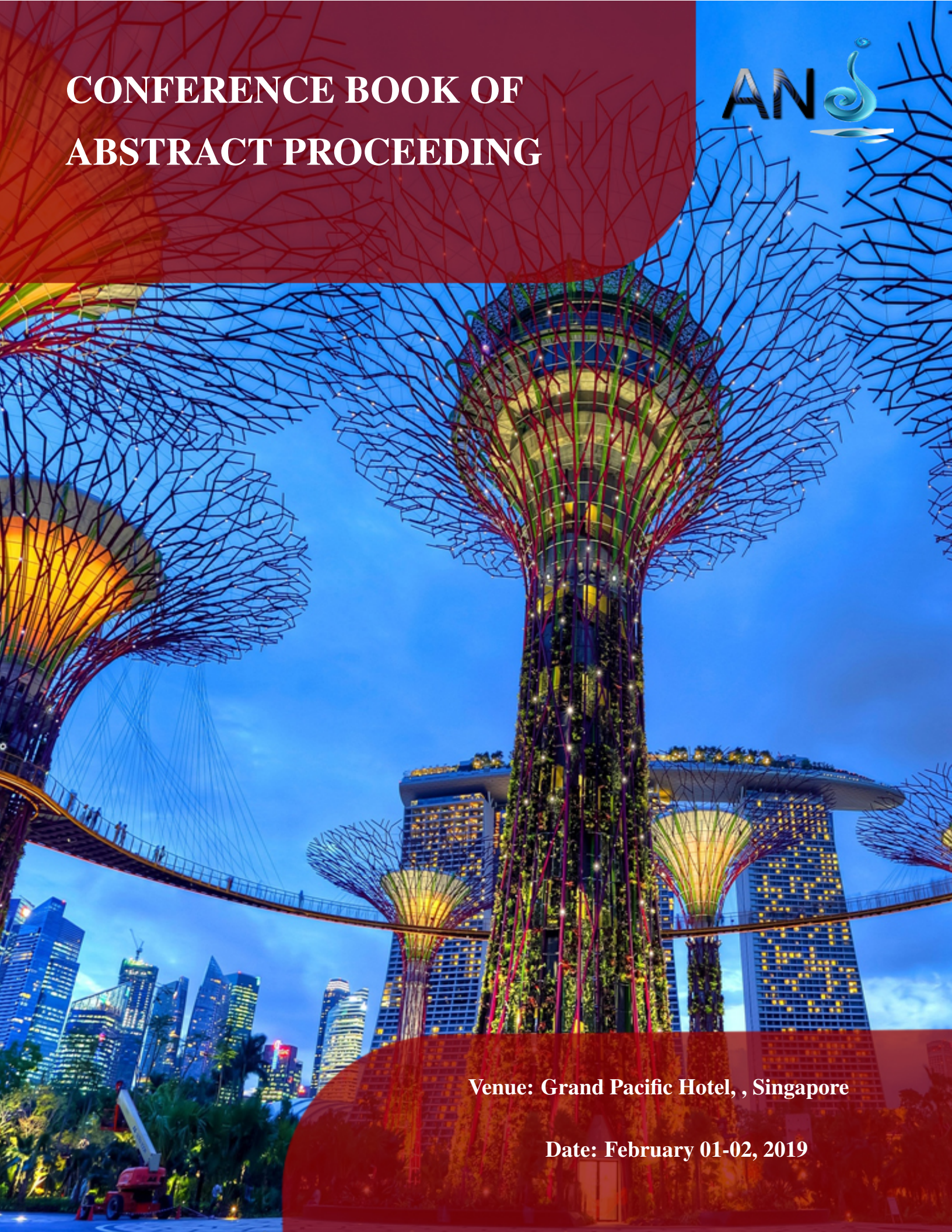


CONFERENCE BOOK OF ABSTRACT PROCEEDING



Venue: Grand Pacific Hotel, , Singapore

Date: February 01-02, 2019

TABLE OF CONTENTS

SCIENTIFIC COMMITTEE	4
ORGANIZING COMMITTEE	6
CONFERENCE TRACKS	7
CONFERENCE CHAIR MESSAGE	8
CONFERENCE SCHEDULE	9
Conference Day 02 (February 02, 2019)	12
<i>TRACK A</i>	13
<i>BUSINESS, ECONOMICS SOCIAL SCIENCES AND HUMANITIES</i>	13
Impacts of Ease-of-Use and Usefulness on Attitude and Intention to Use - The Case of Smart Retailing	14
Is Vietnams Exchange Rate Regime Optimal?	15
The Impact of Fit between Intended and Perceived brand Personality towards Brand Preference in On-line Music Streaming	16
Aspect of International Civil Law in the Exection of Ocean Vessel in Relation to Stagnant Credit	17
Arbitration as an Alternative Dispute Resolution on Land dispute Based on Indonesian Regulation	18
Credit Loan with Fidusia Guarantee on Patent Rights	19
<i>TRACK B</i>	20
<i>MEDICAL, MEDICINE & HEALTH SCIENCES</i>	20
Is Parkinsons Disease with History of Agent Orange Exposure Different from Idiopathic Parkinsons Disease?	21
Endothelial MicroRNA-10a is Hemodynamics-Regulated Molecule to Inhibit Endothelial Dysfunction	22
<i>UP COMING EVENTS</i>	23

Book of Abstracts Proceedings

All rights reserved. Without the consent of the publisher in written, no individual or entity is allowed to reproduce, store or transmit any part of this publication through any means or in any possible form. For obtaining written permission of the copyright holder for reproducing any part of the publication, applications need to be submitted to the publisher.

Disclaimer

Authors have ensured sincerely that all the information given in this book is accurate, true, comprehensive, and correct right from the time it has been brought in writing. However, the publishers, the editors, and the authors are not to be held responsible for any kind of omission or error that might appear later on, or for any injury, damage, loss, or financial concerns that might arise as consequences of using the book. The views of the contributors stated might serve a different perspective than that of the ANI.

Singapore | February 01-02, 2019

Whats App Contact: 00971-56-2448120



SCIENTIFIC COMMITTEE

Social Sciences and Humanities	
