

CONFERENCE BOOK OF ABSTRACT PROCEEDING



Venue: Hotel Santika Seminyak Bali

Date: July 23-24, 2018

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Book of Abstracts Proceedings

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ORGANIZING COMMITTEE

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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. Vincent W Ho

“International Conference of Akademika 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. Vincent W Ho

Conference Chair

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CONFERENCE AGENDA

Conference Name: 22nd International Conference on Evolving Trends in Social Sciences and Business Studies(ETSBS)

Day & Date: Monday, July 23, 2018

Venue: Hotel Santika Seminyak Bali

Timeline of Day 01

09:00 - 09:10 am	Registration of Participants
09:10 - 09:20 am	Introduction of Participants
09:20 - 09:30 am	Inauguration and Opening address
09:30 - 09:40 am	Grand Networking Session

Tea/ Coffee Break: 09:40 am - 10:00 am

DAY 01 Monday (July 23, 2018)

First Presentation Session (10:00 am - 12:00 pm)

Track A: Entrepreneurship Education, Business Management and Social Sciences

Presenter Name	Manuscript Title	Paper ID
Prof. Parissa Haghirian	Introduction to Japanese Management	EBMS-JUL-BI102
Anmar Adnan Mohammed Hassan	The Religion of the Anglo-Saxons and its Influence on Different Aspects of Life	EBMS-JUL-BI106
Shu-Hui Chuang	Enhancing Internet Marketing Capability: Complementary Internet Technology Capability and International Market Orientation	EBMS-JUL-BI110
Shu-Hui Chuang	Effect of Relationship Marketing on Customer Loyalty in the Tour Bus Industry: Relationship Quality as a Mediator	EBMS-JUL-BI111
Chao-Hui Yeh	Determinants of InvestmentCash Flow sensitivity	EBMS-JUL-BI114
Yu Chuan Huang	Call Auction Frequency and market quality: Evidence from Taiwan	EBMS-JUL-BI115
Meng-Hsiang Hsu	Determinants of Stickiness Intention towards Social Media: The Perspectives of Flow and Subjective Well-Being and their Antecedents	EBMS-JUL-BI116
Jian-Hsin Chou	Impact of Cash Conversion Cycle and PRGap on Firm Performance in China	EBMS-JUL-BI117
Chun-Ming Chang	Factors Affecting Customers Purchase Intension in Social Media Live Stream Shopping Platforms: The Perspectives of Social Persuasion and Attractiveness	EBMS-JUL-BI118

Lunch Break: (12:00 pm - 01:00 pm)

DAY 01 Monday (July 23, 2018)

Second Presentation Session (01:00 am - 02:30 pm)

Track B: Medical, Medicine & Health Sciences

Presenter Name	Manuscript Title	Paper ID
Eman Bajamal	Prevalence of Overweight and Obesity among Saudi Female Adolescent Students in Jeddah, Saudi Arabia	BAL-478-101M
Tousseyn Thomas	The Tumor Microenvironment in Primary Central Nervous System Lymphoma	BAL-478-102M
Abdur Shakir	Hybrid CaptureBased Comprehensive Genomic Profiling Identifies Lung Cancer Patients with WellCharacterized Sensitizing Epidermal Growth Factor Receptor Point Mutations that were Not Detected by Standard of Care Testing	BAL-478-103M

Track A: Entrepreneurship Education, Business Management and Social Sciences

Chantal Viger	Can Emotions Influence the Decision Process of Account Managers?	BAL-478-101B
Mansoorah Kazemialri	Network Topology of Three Components of Organizational Commitment Factors in Iran	ETSBS-078-ANI101
Dr. Bibi Zeinab Hosseini	Permission to Use Prohibited and Unclean Items and its Role in Islamic Economy	ETSBS-078-ANI103
Neneng Djuaeriah	CEO Characteristics on Cash Holdings & Overinvestment:Evidence from Indonesian Firms	ETSBS-078-ANI106

Ending Note (02:30 pm - 03:00 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.

