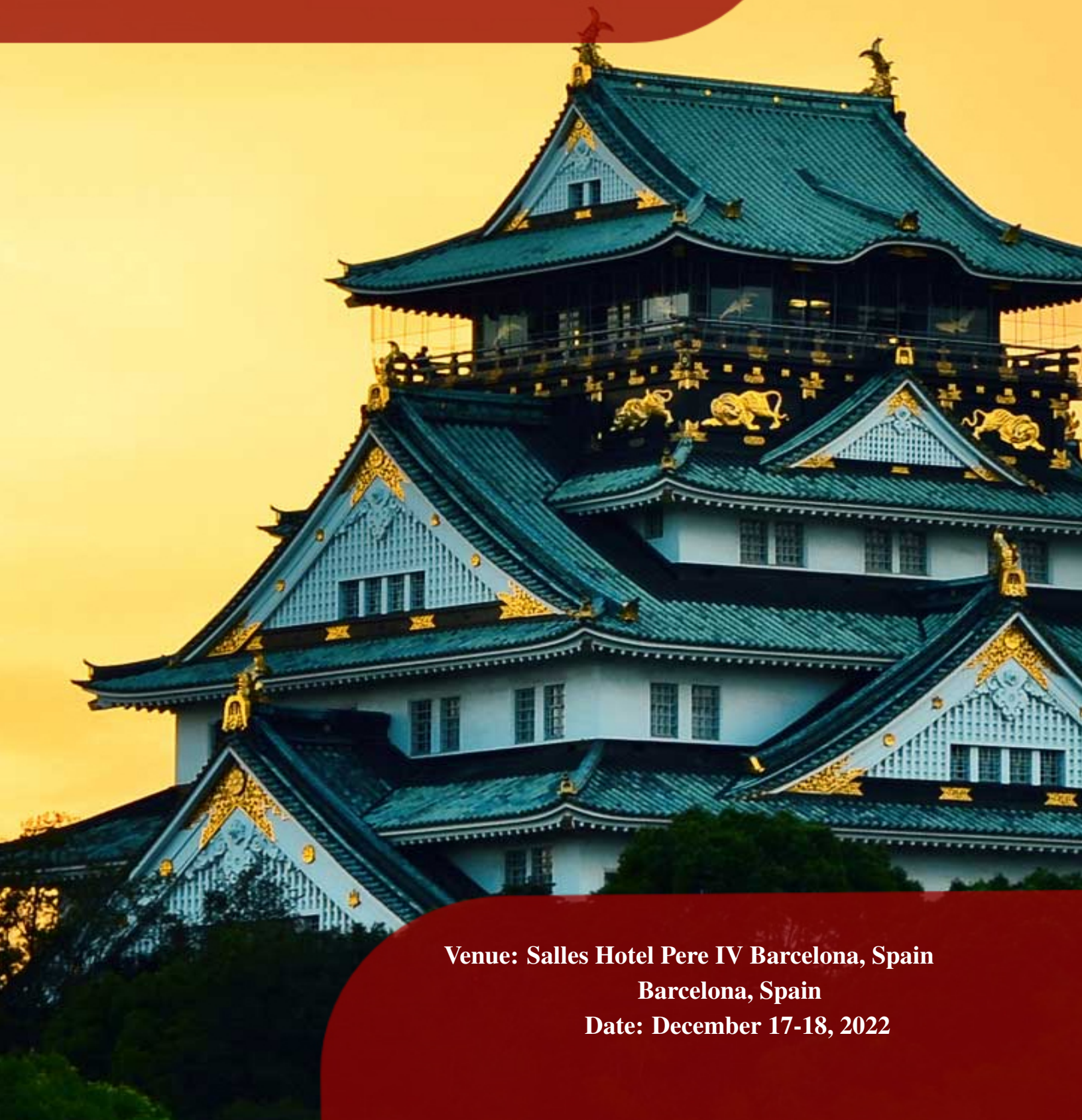


CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Salles Hotel Pere IV Barcelona, Spain
Barcelona, Spain
Date: December 17-18, 2022**

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Book of Abstracts Proceedings

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Barcelona, Spain | December 17-18, 2022



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Conference Supervisor



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 International ” 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-2022

Venue: Salles Hotel Pere IV Barcelona, Spain

Time: Registration & Kit Distribution (09:00 am - 09:20 am)

Day: Saturday

Date: December 17, 2022

Venue: Room 1

09:20 am - 09:30 am	Introduction of Participants
09:30 am - 09:40 am	Welocme Remarks
09:40 am - 09:50 am	Grand Networking Session
09:50 am - 10:00 am	Group Photo

Tea Break (10:00 am - 10:30 am)



DAY 01 Saturday (December 17, 2022)

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

Venue:

