

SBTM-2017

**International conference on
Social Sciences, Business
Technology and Management**

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Seoul, South Korea

February 17-18, 2017



Akademika Nusa Internasional
Association of Social Sciences and Humanities

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

ANISSH

Akademika Nusa Internasional Association of Social Sciences & Humanities

TABLE OF CONTENTS

SCIENTIFIC COMMITTEE	7
ORGANIZING COMMITTEE	10
CONFERENCE TRACKS	11
CONFERENCE CHAIR MESSAGE	12
CONFERENCE SECHDULE	13
Participants Registered As Listener/ Observer	16
Conference Day 02 (February 18, 2017)	1
<i>TRACK A</i>	2
<i>SOCIAL AND COMMUNITY STUDIES</i>	2
The Effectiveness of Health Education Program With Local Media SOR-RAPANYA for Health Behavior Modifying among Liver Fluke Patients Khon Kean,Thailand	3
Teenage Mothers and the Awareness of Communities in North East Thailand	4
Stroke Prevention Behavior Among Thai Senior Citizens (More than 75 years old)	5
Revealing the Impact of Public Sphere on the Lifestyle of Creative Class — A Perspective from Visual Communication Designers in Taipei	6
Effect of Paslop Dancing for Leg Strength and Balance in Elderly	7
Thai I-san local Dance Program to Improve Physical Fitness among High Risk Type 2 DM Womens Elderly, Mahasarakham Province, Thailand	8
<i>TRACK B</i>	9
<i>ECONOMIC, FINANCE AND ACCOUNTING</i>	9
The Impact on Long-term Capital Investment of Accounting and Prudential Standards for Financial Intermediaries	10
<i>UP COMING EVENTS</i>	11

Book of Abstracts Proceedings

**5th International Conference on Social Sciences,
Business, Technology and Management**

Seoul, South Korea
February 17-18, 2017

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***5th International Conference on Social Sciences,
Business, Technology and Management (SBTM)***

Venue: Loisir Hotel Seoul Myeongdong, South Korea

Conference Theme: Provision of unified communication platform for researchers in a wide area of topics from all fields related to Social Sciences, Business, Economics and Management Studies

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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

Email: conference.chair@anissh.com

CONFERENCE SECHDULE

ANISSH-2017

Venue:Loisir Hotel Seoul Myeongdong, South Korea

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

Day: Friday

Date: February 17, 2017

Venue: Room 1

10:00 am 10:10 am	Introduction of Participants
10:10 am 10:20 am	Inauguration and Opening address
10:20 am 10:30 am	Grand Networking Session

Tea/Coffee Break (10:30- 11:00 am)

DAY 01 Friday (February 17, 2017)

First Presentation Session (11:00 am - 12:00 pm)

Venue: Room 1

Session Chair: Dr Sakuri Plauttri

Presenter Name	Manuscript Title	Paper ID
Track A: Social and Community Studies		
wittaya jantu	The Effectiveness of Health Education Program with Local Media SOR-RAPANYA for Health Behaviour Modifying among Liver Fluke Patients, Khon Kean, Thailand	SBTM-027-ANI106
Wacharaphol Wiwat Thaopan	Teenage Mothers and the Awareness of Communities in North East Thailand	SBTM-027-ANI108
Chulaporn Sota	Stroke Prevention Behaviour among Thai Senior Citizens (More than 75 Years Old)	SBTM-027-ANI115
Zou Ying	Revealing the Impact of Public Sphere on the Lifestyle of Creative Class — A Perspective from Visual Communication Designers in Taipei	SBTM-027-ANI116

Lunch Break: (12:00-01:00pm)

DAY 01 Friday (February 17, 2017)

Second Presentation Session (01:00 - 02:00 pm)

Venue: Room 1

Session Chair: Dr Skuri Plauttri

Presenter Name	Manuscript Title	Paper ID
Track A: Social and Community Studies		
Shinnachote Thongton	Effect of Paslop Dancing for Leg Strength and Balance in Elderly	SBTM-027-ANI118
Nuanprang Duangsawang	Thai I-San Local Dance Program to Improve Physical Fitness among High Risk Type 2 DM Womens Elderly, Maharakham Province, Thailand	SBTM-027-ANI120
Track B: Economic, Finance and Accounting		
Rigot	The Impact on Long-Term Capital Investment of Accounting and Prudential Standards for Financial Intermediaries	SBTM-027-ANI123

Ending Note: (02:00- 03:00 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: SBTM-027-ANI119A
Wambui Boniface Maina
National Industrial Training Authority, Kenya

Conference Day 02 (February 18, 2017)

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



*5th International Conference on Social Sciences
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TRACK A

SOCIAL AND COMMUNITY STUDIES

The Effectiveness of Health Education Program With Local Media SOR-RAPANYA for Health Behavior Modifying among Liver Fluke Patients Khon Kean, Thailand

¹Wittaya Jantu, ^{2*} Chulaporn Sota

^{1,2}Faculty of Public Health Khon Kean University, Thailand

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Keywords: Liver Fluke, Health Education Program, Local Media SOR-RAPANYA