Dr Sophie Hickling
Werribee Mercy Hospital in Melbourne

Conference Day 02 (July 24, 2018)

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

TRACK A
ENTREPRENEURSHIP EDUCATION, BUSINESS MANAGEMENT AND
SOCIAL SCIENCES

Introduction to Japanese Management

*Prof. Doc. Parissa Haghirian
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Keywords: Business Power, Japanese Management, Spirit

This presentation introduces the basic characteristics of Japanese management and its famous management practices. The presentation gives an overview on Japan as an Asian business power and the social structure of Japanese society which is the base of famous Japanese management practices. Points of discussion are the most prominent aspects of Japanese management, such as kaizen, group orientation and the Japanese samurai spirit in business.



The Religion of the Anglo-Saxons and its Influence on Different Aspects of Life

*Anmar Adnan Mohammed Hassan
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Keywords: Military, Nature-Worship, Priesthood

This research paper aims to explore the influence of the religion adapted by the old British isles inhabitants on many aspects of their life . Before discussing the religion of the Anglo-Saxons ,I think it would be more convenient if we discuss the religion of the Celts and then of Romanized Britain . Long before the Roman took military interest in the British island (about 600BC.) certain Celtic tribes in two waves of invasion : the Goidels (Gael) who went west and north toward Ireland while the second invasion the Britons who settled in the fertile mid-plains. We know almost nothing about the religion of these barbarian tribesmen except what little can be deduced from the fairy folk-lore of Celts in Christian times. The most detailed account of old Celtic religion by a contemporary was written by Julius Caesar .The Celtic religion was known as the Druidian ,they practiced magic and human sacrifice .It was a form of nature-worship . The priestly leaders (Druids) acted as prophets ,they supervised the offering of sacrifices ,and trained new priests ,and this was the only form of education at that time .It was a religion of fear and priesthood and the Roman detested this power of the priesthood.

Enhancing Internet Marketing Capability: Complementary Internet Technology Capability and International Market Orientation

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Keywords: Internet Marketing Capability, Internet Technologies Capability, International Market Orientation, International Performance

The internet is an evolving technology which has opened up new marketing opportunities and enhanced the development of business networks in international markets. Adopting internet to help marketing is typically referred to as internet marketing (IM) systems, which can enable firms interactions with foreign customers as well as marketing information dissemination. The significance of IM systems effect on international performance depends on a firm ability to use the IM systems to generate value for customers. We derive an IM capability from IM systems, which includes sales, service, analysis information supports. Firms with high IM capability may analyze information from internal and external data sources to satisfy customer needs and outperform their competitors. Thus, this study examines how firms bundle internet technologies (IT) capability and international market orientation to enhance IM capability that enhances international performance. The findings confirm that IT capability interacts with international market orientation to positively influence IM capability. Because the interaction has a strong influences IM capability, these two views must be considered complementary rather than competing with each other. To successfully introduce an IM system to improve how businesss manage network relationship, firms must strengthen their international market-oriented strategies and develop IT capability to be compatible with IM systems to ensure that internet marketing in combination with more established international capability.

Determinants of Investment Cash Flow Sensitivity

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Keywords: Capital Expenditure (CAPEX), Free Cash Flow (FCF), Percentage Insider Ownership (% IO), Investment Cash Flow Sensitivity