Track A: Business, Management Economic, Social Sciences and Humanities

Presenter Name	Manuscript Title	Paper ID
TPISHM-DEC2022-ANI101	The Effect of Family Firm on Brand Value Creation	Yan Hu
TPISHM-DEC2022-ANI102	Investment Performance of Prominent Dollar-Cost Averaging Investment Strategies in MSCI Frontier Stock Markets	Xiaotian Tina
HRMSC-DEC22-120	Impact of Stressors on Employee Performance: Moderating Role of Big Five Traits	Dr. Tariq Iqbal Khan
BEEMR-DEC22-101	A Comparative Analysis Of The Economic Growth Paths Of Brazil And Bolivia	Aijia Zhang
BAR-31222-101E	Effect of a lower-limb exoskeleton on muscle loads based on the AnyBody Modeling System (AMS) simulation analysis	Yong-Ku Kong

Closing Ceremony



Conference Day 02 (December 18, 2022)

Note: Details will be intimated to you on 1st day of conference.



TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES



The Effect of Family Firm on Brand Value Creation

^{1*}Yan Hu, ²Jeanny Liu, ³Qunfeng Liao
^{1,2,3}University of La Verne, La Verne, CA, USA

Keywords: Brand value, Family Firm, Family Management, Family-Named firm Tax

Family firms are essential to the economic prosperity of the U.S. economy. Family firm branding is an important area of research because of their different culture, ownership, and governance structure. A family firm brand is different because it has the family name, family's core values, and family members involvement with the firm. Past literature suggests that family firms with strong corporate image are linked to superior financial performance, however their effectiveness in creating brand value for the firm has not been well understood. Our study offers initial empirical insights into the relationship between family firm and brand value creation. In this paper, we use Interbrands global brand value published between 2001 and 2017 to examine the potential impact of family firms and family-named firms on their ability to create brand value. We show that within the sample of global family firms, these family firms exhibit lower brand value when compared to nonfamily firms. When controlling for agency cost variables, better corporate governance does not result in a higher brand value. While some families attempt to leverage their brand using family name as part of the corporate identity, family-named firms do not yield a superior brand value when compared to nonfamily-named firms. To further understand the relationship, we analyzed the effects of active family management (when the founder served as the CEO, Chairman of the board of directors, or both) on brand value. We find that powerful founders have a negative effect on brand value. Family firms with active control are more likely to exhibit lower brand value. In aggregate, our results suggest that family firms, with either a strong governance or an active family management, perform lower than nonfamily firms in creating brand value.

Investment Performance of Prominent Dollar-Cost Averaging Investment Strategies in MSCI Frontier Stock Markets

¹Xiaotian Tina, ^{2*}Eric C. Lin

California State University, Sacramento College of Business Administration, USA

Keywords: Integration, Holy Grail, Economics

Earlier research examining dollar-cost averaging strategies have focused on stock markets in developed-, developing- and emerging market countries. In this paper, we examine the investment performance of the conventional dollar-cost averaging (DCA) investment strategy as well as two variants of the DCA strategy in MSCI Frontier Stock Markets. MSCI Frontier Markets are generally categorized between emerging markets and the least developed countries, in terms of market liquidity, integration and maturity. This classification makes frontier economies an interesting area for financial economics research, particularly in investment strategies research. MSCI Frontier Markets include countries such as Bangladesh, Croatia, Kuwait, Lebanon, Morocco, Nigeria, Romania, Sri Lanka, and Vietnam. We investigate the DCA investment approach, a popular investment strategy that makes equal amount of contributions on a regular basis (e.g., monthly, quarterly or annually) over an investment horizon. The fundamental principle of the DCA strategy is consistent with the Holy Grail of investing Buy low and sell high. DCA allows an investor to systematically purchase more shares of an asset at lower prices as markets fluctuate. Given financial constraints and risk tolerance, many investors cannot make a large lump-sum investment and thus rely on making installments in an investment account such as 401(k) and Roth IRA. Utilizing stock market indices data obtained from Bloomberg terminals, we investigate the performance of the traditional DCA strategy, an enhanced DCA (EDCA) model (Richardson and Bagamery, 2001) and a modified DCA (MDCA) approach in MSCI Frontier Markets. We include the nine of the largest MSCI frontier market countries in the sample. We focus on frontier markets for two reasons. First, stock markets in frontier markets tend to exhibit more volatility than those in more developed emerging market economies and developing countries, and thus it may allow DCA investors to acquire additional shares of investment in down markets and may, in turn, result in lower average purchase prices (acquisition costs) and higher investment rate of return. Second, the DCA strategy has become more popular in many emerging countries as defined-contribution types of investment/retirement accounts became available. We aim to shed additional light on the performance of DCA strategies with emphasis on learning how DCA approaches are affected by volatilities of the underlying investments, especially given that emerging markets experience more frequent and severe downside risk exposures.

