

IRBEMSH-2017

**International conference on
Implications of Research in Business
Economics Management Social
Sciences and Humanities**

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Osaka, Japan

February 16-17, 2017



Akademika Nusa Internasional
Association of Social Sciences and Humanities

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

ANISSH

Akademika Nusa Internasional Association of Social Sciences & Humanities

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Book of Abstracts Proceedings

**5th International conference on Implications of Research in Business
Economics, Management Social Sciences and Humanities**

Osaka, Japan
February 16-17, 2017

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Proceedings of the International conference on Implications of Research in Business, Economics, Management Social Sciences and Humanities (IRBEMSH)

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***5th International conference on Implications of Research
in Business Economics, Management Social
Sciences and Humanities (IRBEMSH)***

**Venue: Osaka International Convention Center 5 Chome-3-51 Nakanoshima,
Kita Ward, Osaka, Osaka Prefecture 530-0005, Japan**

Conference Theme: Providing Platform for enhancement of research
and developmental activities through networking.

SCIENTIFIC 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

CONFERENCE CHAIR MESSAGE

Dr. Sukri Palutturi

“International Conference of Akademika Nusa Internasional Association of Social Sciences and Humanities” 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 and applied 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. Sukri Palutturi

Conference Chair

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CONFERENCE SECHDULE

ANISSH-2017

**Venue:Osaka International Convention Center 5 Chome-3-51 Nakanoshima,
Kita Ward, Osaka, Osaka Prefecture 530-0005, Japan**

Time: Registration & Kit Distribution (8:30 - 9:30 am)

Day: Thursday

Date: February 16, 2017

Venue: Room 1

09:30 am - 9:40 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 Thursday (February 16, 2017)

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

Venue: Room 1

Session Chair: Dr. Sukri Palutturi

Presenter Name	Manuscript Title	Paper ID
Track A: Business and Management Studies		
Hsin-Yuan Chang	A Preliminary Study of the Structural Model of National Patent Quality	IRBEMSH-027-ANI108
Wen-Ping Wu	An Investigation on the Factors Affecting the Intention to Purchase Smart Electric Scooter	IRBEMSH-027-ANI109
Ms Lee Sang eun	Study on the Enhancing O2O E-Commence Platform Business -Focuses on the Delivery App Service-	IRBEMSH-027-ANI111
Chae Ri Kim	A Multicentric Case Study Analysis on Software Engineering Role in the Successful Overseas Expansion of Small and Medium sized Enterprises	IRBEMSH-027-ANI113
Jung Hoon Lee	A Case Study on an Integrated Approach of Business-Open Source-Development Model for Software Development	IRBEMSH-027-ANI114
Dr. Christine Chou	The Effect of Government Science & Technology Policy on Firms Innovation Strategy: A Comparative Study	IRBEMSH-027-ANI116

Lunch Break: (12:30-01:30pm)

DAY 01 Thursday (February 16, 2017)

Second Presentation Session (01:30 02:45 pm)

Venue: Room 1

Session Chair: Dr Sakuri Plauttri

Presenter Name	Manuscript Title	Paper ID
Track B: Social and Community Studies		
Ario Anindito	Zipfs Law : An Empirical Mysterious Law that Many Types of Data Studied in the Physical and Social Sciences can be Approximated	IRBEMSH-027-ANI115
Mr. Teten Masduki	Revitalization of Pancasila as an Alternative Solution to the Conflict in Indonesia is Based on a Case Study of Separatist Movements in Papua	IRBEMSH-027-ANI104
Track C: Educational and Communication Studies		
Ms. Pei-Ying Yang	The Impacts of Anchored Instructional Materials on Special Education Students' Learning Achievement for Mathematics	IRBEMSH-027-ANI102
Ms Wei-Ting Wang	The Effects of Different Guiding Scenario-Based EBooks On Middle School Students' Mathematical Learning Motivation And Achievement	IRBEMSH-027-ANI103

Tea Break: (02:45-03:00pm)

DAY 01 Thursday (February 16, 2017)

Third Presentation Session (03:00 04:00 pm)