Network and information industry affect country's competition, whether top managers of those corporates pursuit their private benefits by using investment/Capital Expenditure (hereafter CAPEX) are very important to those corporates and their countries. Based on this, this study explores TEJ panel data from 2006 to 2016 to investigate the CAPEX, Free Cash Flow (hereafter F.C.F.) and percentage Insider Ownership (hereafter companies in Taiwan's network and information industry. This study provides new evidence of the effect of the % I.O. (hereafter % IO) on investment sensitivity to cash flow (hereafter FCF). We posit that the % IO affects investmentcash flow sensitivity (hereafter ICFS) through information asymmetry and agency costs, commonly viewed as the two channels through which the CAPEX responds to the availability of FCF We further find that ICFS increases when the % IO increase. The ICFS is associated with both underinvestment when cash flows are low and overinvestment when cash flows are high. The FCF is positively correlated with the CAPEX, intensifying the ICFS. This paper finds that the FCF is significantly and positively related to their CAPEX, and the influence of FCF on the CAPEX increases as their % IO increases. These results are inconsistent with the FCF puzzle, that is called managerial-overspending or over-investment (hereafter over-CAPEX), but consistent with the asymmetric-information puzzle in this paper. The empirical results showed that the companies with relatively low FCF and relatively high % IO could experience asymmetric-information puzzle, leading to managers proposing under-investment (hereafter under-CAPEX) or managerial-underspend; corporates pass up some projects with positive net present value (hereafter NPV) because of the excessive cost of external capital. This paper is the pro-asymmetric-information hypothesis. This paper supports the hypothesis that there is a causal and economically significant link between a firms cash flow and its investment projects. Taken as a whole, the findings we present add further to the evidence supporting the hypothesis that cash flow plays a significant role in firms' investment activities.

CEO Characteristics on Cash Holdings & Overinvestment: Evidence from Indonesian Firms

^{1*}Bella Joy Winarta, ²Neneng Djuaeriah

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Keywords: CEO gender, Upper Echelons Theory, Cash Holdings, Over-investment

The purpose of this research is to analyze the influence of CEO characteristic towards firms cash holdings and over-investment of free cash flow. This research uses multiple regression on panel data of a sample of 24 companies listed in index LQ45 for the period from 2013 to 2017 with 61 female CEOs and 59 male CEOs in the sample. This research is using CEO gender as independent variable; cash holdings and over-investment of free cash flow as dependent variable. Other CEO characteristic such as age, education, tenure, firm size, market-to-book ratio, leverage, cash flow, capex, net working capital, dividend, free cash flow, managerial and state ownership as control variable. The research finds a positive significant influence between female CEOs, cash holdings and over-investment. The results also show that female CEOs are having a higher level of cash holdings and resulted in lower level of over-investment problems. Female CEO also can mitigate the agency problem in the firm. The UET theory is used to support the findings in which CEO characteristic can influence the companys performance and financial decision. UET literature focuses on executive demographic to explain corporate investment decision while this paper extends the application of the UET in the area of accounting.

Call Auction Frequency and Market Quality: Evidence from Taiwan

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Keywords: Trading Speed, Call Auction, Market Quality

This paper examines the effect of different call frequency regime that took place on the TWSE during 2013 to 2014. The interim performance of the call market during its transition to greater trading frequencies is investigated. The market liquidity, volatility and efficiency are used to measure the market performance. The results show that market quality is getting better and better as call frequency gets much faster. The increase in trading frequency leads to significant increase in liquidity and efficiency, and significant decrease in volatility. Overall, these results suggest that higher frequency in call auction helps promote market quality.

Determinants of Stickiness Intention towards Social Media: The Perspectives of Flow and Subjective Well-Being and their Antecedents

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³Chih-Hsien Lee

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Keywords: Social Media, Stickiness Intention, Flow, Subjective Well-Being

By drawing upon the perspectives of social presence, social interaction, flow, and subjective well-being, this study develops a theoretical model to examine the factors affecting users stickiness intention towards social media. Data collected from the users of Instagram in Taiwan was used to test the model. The model proposes that flow and subjective well-being are the predictors of stickiness intention. The model also postulates that perceived interactivity has a positive influence on flow and subjective well-being, while social presence will impact social interaction. Data will be collected from users of social media to test the proposed model.

Impact of Cash Conversion Cycle and PRGap on Firm Performance in China

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Keywords: Cash Conversion Cycle, PRGap, Tobins Q, Working Capital Management

This study provides empirical evidence for the relationship between working capital management (WCM) and the performance of 632 listed Chinese firms from the first quarter of 2006 to the third quarter of 2015, yielding 24,648 observations. We examine whether two WCM variables, the cash conversion cycle (CCC) and the gap between days of payables outstanding and days of sales outstanding (PRGap), have any significant impact on firm profitability and operating performance. The empirical results indicate that the CCC has a strong negative influence on firm performance indicators, whereas the PRGap has a significant positive influence on the same indicators.