EFL Teachers' Perceived Benefits and Challenges of Task-based Language Teaching (TBLT) Implementation in Improving Students' Speaking Skills in Indonesia

*Novilda Angela Saragih
Yogyakarta State University, Indonesia

Keywords: Communicative Competence, EFL Teachers, Speaking Skill, Task-Based Language Teaching.

The English language is important in this globalization era in which it becomes the most common means of communication. The ability to contribute to world communication would widen opportunities to gain and enrich knowledge, extend social life, interact with more people around the world, and give better career opportunities. However, despite having learned the language for years, many EFL learners are still unable to use the target language appropriately, especially in communication. It is caused by the lack of knowledge and courage to express their ideas in the target language. This study aimed at investigating EFL teachers perceived benefits and challenges in developing students speaking skills through the implementation of task-based language teaching (TBLT). The data were obtained by conducting an interview and disseminating a questionnaire. A total of eight English teachers from a school in North Sumatera were purposively chosen due to their experience in implementing TBLT in developing students speaking skills. Qualitative analysis of this study revealed that teachers perceived TBLT implementation positively. Moreover, students were encouraged to practice more and be more fluent since the provided tasks required them to actively participate and use the target language. However, the challenges occurred regarding the limited practice time, teachers creativity in designing the materials, and mixed ability of the students who come from a varied educational background and have different learning objectives.

WebQuest: A Teaching and Learning Tool with Virtual Field Trip for Hospitality and Tourism Students

*Indrawati, Johara

Yogyakarta State University, Indonesia

Keywords: WebQuest, Teaching and Learning, Virtual Field Trip, Blended Learning, Vocational High School

This study is aimed at developing English teaching and learning materials using virtual field trips for hospitality and tourism students. The teaching and learning tool used in this study is WebQuest. In the 21st century, teachers and the student began to use technology as a tool to support teaching and learning. Virtual field trips are appropriate activities in supporting the teaching and learning process of hospitality and tourism students. The material to be developed in this research is direction and location. Students will be invited to visit several historical places virtually and show the direction and location to get to that place. However, this study uses research and development (R&D) methods which have five stages including need analysis, material development, expert validation, and revision. A teacher and tenth-grade student of the hospitality and tourism department in one of vocational high school Yogyakarta, Indonesia participate in this study. The results of this study indicate that material development using virtual field trips through WebQuest is applicable, appropriate, and attractive enough to be used in teaching and learning. Thus, developing teaching and learning materials using virtual field trips through WebQuest can increase student knowledge about some historical places in the world.

TRACK B

ENGINEERING, TECHNOLOGY, COMPUTER AND APPLIED SCIENCES



Fatty acid composition of muscle lipids of *Pseudophoxinus anatolicus*, an endemic fish species for Anatolia, in Beyehir Lake, Turkey

^{1*}Haluk OZPARLAK, ²Gokalp Ozmen GULER, ³Atilla ARSLAN

^{1,3}Department of Biology, Science Faculty, Selcuk University, Konya, TURKEY

²Department of Biological Education, Ahmet Kelesoglu Education Faculty, Necmettin Erbakan University, Konya, TURKEY

Keywords: Endemic Fish, Fatty Acids, $\omega 3/\omega 6$ ratio

Pseudophoxinus anatolicus (Hanko, 1924) also known as Anatolian minnow is threatened and endemic species from Anatolia. Beysehir Lake is the largest freshwater lake in Turkey. In this study, total fatty acid composition of muscle lipids of *P. anatolicus* in Beysehir Lake was determined for the first time. The fish samples were purchased from local fisherman in March. Fatty acid compositions of fish samples were analyzed by HP Agilent 6890 N Gas Chromatograph (GC) with FID detector and 100 meters HP-88 capillary column. C 22:6 $\omega 3$ Docosahexaenoic acid (DHA) was major fatty acid in *P. anatolicus*. Other predominant fatty acids were C 16:0 Palmitic acid, C 18:1 $\omega 9$ Oleic acid, C 20:4 $\omega 6$ Arachidonic acid and C 20:5 $\omega 3$ Eicosapentaenoic acid (EPA). Palmitic acid, Oleic acid and DHA were major saturated, monounsaturated and polyunsaturated fatty acids in the samples, respectively. The percentages total polyunsaturated fatty acids were higher than total saturated and monounsaturated fatty acids. The percentage of total $\omega 3$ fatty acid was higher than that of total $\omega 6$ fatty acid in the fatty acid composition of *P. anatolicus* with $\omega 3/\omega 6$ ratio of 2.19. Consequently, this species is economically valuable fish considering nutritional importance for human health and should be protected.