Venue: Room 1

Session Chair: Dr Sakuri Plauttri

Presenter Name	Manuscript Title	Paper ID
Track D: Economics, Finance and Accounting		
Dan bi Hong	An Exploratory Study on Sharing Economy Businesses: A Systems Thinking Approach	IRBEMSH-027-ANI112
Track A: Business and Management Studies		
Dr.Mika Goto	Operational, Environmental and Scale Efficiencies of Japanese Chemical Industry	IRBEMSH-027-ANI117
Mr. In-Ho Jang & Ji-Eun Ha	Internet News Comment Propensity Comparison Using Elastic Net and Sentiment Lexicon Construction	IRBEMSH-027-ANI119

Ending Note: (04:00pm)

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: IRBEMSH-027-ANI114C

Jung Hoon Lee

Yonsei University Graduate School of Information, Seoul, Korea

Conference Day 02 (February 17, 2017)

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



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TRACK A

BUSINESS AND MANAGEMENT STUDIES

A Preliminary Study of the Structural Model of National Patent Quality

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Keywords: Patent Quality, Reflective Measurement Model, Patent Analysis

In the era of a knowledge based economy, innovation plays a highly important role in national innovation competence. In particular, the ability to analyze the rich information embodied in patents to facilitate policy making and decision-making for research and development has long been an issue discussed by many scholars. The quality of a nations patents reflects its innovation competence and technical levels; therefore, in recent years, scholars of different countries have begun to evaluate the quality of patents. Against such a backdrop, this study adopts the reflective measurement model to explore the patent qualities of different countries, and constructs a structural model of patent quality from the data-driven perspective. According to the research results, patent family, number of claims, number of IPCs, forward citations, non-patent reference, and maintenance time are the structural factors of patent quality. Specifically, forward citations and number of claims are explained by the potential construct of patent quality to the largest extent. In addition to being applied to evaluate the patent quality of different countries, the research results can be used in the discussion of patent quality, the prediction of patent quality, and other issues, which the government and the entire industry are interested in.

An Investigation on the Factors Affecting the Intention to Purchase Smart Electric Scooter

¹ Dr. Wen-Ping Wu, ^{2*} Hsin-Yuan Chang, ³ Shu-Hao Chang

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Keywords: Smart Electric Scooter, Environmental Attitude, Lifestyle, Technology Acceptance Model

In order to develop a sustainable environment with low-carbon and green energy, many countries around the world have invested heavily into the development of smart electric vehicles. With the issue of global warming having exploded in recent years, it has focused some attention on electric scooters that integrate speed, convenience, environmental protection, and high economic benefits. This study used perceived usefulness and perceived ease of use on a model covering environmental attitude, lifestyle, and technology acceptance to investigate the factors influencing consumers attitude towards their use and intention to purchase an electric scooter. This study selected Gogoro electric scooter as the research object and distributed 354 questionnaires to potential consumers, with 346 valid questionnaires returned. According to the research results, in terms of potential consumers attitude towards use and intention to purchase, male subjects attitude towards use was significantly higher than female subjects. However, due to the excessively high maintenance cost and maintenance inconvenience, potential consumers intention to immediately purchase an electric scooter was not strong. Trend leading, unique style, new scientific and technological knowledge, self-confidence, and professionalism all had a positive effect on potential consumers attitude towards use, while pursuit of new knowledge had a positive effect on potential consumers intention to use. Therefore, this study suggests that smart electric scooter suppliers should target male consumers with a higher educational background as their primary customers. The themes of marketing activities should stress environmental protection, focus on the pursuit of new scientific and technological knowledge and trend leading, emphasize unique style, and embody self-confidence and professionalism in order to help increase sales and further reduce consumers concern over maintenance cost and to improve the convenience of maintenance.

Study on the Enhancing O2O E-Commerce Platform Business -Focuses on the Delivery App Service-

¹ Lee Seung ha,^{2*} Sang Eun Lee, ³ Jung Hoon Lee

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Keywords: O2O, Delivery App Service, Platform Business, Two-Sided Market, App Service

With the development of electronic business, e-business becomes a new mode of Online to Offline. Recently, the delivery app services that represented by O2O platform business has growing every year. However, as competition for excessive spending in platform and marketing costs intensified has been running in red in terms of operating profit. First this paper analyzes the present situation of the delivery app service in O2O e-commerce approach system dynamics model. Then it expounds the activation and service delivery platform of the application's suppression strategy by contingency factors. Finally, by analyzing the problems and alternatives in the cause and effect diagram, it presents similar improvements under the O2O platform business model. After analyzing the overheated delivery service market in the application market, tries to do a research on the core competitiveness of service industry based on O2O and thus provide some advices for the survival strategies. It is expected that this will be the relative barrier to the practical point of view the low O2O platform business.

