

CONFERENCE BOOK OF ABSTRACT PROCEEDING



Venue: Hotel H2O Manila, Philippines
Date: February 18-19, 2019

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Book of Abstracts Proceedings

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Manila, Philippines February 18-19, 2019

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Conference Chair
Email: conference.chair@ani.com

Ms Hungxin Li
Conference Supervisor
Email: Hungxin.Li@anissh.com

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Social and Community
Studies Arts
Humanities
Civic and Political Studies
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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

Email: Conferencechair.ani@gmail.com

CONFERNCE SCHEDULE

ANISSH-2019

Venue: Hotel H2O Manila, Philippines

Time: Registration & Kit Distribution (10:00 am – 10:10 am)

Day: Monday

Date: February 18, 2019

Venue: Room 1

10:10 am – 10:20 am	Introduction of Participants
10:20 am – 10:30 am	Inauguration and Opening address
10:30 am – 10:40 am	Grand Networking Session

Tea/Coffee Break (10:40 - 11:00 am)

DAY 01 (February 18, 2019)

First Presentation Session (11:00 am – 12:30 pm)

Track A: Business, Economics, Social Sciences & Humanities

Kingsley Chilaka Njoku	The Role of the Visual Mixed Embeddedness Framework in Understanding Immigrant EOF Approach	MPBSH-FEB19-PH101
C Min Han	Changing Consumer Values in China and its impact on Consumer Behavior toward Japanese Brands	MPBSH-FEB19-PH103
Hyomin Kang	A study on the Emotional Labor Cause Factors and Coping Behavior in Leisure Complex	MPBSH-FEB19-PH105
Illak Son	A study on the Emotional Labor Cause Factors and Coping Behavior in Leisure Complex	MPBSH-FEB19-PH105C
Jaeman Park	A study on the Emotional Labor Cause Factors and Coping Behavior in Leisure Complex	MPBSH-FEB19-PH105C2
Bongs Lainjo	The Evolution and Dynamics of Electronic Health Records systems (HHRs)	MRSMB-029-ANI101
Ibrahim Guran Yumusak	The Importance and Role of Venture Capital Funds in The Solution of SMEs Financial Problems: A New Model Recommendation to Participation Banking	MRSMB-029-ANI103

Track B: Engineering, Technology & Applied Sciences

Ms. Richelle Anne S. Tupaz	Android-based Knowledge Management System for Customer Service Assistance Using Nonaka Model	EBCIA-FEB19-PH101
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Lunch Break & Ending Note:(12:30 pm - 01:30 pm)

Conference Day 02 February 19, 2019

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

***TRACKA: BUSINESS, ECONOMICS SOCIAL SCIENCES AND
HUMANITIES***

The Role of The Visual Mixed Embeddedness Framework in Understanding Immigrant EOF Approach

^{1*}Kingsley Chilaka Njoku

*Institution: Dublin Institute of Technology (DIT), Republic of Ireland
Corresponding Email: jasperxfactor@gmail.com

Keywords: Immigrant Entrepreneurship, The VMEF Framework, Mixed Embeddedness Theory, Mixed Embeddedness Concept, Ethnic Entrepreneurs, Opportunity Formation.

