

# CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Regal Oriental Hotel, Hong Kong**

**Date: May 11-12, 2019**

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# Book of Abstracts Proceedings

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Hong Kong | May 11-12, 2019

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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 SCHEDULE

**Venue: Regal Oriental Hotel, Hong Kong**

**Time: Registration & Kit Distribution (09:00 - 09:30 am)**

**Day: Saturday**

**Date: May 11, 2019**

09:30 am - 09:40 am	Introduction of Participants
09:40 am - 09:50 am	Inauguration and Opening address
09:50 am - 10:00 am	Grand Networking Session

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



**DAY 01 Saturday (May 11, 2019)**

**Presentation Session (10:30 am - 12:00 pm)**

**Venue: Room 1**

**Session Chair: Dr.Vincent**

**Track A:Business, Economics, Social Sciences and Humanities**

<b>Paper ID</b>	<b>Manuscript Title</b>	<b>Presenter Name</b>
SSPBES-MAY19-HK107	The Effects of Gratitude and Entitlement on On-line Customer	Shih LiTing
SPBES-MAY19-HK108	A Dynamic Examination of Online Customer Relationship	Shih LiTing

**Track B:Engineering & Technology, Computer, Basic & Applied Sciences**

SPEA-MAY19-HK101	Environmental Planning of Sustainable Green Camping Area: A Case of Xinshe District of Taichung City in Taiwan	Yao Tsung Ko
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**Track C:Medical, Medicine & Health Sciences**

HON-259-105M	Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human	Zakiah Samori
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**Closing & Lunch Break: (12:00 pm - 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:** HON-359-104A

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Dr Adee-Jonathan Davidson

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Hannah Lim

KII (Korea International Institute), South Korea

**Official ID:** MBSHR-059-ANI101A

Dean Lee

Nanyang Technological University, Singapore



## **Conference Day 02 (May 12, 2019)**

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



***TRACK A***  
***BUSINESS, SOCIAL SCIENCES AND HUMANITIES***



# The Effects of Gratitude and Entitlement on Online Customer

<sup>1\*</sup>Shih LiTing, <sup>2</sup>Huang MinHsin  
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**Keywords:** Gratitude, Entitlement, Relationship Benefit, E-commerce

Palmatier et al. (2009) posit gratitude is a new mediator role in relationship marketing, gratitude becomes a popular issue in relationship marketing. When most of the studies focus on examine the antecedents and consequences of gratitude, or it is different between gratitude and indebtedness impact on customer retention, word of mouth, customer involvement, etc. in relationship marketing. Palmatier et al., (2014) have proposed and examined the impact of gratitude versus entitlement on profit growth. Gratitude and indebtedness build on social exchange theory's reciprocity norm, entitlement builds on rank equilibrium norm. Gratitude and entitlement represent a bright side mediator and a dark side mediator in relationship marketing, but scholars are still seldom discussed entitlement. Furthermore, Palmatier et al., (2014) study focused on business-to-business markets, other scholars have not compared gratitude and entitlement impact on customer attitude and behavior. At the same time, these studies subject of research are more focused on the traditional physical channel instead of the virtual channel. Therefore, this study examines gratitude and entitlement as a mediating mechanism to explain the relationship between relationship benefit and behavior, attitude loyalty on business-to-customer markets. We use survey data and purchase record data from members of the online shopping platform, and applied structural equation modeling techniques to test our research model. The results reveal that relationship benefits positive impact gratitude, and negative impact entitlement, and gratitude and entitlement positive impact attitude loyalty and behavior loyalty. This study demonstrates that gratitude and entitlement exist in online shopping environments, and we hope this result fills the gap in the literature regarding relationship marketing in E-commerce.