Assoc. Prof. Doc Edgar R. Eslit St. Michael's College/ English Dept., CAS, Philippines	Dr. Lakshmikanth Srishti International, India
Mr. Mohd Azhar Bin Abdul Rahman Urban Development Authority of Malaysia (UDA), Malaysia	Assoc. Prof. Doc Sharifah Hayaati Syed Ismail University of Malaya, Kuala Lumpur, Malaysia
Assistant Professor Jitender Grover University, Sadopur, Ambala (Haryana), India	Mr. Bright Lumor MENSAH Jilin University, School of International and Public Affairs (SIPA), China
Assist. Prof. Doc Surendra Kansara Symbiosis Institute of Operations Management, India	Associate Professor Melinda V. Abichuela Catanduanes State University/College of Business and Accountancy/Virac, Catanduanes, Philippines
Dr. Fararishah binti Abdul Khalid Universiti Teknikal Malaysia Melaka, Malaysia	Head of department Odupitan Kolade Mattias Oshodi/Isolo Local Government, Nigeria
Prof. Doc Golda Aira V. Crisostomo University of Santo Tomas, Philippines	Assistant Professor. Intekhab N Khan MA. Jauhar University, Rampur, India
Assistant Professor. Chulaporn Sota Khon Kaen University, Thailand	Dr. Halimah Mohamed Ali Universiti Sains Malaysia, Malaysia
Assoc. Prof. Wong Ming Wong University College of Technology Sarawak, Malaysia	Prof. Erni Tanius University of Selangor, Malaysia
Dr. Supaporn Chalapati I-Shou University, Australia	Assoc. Prof. Nor Aznin Abu Bakar Universiti Utara Malaysia, Malaysia
Assoc. Prof. Normala Daud Universiti Teknologi Mara, Shah Alam, Selangor, Malaysia	Prof. Nurul Wahida Binti Abdullah Politeknik Muadzam Shah, Malaysia
Dr. Sanad A. Alajmi Public Authority for Industry, Kuwait	Dr. Golda Aira V. Crisostomo Industrial/ Organizational Psychology, Human Resource Management, Philippines
Dr. Firas Jamil Alotoum Isra university, Jordan	Prof. Doc Taque Ansari Mohammed Mak College of Pharmacy, India
Assist. Prof. Doc Marcus Farr American University Sharjah, UAE	Assoc. Prof. Yoshiki Nakamura Aoyama Gakuin University, Japan
Assist. Prof. Huang Hsueh-Ju Department of Distribution Management, Takming University of Science and Technology, Taiwan	Prof. Doc Bulent Acma Anadolu University, Turkey
Dr. Alaa Elden Badawie Mahmoud Elkhodary Faculty of Archaeology -Qena South Vally University, Egypt	Assoc. Prof. Radulescu Irina Gabriela Petroleum Gas University of Ploiesti Faculty of Economic Sciences, Romania