Without Research in a common parlance has been shortly described as a quest for knowledge. This can be seen in modern day research practices and claims from international research that entrepreneurial activities are on the high rate amongst IEs than natives. For instance, immigrants in the UK are three times more likely to be entrepreneurial than natives. Also, this claim can well be likened to the current situation in the US (e.g. one-quarter of entrepreneurs in the US are immigrants). However, research on how IEs view business opportunity formation from the Irish context remains underdeveloped. This paper expounds the role of the visual mixed embeddedness framework (VMEF) in understanding how entrepreneurial opportunities are formed from IEs perspectives through constant interactions with both the home and the host country (Dublin). By identifying the role(s) of the VMEF from immigrant entrepreneurial perspectives, the framework explains how IEs perceive opportunity formation in Dublin. While the objective of this paper is to show how immigrant entrepreneurial opportunity formation idiosyncrasies are influenced by mixed relationship using in-depth interviews, the aim is to develop an empirically grounded framework (VMEF) that will aid a visual understanding of EOF from immigrants perspectives. Given the orientation of the research topic, this paper will use qualitative research method to examine values and population principles in conjunction with analysing societal determinants that will occur. Research shows that qualitative study adheres to the notion of trustworthiness as supposed to validity and reliability. In using equal sample sizes and parallel questions, independent qualitative data set will be collected from IEs. Unequal size will not be seen as a limitation. Although, the concern is that qualitative approach is unable to generalize data from smaller to a larger group, the rationale for using qualitative method however, is based on its flexible designs. Therefore, given that qualitative study gives room for alteration, reconsideration, and possible modification of any design component during study to accommodate new developments, and changes in some of the other component, it suffices to state that such flexibility rises above any qualitative research limitation, hence, provides a stronger reasoning for using qualitative method. Ipso facto, qualitative research offers an in-depth experience of individual perspectives. In general, qualitative study allows inductive approach technique rather than fixed and following a strict sequence or derived from an initial decision. Therefore, the use of qualitative method will aid a clearer understanding of the study problem through in-depth inquiry and offer suggestions on how to resolve them. This study will address this issue by developing and using a framework (VMEF), aided by pilot interview feedbacks from target group, with special attention on their entrepreneurial activities in Dublin. This paper sheds light on the role played by the VMEF in understanding immigrant EOF in the Irish entrepreneurial ecosystem. Also, it contributes to knowledge by offering novelty approach for examining immigrant business opportunity formation idiosyncrasies. It finally deepens understanding using the theoretical logics of mixed embeddedness theory to explain EOF from a different context

Changing Consumer Values in China and Its impact on Consumer Behavior toward Japanese Brands

¹*C Min Han, ²Hyojin Nam, ³Xiao Wang

^{1,2,3}Hanyang University, Korea

Corresponding Email: cmhlab@hanyang.ac.kr

Keywords: Emerging Asia, Individualistic and Cosmopolitan, Foreign Brands.

Recent literature indicates that China is undergoing a dramatic transformation to a society that embraces individualism and materialism as a result of economic growth and modernization (Hamamura and Xu 2015; Chen and Ren 2016; Yan 2010). Studies also confirm that rising individualism and declining collectivism in China has led to changing consumer behavior (Wei and Yu, 2012; Han and Guo 2018). Particularly, Han and Guo (2018) found that individualistic consumers in China tend to show less ethnocentrism and greater cosmopolitanism toward foreign brands. Thus, one would expect that such consumers in China show less hostility toward Japanese brands. Our study is designed to investigate how consumer individualism (CIND) affects consumer choice for Japanese brands. We also investigate how consumer cosmopolitanism (COS) and consumer animosity (CA) mediate the effects of CIND on brand choices. Specifically, our study tests the following hypotheses: H1: Individualistic consumers show favorable attitudes and great purchase intentions for Japanese brands. H2: CA mediates the effects of CIND in H1. Individualistic consumers show favorable attitudes and great purchase intentions for Japanese brands because they exhibit weak animosity toward Japan. H3: COS mediates the effects of CIND in H1. Individualistic consumers show favorable attitudes and great purchase intentions for Japanese brands because they hold strong COS values. On-line surveys were conducted with samples of 473 Chinese consumers in Shandong Province. We examined their attitudes and purchase intentions for four Japanese brands Sony and Toshiba for laptops and Canon and Nikon for cameras. We carried out a path analysis to test relationships among consumer CIND, COS, CA, brand attitudes, purchase intentions. Our findings confirm that individualistic consumers show favorable attitudes and great purchase intentions for Japanese brands (H1). More notably, our bootstrapping estimates with phantom variables suggest that COS and CA each mediate the effects of CIND on brand attitudes and purchase intentions (H2 and H3). In addition, CIND affects brand attitudes and purchase intentions only indirectly through COS and CA. The above findings suggest that individualistic consumers in China show favorable attitudes and greater purchase intentions for Japanese brands because they are more cosmopolitan and less antagonistic towards Japan. Another implication of our findings is that consumer values in emerging Asia can change over time and, specifically, future consumers in China and perhaps other Asian countries as well may be less hostile against Japanese brands as they become more individualistic and cosmopolitan.

A Study on the Emotional Labor Cause Factors and Coping Behavior in Leisure Complex

¹Jaeman Park, ²Illak Son, ^{3*}Hyomin Kang

^{1,2,3}Kangwon National University
Corresponding Email: pjm989@naver.com

Keywords: Leisure Complex, Emotional Labor, Sociology of Emotion, Emotion Management, Qualitative Research.