A Multicentric Case Study Analysis on Software Engineering Role in the Successful Overseas Expansion of Small and Medium sized Enterprises

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of Information Seoul, South Korea

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Keywords: Software Engineering, Software Quality, WBS, SWEBOK, Global Software

WBS(World Best Software) has authorized software development firms to have intellectual property right unlike existing SW R&D business and have aimed to create actual achievement through commercialized software development. Also WBS has attempted to develop high quality of SW as global market need throughout quality management of total development stage in order to prevent from exclusion of marketplaces in consequence of software development convention by rule of thumb and absence of management system. Therefore this study aim to draw the positive implication of limitation and suggestion for small-and medium-sized enterprises to extend there business abroad through the analysis of multicentric case studies and side effects of software engineering application focused on the WBS projects in terms of successful overseas expansion. In this research, the crucial elements of previous preparation for small-and medium-sized enterprises were analyzed by targeting successful WBS companies having project understanding and verification of quality with regard to the global market expansion. The first stage is the standard for the 15 areas of knowledge(KAs) about SWEBOK V3.0. The second stage is the enterpriser interviews with regard to the successful oversea market expansion. The third stage is the deduction of areal knowledge through the specialist interviews. The fourth stage is the reclassification of the accomplished areal knowledge. The fifth stage is the conduction of multicentric case analysis by reclassified software engineering areas. The analysis study suggests the requirement of additional substantiation for a variety of small-and medium-sized national enterprises to expand toward global market places with these as its springboard. This research shows verification investigations about implication deduction through the quantitative research on various national firms are also absolutely crucial part in the future. The further research in terms of economical aspects of the efficiency and positive effect on software engineering would contribute to recover the limitation of software as intangible assets and to break down the entry barrier for the global market expansion.

A Case Study on an Integrated Approach of Business-Open Source-Development Model for Software Development

¹ Kapsik Yoo,^{2*} Jae Hyeok Lee,³ Jung Hoon Lee

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Keywords: Open Source, Business Model, Business Strategy Development of Software

Lately, there are cases of success about using open source to make various business model all around world. This phenomenon implies that companies are not just following this because it is a trend but to secure competitiveness in the market. However, domestic companies have lack of understanding and strategies which leads to failure because they just imitate The Best Practice that other companies have did it before. In this study, we are recognizing that Open Source is an Innovative technology to adapt companies to new circumstances in the field of IT. Moreover, we attempt to guide an integrated aspect of framework and propose a strategy used by Open Source which is analyzed through multiple cases. As a result, companies business strategy of developing software plays a major role making an Open Source model. Additionally, we founded several types of the model which were related with the factors of business strategy. Consequently, in this study, we researched a concept framework of the integrated approach of business-open source-development model and verified implications in aspect of the academic levels. And also, we are providing practical implications for several companies about various types of Open Source strategy.

Operational, Environmental and Scale Efficiencies of Japanese Chemical Industry

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Keywords: DEA, Efficiency, Environment, Chemical Industry

Japan was the third largest country in global shipment in chemical industry, with 338.2 billion dollars in 2010, after China and the United States. However, the scale of operation of all companies in Japan is small compared to the other global chemical companies. The chemical industry significantly contributes to the Japanese economy, but it is known that production activities cause various environmental problems. Thus, appropriate scale management, improved energy efficiency, and environmental protection are important business concerns for the chemical industry. This study measures operational, environmental and scale efficiencies of the chemical companies in Japan by applying the Data Envelopment Analysis (DEA) to a data set consisting of 31 Japanese chemical companies over the period from 2007 to 2010. This study uses amounts of CO₂ emissions and waste discharges as inputs for production in a DEA framework to incorporate environmental factors to the efficiency comparison. From the results, we discuss desirable business strategy for chemical companies in Japan.