SCIENTIFIC COMMITTEE

Engineering and Technology

Daniel Dasig Jr University of Makati, Philippines	Hafiz Muhammad Haroon University of Agriculture Faisalabad Sub-Campus Burewala, Vehari-Pakistan, Pakistan
ANIL M. BISEN Anant National University, Ahmedabad, Gujarat, India	Prof. Syed Zafar Abbas Aliz Educational Institutions, Pakistan
Severino G. Alviento North Luzon Philippines State College, Philippines	Marife D. Alviento North Luzon Philippines State College, Philippines
Leslie G. Agbulos North Luzon Philippines State College, Philippines	Gee-Cheol Kim Seoil University, Korea
Patrick Cerna Federal Technology Institute - University, Ethiopia	LAL RAJA SINGH R KIT-Kalignarkarunanidhi Institute of Technology, India
Teodoro Macaraeg Jr. University of Caloocan City, Philippines	Catherine P. Llana University of Caloocan City, Philippines
Hafiz Gulfam Umar Ghazi University, Pakistan	Adenuga Kazeem Admar Systems Technology, Nigeria
Mohd Kamarul Irwan Abdul Rahim Universiti Utara Malaysia, Malaysia	Rajina UUNITEN, Malaysia

Health and Medical Sciences

Syed Zafar Abbas Aliz Educational Institutions, Pakistan	Olga Avilova Kharkiv National Medical University, Ukraine
Chellaram C College Of Applied Sciences, Oma	Olawunmi Muibat Omowunmi Moshood Abiola Polytechnic Ojere Abeokuta Ogun State Nigeria, Nigeria
Suman Madan Dayalbagh Educational Institute, AGRA, India	Aliaksandr Spitsyn Belorussian State Unaversity, Belarus
Chellaram Chinnachamy College Of Applied Sciences, Oman	Ayawo Adokou Adokou Electricals Limited, Senegal



ORGANIZING COMMITTEE

Dr. Vincent W Ho

Conference Chair

Email: conference.chair@ani.com

Ms Hungxin Li

Conference Supervisor

Email: Hungxin.Li@anishh.com



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 Akademia 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



CONFERENCE SCHEDULE

ANISSH-2019

Venue: Grand Pacific Hotel, Victoria Street, Singapore

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

Day: Friday

Date: February 01, 2019

Venue: Room 1

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

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



DAY 01 Friday (February 01, 2019)

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

Venue: Room 1

Session Chair: Dr Vincent W Ho

Paper ID	Manuscript Title	Presester Name
Track A: Business, Economics, Social Sciences and Humanities		
SIN-129-104B	Impacts of Ease-of-Use and Usefulness on Attitude and Intention to Use - The Case of Smart Retailing	Pao Tiao Chuang
SM-FEB2019-105	Is Vietnams Exchange Rate Regime Optimal?	Anthony J Makin
SM-FEB2019-106	The Impact of fit between Intended and Perceived brand Personality towards Brand Preference in Online Music Streaming	Teddy Hamonangan Dassa
BEASM-029-ANI101	Aspect Of International Civil Law in the Exection of Ocean Vessel in Relation to Stagnant Credit	Fera Indriyati S.H., M.KN
BEASM-029-ANI102	Arbitration as an Alternative Dispute Resolution on Land dispute Based on Indonesian Regulation	Deny Haspada
BEASM-029-ANI103	Credit Loan with Fidusia Guarantee on Patent Rights	Aili Papang Hartono, S.H
Track B: Medical, Medicine & Health Sciences		
SIN-129-102M	Is Parkinsons Disease with History of Agent Orange Exposure Different from Idiopathic Parkinsons Disease?	Young Soon Yang
SIN-129-103M	Endothelial MicroRNA-10a is Hemodynamics-Regulated Molecule to Inhibit Endothelial Dysfunction	Ting Yu Lee

Lunch Break & Ending Note



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: SIN-129-101A
Kai Lee
Deakin University, Australia

Official ID: IMNEA-FEB19 CEAS101A
Arie Herskovits
Tel Aviv University, Israel

Official ID: IMNEA-FEB19 CEAS102A
Jacob Lifshitz
Tel Aviv University, Israel

Conference Day 02 (February 02, 2019)