Factors Affecting Customers Purchase Intension in Social Media Live Stream Shopping Platforms: The Perspectives of Social Persuasion and Attractiveness

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Keywords: Social Media, Live Stream Shopping, Purchase Intension, Social Persuasion, Attractiveness

By integrating the perspectives of social persuasion and attractiveness, this study proposes a research model to explore the factors that affect customers' purchase intentions in the context of social media live stream shopping platforms. The research model propose that social persuasion is an important factor influencing purchase intension. This research further assumes that product attractiveness, service attractiveness, and website attractiveness are the predictors of purchase intention as well. This research will collect and analyze data from the users of the social media live broadcast shopping platforms to test this research model. It is expected that the analysis results will help both researchers and practical field to understand the factors that affect customers purchase intensions in the context of social media live stream shopping platforms.

Effect of Relationship Marketing on Customer Loyalty in the Tour Bus Industry: Relationship Quality as a Mediator

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Keywords: Relationship, Customer Loyalty, Relationship Quality, Customer Satisfaction

Tour buses play a vital role in the tourism industry. Moreover, the key to sustainable development in tour bus companies with uncertain tourist numbers is to identify their operational characteristics in a competitive environment. Therefore, this study examines the effects of relationship marketing methods, including interpersonal communication, tangible compensation, hardware facilities, driving safety, and dedicated services, on relationship quality and customer loyalty. This study employed an empirical method using customers who previously took tour buses as study subjects. The researchers distributed questionnaires to collect data and successfully collected 100 valid questionnaires. The statistical analysis results showed that interpersonal communication has a significant effect on customer satisfaction and commitment, and tangible compensation significantly affects customer satisfaction, whereas hardware facilities have a significant effect on customer satisfaction and confidence. This study also found that behavioral loyalty is significantly influenced by customer satisfaction and commitment, and that customer commitment has a significant influence on customer loyalty. Based on the empirical results, this study recommends that the tour bus industry should pay greater attention to relationship marketing management because tour bus operators can use responses to relationship marketing methods as a reference.

Network Topology of Three Components of Organizational Commitment Factors in Iran

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Keywords: Organizational Management, Organizational Commitments Factors, Topological Network Analysis.

The effect of commitments in organizational management is growing interest in research due to the competitiveness of organizations. Conceptualization and measurement of organizational commitment include various aspects that contain affective, moral aspects, as well as economic called in the literature as: affective, normative, and continuance commitment. The assessment of organizational commitments is a continuous process that demands on-going monitoring to keep high ranks of quality. In this study, the organizational commitment factors behaviour and a method of topological analysis is examined to a) aid to the interpretation of existing relationships among all factors and b) find influencing factors of organization' commitment within the case organization. The method begins with the network construction of factors taken to the conceptualization and measurement of commitment. We then propose a method of organizational commitment factors analysis and describe the results of studies undertaken to apply the network analysis based approach and discuss the implications of the methodology. As a result of this study, the influencing factors in this organization can be divided into two categories.

Permission to Use Prohibited and Unclean Items and its Role in Islamic Economy

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Keywords: Prohibited and Unclean Items, Use Permission, Islamic Economy

The ruling prohibiting the use of prohibited and unclean items is found in the Holy Qur'an and the hadiths from the infallible imams (AS). The jurists consider the cause of the ruling of permission and prohibition of things to be their benefits and harms. The question is whether such benefits and harms making up the prohibition and permission of the use are fixed and permanent or they may change in the nature and subject matter? In the past, due to the lack of scientific and technical advancements, the benefits and uses of the prohibited items were not discovered or, in those circumstances, such uses were not possible, but the harmful aspect of prevailed. A number of jurists have categorically prohibited the use of prohibited and unclean items. Others, however, believe that in some cases, such as necessity, duress, etc., their use is permissible. There is also a third group of jurists who believe that such uses are subject to conditions. With regard to the dynamic nature of Islamic jurisprudence, the role of time and place, and the change in the subject matter of the rulings and their instances in ijtiḥad, it would seem possible to issue a permission to use such items; so that in this way, solutions can be provided in cases such as treatment, job creation, and industry prosperity as well as the release from economic and livelihood bottlenecks.