Internet News Comment Propensity Comparison Using Elastic Net and Sentiment Lexicon Construction

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Keywords: Sentiment Analytics, Sentiment Lexicon, Text Analytics, Opinion Mining

Recently, with the development of Web 2.0 and the generalization of smart devices, short text data is exponentially increasing as modern people can express their opinions about objects through short text in real time. In particular, comments are used as tools to form public opinion, and identifying tendency of comments is recognized as an important factor in confirming public opinion on specific objects or social issues. However, the existing researches in Korea are mostly qualitative researches on the interaction characteristics and acceptability of comments in predicting the tendency of comments. Therefore, in this study, the tendency of comments is identified by using text mining technique. To understand the emotions of comments, based on the analyses of news comments on Daum and Naver, the most popular Internet portal sites in Korea, we utilize Elastic Net - one of the regression analysis methods - to measure sentimental weight of words and make sentiment dictionary after extracting words which are important to express their emotions. Based on the sentiment dictionary made by the keyword The Minjoo Party of Korea and Peoples Party in both portal sites comments, we checked their positive/negative tendencies. After simple frequency analysis, we found that news comments of Daum and Naver has its own characteristics and there is a difference between the two. Therefore, this research is expected to be one of the measures used to grasp opinion on some social phenomena.

The Effect of Government Science & Technology Policy on Firms Innovation Strategy: A Comparative Study

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Keywords: Government policy, Exploitation, Exploration, Text Analytics, and Innovation Strategy.

This study investigates the issues of how government research, technology, development and innovation policies affect and/or interact with firms strategic choices so as to lead to subsequent performance. Compared with previous studies mainly focused on the national level, this study aims to examine this issue from the perspective of firms. Since Taiwan and the US represent different approaches of the government policy industry behaviors, this study adopts the methodology of comparative case studies using the text analytics. In total, we collected 55 documents for the US government and 2,550 for firms, dating from 2011 to 2015. As for the Taiwans documents, we collected 21 documents for the government and 1,927 for firms dating from the year of 2001 to 2015. Our result shows the unfavorable consequence of adopting similar path with the governments RTDI policy direction in the US sample. However, Taiwans data show that the answer is more complicated and more explanations are needed. This study provides lessons and insights for theory and practice.



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TRACK B

SOCIAL AND COMMUNITY STUDIES

Revitalization of Pancasila as an Alternative Solution to the Conflict in Indonesia is Based on a Case Study of Separatist Movements in Papua

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Keywords: Pancasila, Separatism, Revitalization

Indonesia is a unitary state which has a wide range of cultures, local languages, religions, ethnicity, race, traditions and beliefs held by people who are scattered in several islands Indonesia. But with such diversity has the potential to cause various problems in society. Because one of the characteristics of diversity is the difference. Unresolved differences could develop into conflicts or contradictions in society. Pancasila as the philosophy and ideology of the nation, was stated in the opening of the 1945 Constitution as an alternative solution to the conflict that occurred in Indonesia. Because the ideology of Pancasila role as a nation and also as an integral tool that upholds humanity, justice, unity, harmony, and balance on the belt by the five precepts. If the values contained in Pancasila can be applied and lived by public of Indonesia, it will be the creation of a just, peaceful and peace. However, the lack of public awareness in implementing pancasila can lead to conflict within the community itself, such as the existence of separatist movements in Papua who gathered in the organisasi papua merdeka (OPM) with active movement that has a lot of casualties. This paper raised the topic of which offer solutions revitalization (reviving) the values of Pancasila as an alternative solution to the conflict in Indonesia is based on a case study of separatist movements in Papua. This paper will also discuss the implementation of strategic steps in the implementation of solutions which are summarized in the conclusions of this paper.

Zipfs Law : An Empirical Mysterious Law that Many Types of Data Studied in the Physical and Social Sciences can be Approximated

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Keywords: Word Frequency, Zipfs Law, Bizarre Pattern

About one out of every 16 words we encounter on a daily basis is "the". The top 20 most common English words in order are "the", "of", "and", "to", "a", "in", "is", "I", "that", "it", "for", "you", "was", "with", "on", "as", "have", "but", "be", "they". That's a fun fact. A piece of trivia but it's also more. Whether the most commonly used words are ranked across an entire language, or in just one book or article, almost every time a bizarre pattern emerges. The second most used word will appear about half as often as the most used. The third one third as often. The fourth one fourth as often. The fifth one fifth as often. The sixth one sixth as often, and so on all the way down. For some reason, the amount of times a word is used is just proportional to one over its rank. Word frequency and ranking on a log log graph follow a nice straight line. A power-law. This phenomenon is called Zipf's Law and it doesn't only apply to English. It also applies to all languages. Moreover, Zipf's law doesn't just mysteriously describe word use. It's also found in city populations, solar flare intensities, protein sequences and immune receptors, the amount of traffic websites get, earthquake magnitudes, the number of times academic papers are cited, even the rate at which we forget. This information will dive into Zipf's ramifications, some related patterns, some possible explanations and the depth of the mystery itself.