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



TRACK A

BUSINESS, ECONOMICS SOCIAL SCIENCES AND HUMANITIES



Impacts of Ease-of-Use and Usefulness on Attitude and Intention to Use - The Case of Smart Retailing

¹*Pao Tiao Chuang ²Wen-Jyun Lo

^{1,2}National University of Kaohsiung, Taiwan

Corresponding Email: ptchuang@nuk.edu.tw

Keywords: Technology Acceptance Model, Smart Retailing, Ease of Use, Usefulness, Attitude Towards Use, Behavioral Intention

The objective of this paper is to empirically study how perceived ease-of-use and perceived usefulness affect the attitude and behavioral intention to use for the smart retailing service. The research was based on the Technology Acceptance Model (TAM) and five hypotheses were developed and tested. To collect required data, the study conducted 257 consumers about their perceptions on those questions of TAM for smart retailing in Taiwan. The structural equation modeling (SEM) was performed by adopting the AMOS version of 22.0 to test those proposed hypotheses. Results show that perceived ease of use has positive effect on usefulness, perceived usefulness has positive effect on attitude towards use, perceived ease of use has both direct and indirect effects on attitude to use, perceived usefulness has both direct and indirect effects on behavioral intention to use, and attitude towards use positively affects behavioral intention to use as well. Based on the results, implied managerial suggestions are provided for those service firms that plan to implement the smart retailing.

Is Vietnams Exchange Rate Regime Optimal?

^{1*} Anthony Makin, ² Hung Bui

^{1,2} Griffith University, Australia

Corresponding Email: t.makin@griffith.edu.au

Keywords: Vietnam, Real Shocks, Monetary Shocks, National Income, Exchange Rate Regime

This paper examines exchange rate regime choice for Vietnam in light of its international macroeconomic characteristics. It first proposes a novel macroeconomic theory framework which suggests that a highly flexible exchange rate minimises national income variability if external shocks, particularly in the form of terms of trade fluctuations, dominate monetary shocks. Contrariwise, if the economy is more prone to monetary shocks than terms of trade shocks, a pegged exchange rate minimises national income variability. Econometric evidence based on historical quarterly data reveals that Vietnams terms of trade have been a more significant source of shocks than monetary factors, implying that a highly flexible exchange rate is optimal for Vietnam. These results therefore provide evidence supportive of Vietnams recent adoption of a more flexible exchange rate regime.



The Impact of Fit between Intended and Perceived brand Personality towards Brand Preference in Online Music Streaming

¹Teddy Hamonangan Dassa, ²Dr. Nilanthi Ratnayake

^{1,2} University of Hull, UK

Corresponding Email: ted.hdd@gmail.com

Keywords: Brand Personality, Brand Preference, Online Music Streaming

As the emerging online music streaming industry become more competitive, brand personality appears to be a sound positioning strategy to differentiate and attain brand preference. This research investigates the fitness between intended and perceived brand personality of online music streaming providers namely Spotify, JOOX, Soundcloud, and Apple Music on their social media posts as the medium of identity communication. Also, the performance of online music streaming providers brand personality fit was explored. A content analysis using WordStat brand personality dictionary revealed the online music streaming intended brand personality and the perceived brand personality was examined through an online survey employing Aakers brand personality scale. Findings show that online music streaming brands with high degree of personality fitness performs better towards brand preference than brands with a wide gap between the intended and perceived brand personality contributing to the literature by showing how brand personality affects brand preference.

Aspect of International Civil Law in the Execution of Ocean Vessel in Relation to Stagnant Credit

*Fera Indriyati S.H., M.KN
Padjajaran University, Bandung, Indonesia
Corresponding Email: lecture.paper@gmail.com

Keywords: Aspect of International Civil Law, Execution, Stagnant Credit

As ocean transportation instrument, the ocean vessel has important role in improving the growth of economic rate, particularly naval economic business. High cost of ocean vessel makes businessmen difficult to acquire business capital, so they propose the application of credit and ocean vessel is made into mortgage. However, the mobilization of ocean vessel making a voyage up to outside of other State Jurisdiction region is leading, frequently, to difficulties in the execution of ocean vessel when the stagnation of credit is occurring. Although Indonesia is party in International Convention on Maritime Liens and Mortgages 1993, there is not any specific regulation arranging the execution of ocean vessel registered in Indonesia up to now but when execution will be performed the vessel is in other State jurisdiction region or just the opposite. International Civil Law consider efforts to settle the issues must be started up by contract and agreement in advance, so parties involved in a contract or agreement should make earlier establishment of explicit legal selection. Based on the description, it is necessary to analyze to which extent International Civil Law might settle issues on the execution of ocean vessel guided by which Judges or Judicial Agencies having the power to be competent to settle legal cases containing foreign elements, which laws being in effect to arrange and/or settle legal issues containing foreign elements and to which extent a court must pay attention and recognize foreign legal verdicts or rights emerged based on Foreign Court Verdicts or laws.