EVALUATION OF THE ANTIVIRAL ACTIVITY OF LENTINUS EDODES (SHIITAKE) EXTRACTS AGAINST HUMAN RESPIRATORY SYNCYTIAL VIRUS (HRSV)

¹HASAN HUSEYIN DOGAN, ²RUstem DUMANn
^{1,2}Science Faculty, Selcuk University, Konya, TURKEY

Keywords: Lentinus Edodes, Methanolic Extract, Aqueous Extract, Anti-RSV activity

This study was conducted to investigate the anti-RSV activities of crude methanol and aqueous extracts prepared from Lentinus edodes mushroom species grown in Turkey. Extracts were tested by means of the colorimetric XTT assay. The EC50 was defined as the concentration required to achieve 50% protection against virus-induced cytopathic effects, and the selectivity index (SI) was determined as the ratio of CC50 (concentration of 50% cellular toxicity) to EC50. Results showed that methanol extract of Lentinus edodes (EC50: 27.10 $\mu\text{g/ml}$ and SI: 25.31) and its aqueous extract (EC50: 22.00 $\mu\text{g/ml}$ and SI: 40.96) had anti-RSV activity at comparable rates to ribavirin (EC50 = 4.19 $\mu\text{g/ml}$, SI = 27.92) used as a positive control against RSV. The cell cytotoxicity test showed that both of the extracts tested had higher CC50 values than the EC50 values. In conclusion, we can say that both extracts, especially methanol extract, are worthy of further studies in order to develop RSV as an alternative to the commonly used ribavirin in the clinic. This is the first report on the anti-RSV activity of Lentinus edodes.

Investigation of Antibiotic Resistance, ESBL, Biofilm Properties of *Acinetobacter* spp. Strains Isolated from Various Clinical Specimens)

^{1*}Mustafa Onur Aladag,²Ahmet Demirdelen,³Mehmet Musa Ozcan

¹Department of Medicinal Laboratory, Vocational School of Health Services, Selcuk University, Konya, Turkey

²Institute of Health Sciences, Selcuk University, Konya, Turkey

³Department of Food Engineering, Faculty of Agriculture, Selcuk University, Konya, Turkey

Keywords: *Acinetobacter*, ESBL, Resistance, Biofilm

Acinetobacter spp. aerobic gram negative is a bacterium, which is a member of the Enterobacteriaceae family, an important cause of hospital infections and has become a problem to be solved in intensive care units. In our study, *Acinetobacter* spp. extended - spectrum beta - lactamase, biofilm and resistance properties were investigated. These samples were from 34.50% general intensive care unit, 15.50% from reanimation unit, 13.79% from internal intensive care unit, 12.07% from neurology intensive care unit, 10.35% from nephrology intensive care unit, 6.90% from emergency intensive care unit, 3.45% from the pediatric intensive care unit and in totally 96.56% from the patients in the intensive care unit were isolated. *Acinetobacter* spp. Resistance to antibiotics were investigated by disc diffusion method. 40% sensitivity to trimethoprim / sulfadiazine was detected while most susceptibility was colistine. 7% susceptibility to gentamicin, 7% susceptibility to tobramycin, 2% susceptibility to amikacin 2% susceptibility to imipenem 2% susceptibility to carbapenem group were detected. It could not be detected susceptibility to cefepim, to ciprofloxacin, to ceftazidim, to ceftriaxone, to cefotaxime, to amoxicillin/clavulanic acid, aztreonam and to ceftiofime. *Acinetobacter* spp. ESBL production was investigated by double disc synergy test and could not be detected. Biofilm investigated was made by using tube adhesion method and 8.62% biofilm production was evaluated as positive. It was concluded that policies should be developed to be careful in the use of antibiotics which are common in our country, taking measures to prevent biofilm formation in invasive procedures and investigating biofilm formation by molecular methods.

Advance Encryption Standard Cryptographic Algorithm Implementation on Test Bank System

¹*LAMPEL B. BEROL, ²Engr. Ritchie Reyna

^{1,2}Surigao State College of Technology Narciso, St., Surigao City, Philippines

Keywords: Advanced Encryption Standard, encrypt, decrypt, protocol, Blooms Taxonomy

The study aimed to develop a Test Banking System with integration of Advance Encryption Standard cryptographic algorithm available to enhance the system vulnerability against any unexpected attacks, reliability and speed of execution. The algorithm will be integrated for secure generation and retrieval of information on the Test Bank system which primary purpose was to create a storage of test questions that are based on the Blooms Taxonomy six level cognitive domain. As a result, the system will provide more secure and private way in terms of questionnaire transmittal (which means that the sender will be able to send and receive encrypted test question over the network). An Advanced Encryption Standard key management protocol is utilized to be able that the recipient will receive same key as the sender to decrypt the message confidentially.



UP COMING EVENTS

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<https://anissh.com/conferences/>



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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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