Can Emotions Influence the Decision Process of Account Managers?

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Keywords: Emotions, Decision Process, Account Managers

Increasing uncertainty and instability in financial and business environments, combined with the transition to IFRS around the world, have made the decision process more complex for account managers and other professional users. Accounting research from the past 15 years highlights that account managers, despite being professional information users, may be influenced in their judgments and decisions by several variables such as information characteristics (format, location, and relationship between various information items), specific functional attributes and personal characteristics, and organizational and situational factors. Cognitive Fit Theory, emanating from the cognitive sciences, spotlights factors that influence the judgments and decisions of account managers. According to this theory, problem-solving quality is enhanced when there is increased correspondence between the mental representation of the problem and the characteristics of the task that must be performed. Mental representation is the product of two factors: the decision makers internal representation of the information (influenced by his or her personal characteristics), and the external representation of the information, which the decision maker uses for the decision process. Studies that identified internal factors have focussed on functional and cognitive variables (experience, knowledge, and skills), despite the fact that cognitive psychology has long underscored the role of affective factors, including emotions and emotional intelligence. This article links traditional decision models and research in the fields of cognitive sciences and psychology and consequently, integrates emotions as a variable in the decision process. The addition of this variable to the CFT model, specifically as an explanatory factor in the construction of internal representations, makes it possible to study the decision process of account.

TRACK B
MEDICAL, MEDICINE & HEALTH SCIENCES

Prevalence of Overweight and Obesity among Saudi Female Adolescent Students in Jeddah, Saudi Arabia

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Keywords: Females, Adolescents, Obesity, Saudi Arabia

Childhood overweight and obesity is a worldwide problem that reaching alarming proportions. Purpose: To determine the prevalence of overweight and obesity and to analyze some factors that could be related to them among female intermediate and high school students (13-18 years old) in Jeddah public schools, Saudi Arabia. Method: A cross-sectional study was conducted among public female intermediate and high school students in Jeddah, Saudi Arabia. A random sample of 405 Saudi female students was recruited. The data was collected through a self-administered questionnaire. Weight and height were measured and BMI was calculated. The IOTF age- and sex-specific BMI cutoffs were used to identify overweight and obese female students between the ages of 13 and 17 years. For participants aged 18 years, WHO adult cutoff points were used. Results: Of the 405 students who completed the surveys, 22 students were excluded because their age was less than 13 or greater than 18 years old ($n = 383$). Participants age ranged from 13 to 18 years with a mean of 15.43 (SD = 1.68) years. The largest percentage represented 13 years old females (21.9%). The largest percentage of participants was associated with being in 11th grade (19.3%). Parent education level ranged from intermediate school or lower to undergraduate degree or higher. The largest percentage represented fathers whose education was the undergraduate degree or higher (55.1%), compared with fathers who did not have an undergraduate degree or higher (44.9%). For mother education, the largest percentage reflected having an undergraduate degree or higher (47.3%), compared with mothers who did not have an undergraduate degree or higher (52.7%). The largest percentage was associated with having a family income between SR7,000 (USD 1,866.67) and SR15,000 (USD 4,000; 28.2%). The mean height of the sample was 155.57 (SD = 6.66) cm, while the mean weight was 53.31 (SD = 13.31) kg. The mean BMI of the sample was 21.89 (SD = 4.70). Over half of the participants (56.4%) had a normal weight, whereas 18.3% were thin, 25.3% were overweight and obese.