Arbitration as an Alternative Dispute Resolution on Land dispute Based on Indonesian Regulation

*Deny Haspada

Langlangbuana University, Indonesia

Corresponding Email: lecture.paper@gmail.com

Keywords: Land Disputes, Arbitration, Choice of Law

Various cases of land disputes between the parties to the dispute always resolve land disputes through a court, which begins with a lawsuit based on the procedural law that applies according to those stipulated in the HIR / RBG. Settlement of land rights disputes resolved in the court directly filed a lawsuit because one party was considered to control land rights without clear rights with a lawsuit against the law, but there were also those that began with an agreement between the parties in which one of the contents was in agreement it contains the choice of law to resolve a problem later if one of the parties is considered a default. Settlement of land disputes through the court is known to the public will take a long time in its completion due to various legal efforts and resulted in the resolution of the dispute being very high. Land dispute resolution is within the scope of private law, in which case the settlement is also the right of each party, therefore the resolver is submitted to each party given the freedom of choice, can be resolved by deliberation or resolved outside the court through alternative dispute resolution including through Indonesian National Arbitrage Agency. Settlement of the choice of law through arbitration can be done when making an agreement or when there is a dispute between the parties that are important there is an agreement between the parties. The decision of the arbitrator Judge is binding on the parties that are final and binding, so that the decision becomes a means of dispute resolution that meets the principle of legal certainty and does not take a relatively long time.



Credit Loan with Fidusia Guarantee on Patent Rights

*Aili Papang Hartono, S.H
Padjadjaran University, Bandung, Indonesia
Corresponding Email: lecture.paper@gmail.com

Keywords: Credit Agreement, Fiduciary, Patent

The business world is growing very rapidly. The pace of business growth is also supported by very high technological advancements to assist very strong economic growth. A very high economy causes many interests including the interests of capital. This interest in capital can be accommodated through the capital market or also by making credit loans to banks or other financial institutions. A new Law in Indonesia concerning patents is considered a breath of fresh air in implementing credit agreements. One of the additional agreements in the credit agreement is guaranteed. There are two types of guarantees, namely material guarantees and individuals. To borrow large amounts of money, a material guarantee is needed. Here is done so that the bank feels safe when giving a guarantee. Material security has several types. The guarantee that is widely used by the community in conducting credit agreements is a fiduciary guarantee. One object that can be fiduciarily secured is a patent. Technological advancements as well as the creative industry can make patents more valuable because they can be guaranteed in accordance with the new patent law.

TRACK B
MEDICAL, MEDICINE & HEALTH SCIENCES



Is Parkinson's Disease with History of Agent Orange Exposure Different from Idiopathic Parkinson's Disease?

^{1*}Young Soon Yang ²Wen-Jyun Lo

^{1,2}VHS Medical Center, Seoul, Korea, South Korea

Corresponding Email: astro76@naver.com

Keywords: Agent Orange; 18F-FP-CIT PET; Parkinson's Disease

During Vietnam War, many Korean soldiers were dispatched to fight in the war where they were exposed to Agent Orange. Until now, there exist only limited evidence on existence of association between exposure to Agent Orange and Parkinson's disease (PD). To elucidate the effects of Agent Orange exposure on PD, we compared the clinical characteristics and radiolabeled 18F-FP-CIT PET uptake between patients with Agent Orange exposure and patients with Agent Orange no-exposure. We retrospectively evaluated 143 patients exposed to Agent Orange and 500 patients with no exposure to Agent Orange from our movement clinics database. The differences between clinical characteristics and pattern of 18F-FP-CIT PET uptake were investigated. Among Unified Parkinson's Disease Rating Scale III motor subscales, tremor at rest, rigidity, finger taps, and rapid alternating movement was significantly higher in patients exposed to Agent Orange as compared to patients with no exposure to Agent Orange. The facial expression score was significantly lower in patients exposed to Agent Orange as compared to patients with no exposure to Agent Orange. Compared to patients not exposed to Agent Orange, all basal ganglia areas (contra- and ipsilateral caudate nucleus, anterior putamen, and posterior putamen) showed a lower 18F-FP-CIT uptake and higher asymmetry index of anterior and posterior putamen was found in patients exposed to Agent Orange. The caudate/putamen ratio was significantly lower in patients exposed to Agent Orange as compared to patients with no exposure to Agent Orange. This study showed a different clinical profile and FP-CIT PET findings between patients exposed to Agent Orange as compared to patients with no exposure to Agent Orange. This finding suggests the possibility of different pathophysiology of PD in patients exposed to Agent Orange from idiopathic PD.