Nowadays everybody is suffering from emotional labor. Complex leisure facility is especially becoming a popular place for visitors since it can be used regardless of the weather. However, workers at these places have to go through more emotional labor than needed for a typical service company employee. Therefore, this study aims to clarify coping management behavior for the laborers suffering from emotional labor stress. To achieve this goal, the research has utilized the qualitative method of purpose sampling method and selected eleven people from service business. The data has been collected from personal interviews and analysis has been done through meaning interpretation, categorization. And creating core categories and understanding the text. In conclusion, the study tries to highlight how the laborers receive stress through emotional service work and their coping behavior towards it. This research aims to provide potential solutions for the society where workers need to deal with their emotional labor stress and increase their personal satisfaction about the workplace, which would lead to higher work efficiency. Furthermore, it is concluded that social environmental factors such as sex of the employees, work continuation, company scale should also be considered with the discourse upon emotional labor, and more research about emotional sociology in both micro and macro methods would greatly help studies in sports sociology field.

The Evolution and Dynamics of Electronic Health Records systems

(HHRSS)

¹*Bongs Lainjo

*University of the West Indies, Kingston, Jamaica
Corresponding Email: bsuiru@bell.net

Keywords: EHRSS, Prevalence, Achievements, Prognosis, Challenges, Dynamics, CMMS, Global, Regional, National, Gold Standard, and Quality of Service.

The aim of this study is to review the transformation process in converting current manual medical records (MMRs) into electronic health record (EHR) systems. The study also illustrates a case study conducted by the author as stage one of the implementations of the Center for Medicare and Medicaid Services (CMS) electronic health record (EHR) incentive program (Cohen et al., 2015). The third objective is to thematically highlight the prevalence, achievements, challenges and prognosis of implementing EHR systems. The study is focused on global, regional and national geopolitical systems. A select group of industrial countries in North America, Oceania, Asia, and Europe is used to illustrate the dynamics and transformation system of medical records from manual to electronic. The methodology that is used analyzes the global, regional and national implementation rates of the electronic health records systems. The review is made based on different governments, and their role in ensuring that the system is successful, without compromising the quality of service. Physicians' attitudes towards the system were also used as part of the review process. A comprehensive analysis of the whole EHR systems ecosystem is also performed. The findings in the study are that the implemented EHR systems are faced with many challenges, despite some subsequent benefits (Delbanco, 2008; Phillips et al., 2009). The systems are prone to transcribing errors, which the user may not understand nor address (Phillips et al., 2009). These errors may be transferred to a patient's medical results; a process that is likely to compromise the patient's safety and quality of service. There is also a likelihood that people using the system may not fully embrace it (Davis & Stoots, 2013). According to study findings, while significant efforts have been made by various governments to encourage EHR systems, enormous challenges (standardization, programming glitches, system failures, vulnerability of patient records, confidentiality, other internal and external factors) continue to slow down the process. There is a global absence in instituting an effective and inclusive team to contribute towards the design and development of EHR systems. Inadequate oversight has also impacted implementation processes. Denmark remains a trailblazer in efforts to computerize manual medical records and could easily be regarded as the "gold standard." Innovations come with relative risks. MMRs are no exception, and the challenges are exacerbated by the involvement of different players at various stages of the transformation process. Potential setbacks range from human errors, to computer system breakdowns, to uncontrolled external and internal factors. While caution remains a key mantra, stakeholders (government, doctors, patients, service providers etc.) need to balance the benefits of implementation against the risks of failure and the degree of vulnerability. According to the research findings, various countries have implementation rates based on the degree of government support and involvement (Davis & Stoots, 2013). For example, in 2009, the U.S had the lowest conversion rates compared to other industrialized countries. This was due to a lack of incentives and encouragement offered by the government to institutions to participate in converting their respective manual systems into electronic ones. This outlook changed in 2012 when the U.S government became more proactive – an initiative that has resulted in an improvement in the conversion rate (Balgorsky, 2014). The case study serves as an illustration of one of the requirements recommended for the successful implementation of the system. As expected, the implementation of an EHR system has achieved reducing the bulkiness of paperwork, the safe storage of patient records, and significantly improved access to patient records. The preceding remarks notwithstanding, the likelihood of compromising patient records still remains a major concern despite a lower rate in occurrences (Phillips et al., 2009). A compelling complementary and invaluable safeguard is the introduction of strict standardized quality control guidelines. For example, the mitigation of cases where wrong medications with fatal effects are issued to patients will become a non-event. An effective and continuously monitoring framework will go a long way in lessening patient vulnerability. In general, given the currently evolving dynamics, the benefits significantly outweigh the risks, especially in circumstances where all the bugs in the systems have been corrected. While successful implementation is plausible, stakeholders need to be reminded that the provision of operating parallel systems (manual and electronic simultaneously) for a substantial amount of time remains unavoidable. Adapting such a process will guarantee continuity and sustainability.