The Tumor Microenvironment in Primary Central Nervous System Lymphoma

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Keywords: Tumor, Microenvironment, Primary Central

Primary central nervous system lymphoma (PCNSL) a rare lymphoma with an aggressive clinical course and poor prognosis. The CNS is an immuneprivileged site, partially responsible for its unique clinical and pathological characteristics. Advances in the field of immunotherapy have led to increased interest in the cellular tumour microenvironment (TME) in different lymphoma subtypes, along with PCNSL. Prognostic TME-specific biomarkers are however lacking in PCNSL. In the first phase of this project we focused on infiltrating T-cell subsets, anti-inflammatory (M2) macrophages/microglial cells and differences between PCNSL, secondary central nervous system (CNS) lymphoma and post-transplant PCNSL (PT-PCNSL). Methods. We performed an in-depth review of 126 tissue biopsies from patients with CNS lymphoma diagnosed in the university hospitals Leuven. Subsequently, we selected 36 patients: 24 patients with PCNSL, 10 secondary CNS lymphoma and 2 patients with PT-PCNSL. We performed immunostainings for CD8, CD4, CD163 and CD206 on paraffin-embedded primary diagnostic specimens. In a second phase high-multiplex staining of selected regions of interest will be performed for more in-depth characterization. Results. CNS lymphoma patients with EBV-negative tumors showed a better overall survival ($p = 0,0023$). On comparison of tumors with a diffuse and angiocentric growth pattern, diffuse growing tumors were positively correlated with survival ($p = 0,00043$). CD8+ cytotoxic T lymphocytes (CTLs). A considerable intra- and intertumoral heterogeneity was observed for CTLs, Th lymphocytes and macrophages for selected areas (central, border, perivascular). For CNS lymphoma patients, high CD8/CD4 ratio in the perivascular region was a good prognostic factor ($p = 0,043$). Conclusions. Initial results indicate a possible prognostic significance of the growing pattern and TME composition in CNS lymphoma. We provide evidence for a prognostic role of the CD8/CD4 ratio of infiltrating immune cells in the perivascular region. In a second phase, we will continue with in depth characterization through high multiplex staining.

Hybrid CaptureBased Comprehensive Genomic Profiling Identifies Lung Cancer Patients with WellCharacterized Sensitizing Epidermal Growth Factor Receptor Point Mutations That Were Not Detected by Standard of Care Testing

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Keywords: Hybrid, Comprehensive Genomic Profiling, Lung Cancer

Our recent study, of cases positive for epidermal growth factor receptor (EGFR) exon 19 deletions using comprehensive genomic profiling (CGP), 17/77 (22%) patients with prior standard of care (SOC) EGFR testing results available were previously negative for exon 19 deletion. Our aim was to compare the detection rates of CGP versus SOC testing for wellcharacterized sensitizing EGFR point mutations (pm) in our 6,832patient cohort. **Materials and Methods.** DNA was extracted from 40 microns of formalinfixated paraffinembedded sections from 6,832 consecutive cases of nonsmall cell lung cancer (NSCLC) of various histologies (20122015). CGP was performed using a hybrid capture, adaptor ligationbased nextgeneration sequencing assay to a mean coverage depth of 576. Genomic alterations (pm, small indels, copy number changes and rearrangements) involving EGFR were recorded for each case and compared with prior testing results if available. **Results.** Overall, there were 482 instances of EGFR exon 21 L858R (359) and L861Q (20), exon 18 G719X (73) and exon 20 S768I (30) pm, of which 103 unique cases had prior EGFR testing results that were available for review. Of these 103 cases, CGP identified 22 patients (21%) with sensitizing EGFR pm that were not detected by SOC testing, including 9/75 (12%) patients with L858R, 4/7 (57%) patients with L861Q, 8/20 (40%) patients with G719X, and 4/7 (57%) patients with S768I pm (some patients had multiple EGFR pm). In cases with available clinical data, benefit from small molecule inhibitor therapy was observed. **Conclusion.** CGP, even when applied to low tumor purity clinicalgrade specimens, can detect wellknown EGFR pm in NSCLC patients that would otherwise not be detected by SOC testing. Taken together with EGFR exon 19 deletions, over 20% of patients who are positive for EGFRactivating mutations using CGP are previously negative by SOC EGFR mutation testing, suggesting that thousands of such patients per year in the U.S. alone could experience improved clinical outcomes when hybrid capturebased CGP is used to inform therapeutic decisions.

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