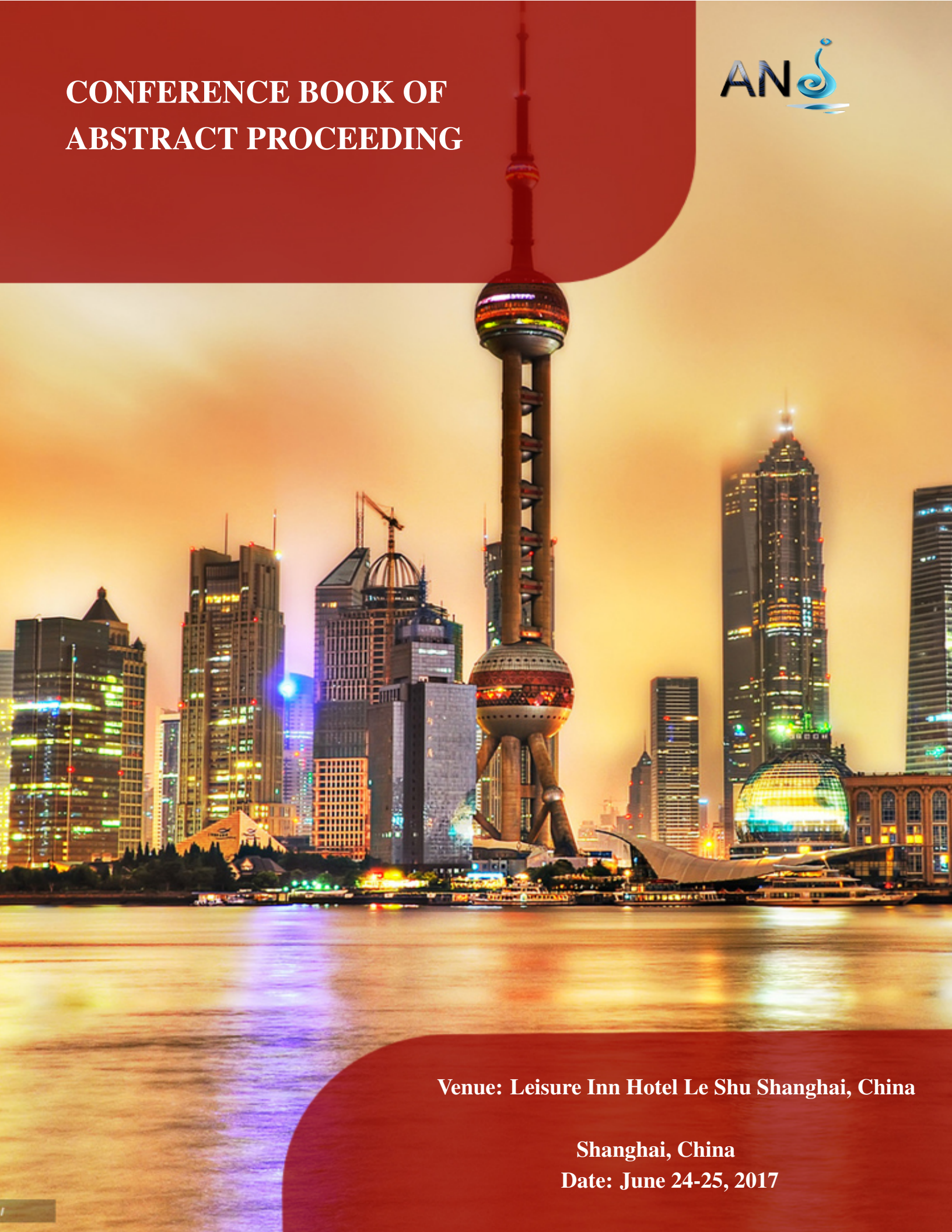


# CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Leisure Inn Hotel Le Shu Shanghai, China**

**Shanghai, China**

**Date: June 24-25, 2017**

**With many thanks to our Sponsors and Partners**



## TABLE OF CONTENTS

<b>SCIENTIFIC COMMITTEE</b>	<b>5</b>
<b>ORGANIZING COMMITTEE</b>	<b>7</b>
<b>CONFERENCE TRACKS</b>	<b>8</b>
<b>CONFERENCE CHAIR MESSAGE</b>	<b>9</b>
<b>CONFERENCE SECHDULE</b>	<b>10</b>
<b>Participants Registered As Listener/ Observer</b>	<b>12</b>
<b>Conference Day 02 (June 25, 2017)</b>	<b>13</b>
<b><i>TRACK A</i></b>	<b>15</b>
<b><i>SOCIAL AND COMMUNITY STUDIES</i></b>	<b>15</b>
<b>Gender and Age Differences in Smartphone Usage Behavior</b>	<b>16</b>
<b>Understanding Culture Between China and US Business</b>	<b>17</b>
<b><i>UP COMING EVENTS</i></b>	<b>18</b>