The Importance and Role of Venture Capital Funds in The Solution of SMEs Financial Problems: A New Model Recommendation to Participation Banking

¹Ibrahim Guran Yumusak, ²Zafer Demir

¹Istanbul S. Zaim University, ²Export Credit Bank of Turkey
Corresponding Email: ibrahim.yumusak@izu.edu.tr

Keywords: Venture Capital Funds, Participation Banking, SMEs, Turkey.

The area in which the venture capital is concerned is primarily the initiatives and companies that include the potential for subsequent growth and profit. The most prominent feature of the financing model is the investment technique which carries a medium- and long-term partnership approach. Venture Capitals determine both operating under their current potential as well as their high growth potential as an audience. The choice of the current financing of non-routine and potential-carrying areas obtain the vital point of departure of the investment request. The primary objective of this paper is to comply with the partnership-based Capital entry model rather than the traditional resource provision based on borrowing or lending financing for the solution of financing problem which is preventing the development and growth of SMEs. Capital approach represent the creation of an interest-free fund transfer model. In this context, we can describe the fundamental question of this study on the venture capital model as follows: is the venture capital model enough and appropriate approach to comply with the demand for the funds that SMEs need? In this general framework, the following is the details of working with the sub-research questions specified in the articles: is the venture capital approach a model that complies with the principles and fundamentals of participation banking? Can participation banking be able to provide financing with the partnership-based venture capital model and what services and benefits will be available to SMEs by establishing the participation banks venture capital fund? This approach is proposed based on the compliance of the venture capital approach to the principles of participation banking. We established a significant correlation between venture capital and SMEs financial solutions. Finally, the integrated participation venture capital model has proposed an alternative model for SMEs. Participation Banks and fund managers believe the trust relationship is weak in the partnership with companies and the difficulty of auditing due to informal economic activities. First, although the enterprise and the partnership are built on a robust audit and control system, it is true the trust relationship is based. The correct determination and commercial ethics of entrepreneurs and individuals are easy to quantify. Participation banks will be able to strike entrepreneurs who consider reliable and commercial ethics with their rooted branch networks. An independent and equitable system in the company and share valuations can be benefited from the expertise and autonomous structures of universities. Venture capital funds, which are activated by the participation banks and provide direct support to the economy, will benefit the fund holders, entrepreneurs and participation banks. In this manner, all sides of the system to win around the foundation of the funding technique in the broadest picture of community welfare and the development of the country's economy with a direct contribution to the following period will be a supported and promoted finance approach.

**TRACK B: ENGINEERING, TECHNOLOGY, COMPUTER BASIC AND
APPLIED SCIENCE**

Android-based Knowledge Management System for Customer Service

Assistance Using Nonaka Model

¹*Ms. Richelle Anne S. Tupaz, ²Benilda Eleono Comendador

^{1,2}System Integration and Change Execution-Globe Telecom Inc., Philippines

Corresponding Email: annie.richelle@gmail.com

Keywords: Knowledge Management System, Knowledge Transformations, Mobile Data Service, Nonaka Model, And Mobile-Based Application

The paper intended the development of an Android-based knowledge Management System for Customer Service Assistance using Nonaka Model. Application aims to provide mobility and efficiency for the customer and customer service agent. It is an alternative solution for a company to provide customer service, feedback and knowledge-based information. However, the difference on the existing system is the way of Customer Service Agent to communicate with client. It is through chat using mobile data service of the customer. Application of customer content knowledge-based information related to product and services details and some ways to troubleshoot encountered issues by the customer.

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Develop an effective and responsible platform by creating insightful knowledge
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