TRACK C

EDUCATIONAL AND COMMUNICATION STUDIES

The Impacts of Anchored Instructional Materials on Special Education Students' Learning Achievement for Mathematics

^{1*}Pei-Ying Yang^{1,2}, Cathy Weng³, Apollo Weng⁴, Hsin-Yi Lin

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Keywords: Anchored Instruction, E-Books, Special Education Students, Linear Equation in one Unknown

The aim of this study is to investigate the effects of anchored instructional materials on students learning achievement for Mathematics. Two types of learning tools, a highly interactive e-book versus a low interactive PPT, were designed and compared in the study. An anchored instruction is to bring the learning contents into story context, and create a shared experience among students. The topic, the linear equation with one unknown, in seventh-grade mathematics is presented in these two types of learning contexts. A total of sixty-three special education students from the resource class participated in the study and were divided into the experimental group and the control group. The experimental group learned with an anchored instruction in a highly interactive e-book while the control group learned with an anchored instruction PPT in low interactivity. The results are shown as follows. 1. All students have made apparent progressions in grades for mathematics under the use of anchored instruction e-books and PPTs. 2. The students who learned with anchored instruction e-books significantly outperformed those students learned with anchored instruction PPTs in their mathematical learning achievement. Overall, the anchored instructional materials developed in the current study integrating digital technology and mathematics could be used as supplements for future teaching and learning. Moreover, it is believed that the results found here would be valuable for both educators and researchers.

The Effects of Different Guiding Scenario-Based EBooks on Middle School Students' Mathematical Learning Motivation and Achievement

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Keywords: Scenario-Based Learning, Learning Achievements, Guiding Strategies, Linear Inequalities in One Unknown

The study investigated the effects of two types of e-books on junior high school students learning achievements and learning motivation for Mathematics. A seventh-grade Mathematics lesson on linear inequalities in one unknown, was presented in either a system-guided scenario-based learning e-book (automatically showing embedded key points) or a self-guided task-based learning e-book (allowing users to freely choose what they want to read). Fifty participants involved in the study were randomly assigned into the experimental group and the control group. The experimental group learned through a system-guided scenario-based learning e-book, and the control group used a self-guided task-based learning e-book. There were two major findings of the study. First, both groups demonstrated significant improvement in Mathematical learning achievements after the intervening treatment, indicating that the e-book was beneficial to the participants learning of linear inequalities in one unknown. Second, the experimental group significantly outperformed the control group in Mathematical learning motivation. Both the scenario task-oriented e-books proposed in the current study integrated digital technology and mathematics teaching materials, and have shown great results on students Mathematical learning. It is believed that the results would be valuable for mathematics educators and researchers.



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TRACK D

ECONOMICS, FINANCE AND ACCOUNTING

An Exploratory Study on Sharing Economy Businesses: A Systems Thinking Approach

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Keywords: Sharing Economy, Collaborative Consumption, System Thinking Approach

In the recent years, the phenomenon of sharing economy has emerged in the marketplace and businesses leveraging the sharing economy have flourished. The concept of sharing economy is important to understand companies such as AirBnB and Uber which are recognized as a disruptive innovation that threatens the paradigm of existing industries. As Airbnb and Uber develop scalable platforms empowering individuals to share access to excess capacity of accommodation and transportation with one another, it complicates the existing business ecosystem as well as the government regulations. Therefore, platform providers should understand the underlying dynamics of sharing economy in order to avoid the negative network effectiveness of the platform, while maximizing the value of the platform. This study, an exploratory research based on interviews, has derived factors of promoting and hindering expansion of sharing economy businesses in Korea using an Airbnb Korea case. For this, the casual loop diagram was developed to deduce key issues, and propose an alternative. The results of this study are expected to help expand sharing economy businesses in Korea, by minimizing the potential negative effects and by maximizing the positive effects.

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/south-africa-conferences/>

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

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

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

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

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

<http://anissh.com/conferences/jordan-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/czech-republic-conferences/>

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

Our Vision

Our vision is to establish sustainable research and academic hub for future generations.

Osaka, Japan

(IRBEMSH-FEB-2017)

**International Conference on
Implications of Research in Business
Economics, Management Social
Sciences and Humanities**



Akademika Nusa Internasional
Association of Social Sciences and Humanities