# Book of Abstracts Proceedings

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Shanghai, China | June 24-25, 2017

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## CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- Computer and Software Engineering
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Physical, Applied and Life Sciences
- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary





## CONFERENCE CHAIR MESSAGE

### **Dr. Sukri Palutturi**

“International Conference of Akademiika Nusa Internasional ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Sukri Palutturi

Conference Chair

Email: [Conferencechair.ani@gmail.com](mailto:Conferencechair.ani@gmail.com)



## **CONFERENCE SECHDULE**

**ANISSH-ANICEAS-ANIMH 2017**

**Venue: Leisure Inn Hotel Le Shu Shanghai, China**

**Time: Registration & Kit Distribution (09:00-10:00 am)**

**Day: Saturday**

**Date: June 24, 2017**

**Venue: Room 1**

10:30 am - 10:40 am	Introduction of Participants
10:40 am - 10:50 am	Inauguration and Opening address
10:50 am - 11:00 am	Grand Networking Session

**Tea/Coffee Break (10:30 - 11:00 am)**



**DAY 01 Saturday (June 24, 2017)**

**Presentation Session (11:00 am - 11:30 am)**

**Venue: Room 1**

**Session Chair: Dr. Vincent**

**Track A: Social and Community Studies**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Jianwei Hou	Gender and Age Differences in Smartphone Usage Behavior	IRDSSH-067-ANI101
Peng Chan	Understanding Culture Between China and US Business	IRDSSH-067-ANI103

**Lunch/Ending Note : (11:30 - 01:00 pm)**



## **Participants Registered As Listener/ Observer**

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

**Official ID:** IRMMP-067-MHS101A

Younji Jung

Shanghai High School International Division,China

**Official ID:** IRDCEA-067-CEAS101A

Prof. Chang N. Zhang

University of Regina, Canada



## **Conference Day 02 (June 25, 2017)**

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.





**International Conference on  
Development of Research in Social Sciences, Humanities  
Business and Management Studies  
(IRDSSH)**

**Venue: Leisure Inn Hotel Le Shu Shanghai, China**

**Conference Theme:** Promoting the Innovation of Research for Better Service to the Society.

***TRACK A***  
***SOCIAL AND COMMUNITY STUDIES***



# Gender and Age Differences in Smartphone Usage Behavior

\*Jianwei Hou

<sup>1</sup> Minnesota State University, Mankato, United States

Corresponding Email: [jianwei.hou@mnsu.edu](mailto:jianwei.hou@mnsu.edu)

---

**Keywords:** Gender, Age, Smartphone, Mobile Commerce, Mobile Shopping

Gender and age have long been recognized as a significant predictor of consumer behavior in numerous contexts, such as consumption, social preferences, attitude, online shopping, and investment. However, the study of gender and age differences in mobile commerce is rare. The purpose of this study is to apply gender and age theories developed from general consumer research to the contexts of mobile commerce. A variety of consumer smartphone usage behavior will be investigated across gender and age, including attitude toward smartphone, smartphone shopping, as well as other normal activities (e.g., email, text message, picture taking, software applications usage, Internet access, and video recording). Findings from this study not only advance our understanding of gender and age theories, but they also help marketers segment and target smartphone users based on their gender and age.





# Understanding Culture Between China and US Business

<sup>1\*</sup>Steven J Clarke, <sup>2</sup>Peng Chan

<sup>3</sup>Mohammedreza Akbari, <sup>4</sup>Will Smithn

<sup>1</sup> Royal Melbourne Institute of Technology

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<sup>4</sup> California Coast University/DroneData LLC

Corresponding Email: pengchan@gmail.com

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**Keywords:** Negotiations, Assessment, Political

While opportunities remain significant for Chinese and American businesses in China, cultural differences remain imbalanced. By examining Hofstede's Cultural Dimensions as a starting point for assessment, we clarify some management risks that continue to evolve around political, economic, religious, and social factors including language and communications. We take a closer look at Confucius, Guanxi, and overview differences between ways of thinking, and approaches to negotiations. This review highlights the value and importance of understanding cultural differences leading to adaptive behavior towards each society's values, beliefs, customs, and attitudes.



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Promote Professional Interaction lifelong learning recognize  
Outstanding Contributions of individuals and organizations and also  
Develop an Effective and Responsible Platform by Creating Insightful Knowledge  
and Inspiring minds in Dialogue with the World Around us.**



**Shanghai, China**

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