# A Dynamic Examination of Online Customer Relationship

<sup>1\*</sup>Shih LiTing, <sup>2</sup>Huang MinHsin  
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**Keywords:** Gratitude, Latent Growth Curve Model, E-commerce, ELoyalty

Customer gratitude acts as a new mediator role in the theory of relationship marketing (RM) alongside commitment, trust, and satisfaction (Palmatier et al., 2009). Currently, in the area of RM, a few studies have placed customer gratitude issues into the category of E-commerce. Thus, further related investigations regarding customer gratitude in the field of RM and online shopping seems to be an important issue of utmost priority. Although previous literature has suggested that the relationship between enterprise and customers should change over time, most studies still examine the theoretical model by using the level of relational constructs measured at a specific time point. Based on the social exchange theory and relationship dynamics theory, this study proposes using the concepts gratitude velocity to examine how it influences customer loyalty and uses the latent growth curve model (LGM) to analyze the longitudinal data of online customers. As mentioned above, this study considers relationship benefits to be an antecedent of customer gratitude and uses the constructs of customer gratitude velocity to represent changes in the rate and direction of customer gratitude. The first purpose of this study is to explore how customer gratitude influences customer loyalty over time. Second, this study examines the relative effects of static and dynamic components to clarify the ability of relationship velocity to predict customers future behaviors. We find gratitude velocity positively affects customer loyalty, and we also find that relationship benefits have a positive impact on relationship velocity, and therefore our finding extends the extant knowledge of relationship marketing in E-commerce.

***TRACK B***  
***ENGINEERING & TECHNOLOGY, COMPUTER, BASIC & APPLIED***  
***SCIENCES***





# Environmental Planning of Sustainable Green Camping Area: A Case of Xinshe District of Taichung City in Taiwan

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**Keywords:** Green Camping Area, Environmental Planning, Eco-tourism, Kano Model, Attractive Factors

With the booming camping activities in Taiwan, the sustainable development of ecological environment is facing difficult challenges. The concept of green camping must meet the eco-tourism needs in food, clothing accommodation, transportation, education and entertainment through low energy consumption and low pollution methods. Xinshe district of Taichung City in Taiwan, which is a popular camping destination is selected as the site to investigate the needs of various green camping dimensions. This study is mainly to explore the planning of the green camping area and try to find the users needs by questionnaire. The Kano model is used with statistical data analysis to extract important attractive factors and categories for the green camping area. The final research results are mainly to be considered including "green energy", "water resources", "green supplies", "waste" and "ecological environment". It is expected to combine different attribute factors for creating a multi-functional green camping area.

***TRACK C***  
***MEDICAL MEDICINE AND HEALTH STUDY***



# Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human

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**Keywords:** Somatic Gene Therapy, Shariah Framework, Islamic Principles Maqasid Syariyyah Qawaid Fiqhiyyah

Human gene therapy is best known as a transfer of nucleic acids to either the somatic cells or germ cells of an individual. It introduces genetic materials which have therapeutic purpose ranging from inherited genetic disorders to certain malignancies and infectious diseases. This medical scientific breakthrough has received lucrative demand worldwide as it offers potential treatment to cure genetic diseases in human at the molecular level. Since then, thousands of people have already participated in the trials thus it is likely to be part of medical practice in the future. Despite of the tremendous benefits that it promises, this new biomedical technology has given rise to several contentious issues from the ethical and religious point of view. Since it comprises of two different therapies namely somatic and germ line gene therapy, each involves different procedures thereby poses different legal ruling and decision. This study attempts to propose a complementary model of the Shariah framework on the human gene therapy with special reference to the somatic gene therapy. This proposed framework is designed and developed to fulfil the lacuna of the Shariah Framework on the application of the somatic gene therapy after an in depth study of its position from the Shariah point of view. In achieving this, a detailed analysis and outlook into the Quranic evidences along with the Hadith of the Prophet Muhammad pbuh were carried out. Following this, its position from the pragmatic approach of the Maqasid al-Syariyyah (Objective of the Shariah) and the Qawaid Fiqhiyyah (Islamic Legal Maxims) is also analyzed in further detail. This model of Shariah Framework would serve as the ethical basis for the application of somatic gene therapy in Malaysia and beyond (particularly Muslim countries) especially for Muslim doctors, scientists and Muslims at large. For Muslim countries such as Malaysia where Muslims makes the majority of the population and Islam as the official religion in Article 3 of its Federal Constitution, this framework is deemed to be important reference in providing the essential guidelines on the permissibility of this therapy. Consideration of the position of Somatic Gene Therapy from the Shariah perspective is undeniably crucial in any attempt to regulate Somatic Gene Therapy in any Muslim countries in the future.

## ***UP COMING EVENTS***

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

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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.**



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