Endothelial MicroRNA-10a is Hemodynamics-Regulated Molecule to Inhibit Endothelial Dysfunction

*Ting Yu Lee

China University of Science and Technology, Taiwan

Corresponding Email: leedingyu1215@gmail.com

Keywords: Endothelial Cell, Hormone Receptor, MicroRNA, Therapeutic Component, Atherosclerosis

Blood flow patterns, i.e. pro-atherogenic oscillatory flow (OS) and atheroprotective pulsatile flow (PS), have been identified to be the vital hemodynamic forces to modulate endothelial cell (EC) dysfunction and function to affect the formation of atherosclerotic disease. However, the roles of hormone receptor and microRNA (miRs) in hemodynamics-modulated EC function or dysfunction remain unclear. The aim of this study is to elucidate the role of hormone receptor RAR-directed miR-10a signaling in hemodynamics-modulating EC function and dysfunction. In vitro flow system was used to generate pro-atherogenic OS and atheroprotective PS to investigate the effect of hemodynamic forces on miR-10a signaling and EC dysfunction, and its underlying mechanism. In vivo apolipoprotein E-deficient (ApoE^{-/-}) mice model was used to evaluate the therapeutic effect of miR-10a on atherosclerosis. Our results showed that miR-10a is the miR with the lowest expression among all examined shear-responsive miRs in ECs in response to pro-atherogenic OS, and has relatively higher expression than other shear-responsive miRs in ECs in response to atheroprotective PS. MiR-10a targets inflammatory transcriptional factor GATA6 to modulate pro-inflammatory VCAM-1, which is differentially regulated by atherogenic OS and atheroprotective PS. Mechanistically, hormone receptor RAR and RXR are induced by atheroprotective PS to form heterodimer in the nucleus to enhance miR-10a expression to inhibit pro-inflammatory GATA6/VCAM-1 signaling. In contrast, HDAC-3/-5/-7 are induced by atherogenic OS to associate with RAR to form repression complex to repress RARs function and miR-10a signaling. Finally, our data on ApoE^{-/-} mice model demonstrated that systemic delivery of miR-10a induces the expression of endothelial miR-10a to repress GATA6/VCAM-1 signaling, and subsequently inhibits the formation of atherosclerosis. Our findings provide new insight that hormone receptor RAR plays the important role in modulating miR-10a/GATA6/VCAM-1 signaling in ECs in response to different flow patterns. Moreover, in vivo induction of endothelial miR-10a inhibits the progression of atherosclerosis.



UP COMING EVENTS

You can find the details regarding our upcoming events by following below:

<http://anissh.com/indonesia-conferences/>

<http://anissh.com/philippines-conferences/>

<http://anissh.com/malaysia-conferences/>

<http://anissh.com/conferences/singapore-conferences/>

<http://anissh.com/conferences/egypt-conferences/>

<http://anissh.com/conferences/thailand-conference/>

<http://anissh.com/conferences/turkey-conferences/>

<http://anissh.com/conferences/china-conferences/>

<http://anissh.com/conferences/uae-conferences/>

<http://anissh.com/conferences/hongkong-conferences/>

<http://anissh.com/conferences/south-korea-conferences/>

<http://anissh.com/conferences/morocco-conferences/>

<http://anissh.com/conferences/taiwan-conferences/>



<http://anissh.com/conferences/japan-conferences/>

<http://anissh.com/conferences/australia-conferences/>

<http://anissh.com/conferences/india-conferences/>

<http://anissh.com/conferences/greece-conferences/>

<http://anissh.com/conferences/spain-conferences/>



Our Mission

**Our mission is to encourage global communication and collaboration
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.**



Singapore

Organized By: Akademika Nusa Internasional