This a quasi-experimental study aimed to assess the effects of health education program by applying protection motivation theory and social support with local media Sor-rapanya for health behavior modifying among liver fluke patients in Lahanna sub-district Wangnoi district, Khon kaen province. Thailand. The participants were liver fluke patients. The experimental and control group were 42 patients per group. The experimental group received a health promotion program which consisted of lectures, discussions, VDO, flip charts and practice guideline for liver fluke and given social support with local media Sor-rapanya for health behavior modifying including health network participation . The results showed that, The mean scores of knowledge about liver fluke, perceived severity and perceived susceptibility of the experimental group after received a health education program were significantly higher than before and the control group. (P-value;0.05) Regarding after implementation of the experimental group, the score of facing problems with the liver fluke, efficacy expectation in the prevention of liver fluke and practicing in the prevention of liver fluke are increasing no significant difference to before implementation and comparison group. After attending health education program, the experimental group has the average of the score of facing problems with the liver fluke, efficacy expectation in the prevention of liver fluke and practicing in the prevention of liver fluke higher than before implementation and the comparison group due to the behavioral health and behavior of individuals in the health care changes. High health network participation such as budgeting allowance by local authority, laboratory check up by community hospital, health volunteer support for liver fluke verbal screening in addition to khon kaen university support for liver fluke in animals. The effects of this health education program affected higher in knowledge, perceived severity and susceptibility. An intensive education campaign is needed to prevent the liver fluke in the community as well as high health network participation

Teenage Mothers and the Awareness of Communities in North East Thailand

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Keywords: Teenage Mothers, Quality Of Life, Premature Pregnancy, Focus Group Discussion, Awareness

The purpose of this study was to explore the quality of life of teenage mothers, and the awareness of communities about sexual health problems among youth through the use of focus group discussion. Both qualitative and quantitative methods were adopted. A total of 102 teenage mothers were recruited through Phon Hospital, Khon Kaen Province, Thailand to take part in questionnaire survey. Descriptive statistics data were analysed to determine the average percentage and standard deviation. Qualitative analysis was performed after conducting in-focus group discussion with 56 participants. The results show that 89.2 percent of teenage mothers do not go on or continue with academic study after their pregnancy. The majority of participants experienced sex for the first time at the age of 16. The mean age was calculated at 15.6 years old (s.d.=1.8). The minimum age of first intercourse was 11 years old. The overall of quality of life was moderate (Mean=3.4, s.d.=0.5). Qualitative analysis revealed current situation of teenage mothers that is the biggest problem that should be resolved. The focus group participants agreed that the issue of teenage pregnancy, there are several causes such as problem of themselves, social and environmental, and parent/guardian or families. The most important is teaching of sex education is too weak and not suited to the present social context. This study contributes to understanding the lives of Thai teenage mothers and their quality of life. This study explored the opinions of Thai teenage mothers, their perceptions of the causes of teenage pregnancy, and their views on preventing associated problems for the next generation of youth from several groups, including groups of teenage mothers.

Stroke Prevention Behavior Among Thai Senior Citizens (More than 75 years old)

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Keywords: Stroke Or Cerebrovascular, Death and Disability, Stroke Prevention

Stroke Or Cerebrovascular disease is a global issue including Thailand and negatively affect quality of life. That makes them impossible to do activities in daily life. Chronic disease that causes of Death And Disability. It was found that the elderly chronic diseases will increase. As a result, the incidence of stroke was higher. Seniors people older than 75 years, so there is more a higher risk of stroke also. To determine knowledge and perception including prevention behavior of stroke among Thai senior citizens. This is qualitative research study in a community in the Northeast of Thailand. Sample were 25 old age people (more than 75 years old) living in communities in Khon Kaen Province, Thailand. Research tools were in-depth interviews and group discussions guidelines, including observations. Data collect by using the method of gathering data from old age people with group discussions, in-depth interviews and observations by the research team and then data analyze by using content analysis. most knowledgeable for Stroke Prevention in some degree. The healthy elderly perception with the self in disease prevention and high operating results are recognized themselves well and have good practice habits, including always seek for information. Those with medical conditions or unhealthy people ,there is a perception of low ability and practical results are recognized themselves badly, including knowledge and awareness that is not valid. In the matter of the cause, prevention and therapy. Some people still belief of khumma is cause of stroke. There should be a campaign to enhance their knowledge about the correct recognition of stroke in the elderly. Continuous and comprehensive Media production and distribution as well as media coverage and easy to understand thoroughly and there should be a two-way communication. To contribute to the development of correct behavior appropriate. As well as speed up the misconception that the disease is caused by evil creature of khumma.

Revealing the Impact of Public Sphere on the Lifestyle of Creative Class — A Perspective from Visual Communication Designers in Taipei

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Keywords: Creative Class, Public Sphere, Creative City, Creative Talent, Taipei

More and more scholars started to pay attention to the research about creative class, creative city and creative talent. According to Richard Florida(2002), creative class has its special lifestyle. They chase higher quality of life in city. It is inevitable for city to develop suitable environment in order to attract and remain creative class. How to develop enjoyable public sphere in city? How to promote the quality of city life? How to meet the demand of creative class? This is a qualitative research. Based on the analysis of literature about creative class and cultural and creative industries in Taiwan, in-depth interview would be conducted to designers in visual communication design industries, which is designed to know more about their daily life in Taipei. The outcome of this research could sketch the life of creative class in Taipei, and find out how they interact with city public sphere. Finally, some advise would be produces for development of Taipei public sphere.

Effect of Paslop Dancing for Leg Strength and Balance in Elderly

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Keywords: Paslop, Leg Strength, Balance, Elderly

Paslop is a traditional dance of Laos and extended to Thailand. It has a movement pattern in all directions, bend and lift the knee, and turn around for change the directions, requires leg strength and balance as well for achieve balance throughout the dance. From such movement, researcher believed Paslop may affect to improve leg strength and balance in elderly. This is quasi - experimental research, aimed to study effect of Paslop dancing on leg strength and balance in elderly. Subject was elderly 60-79 years (6 men and 54 women). Subjects were selected from inclusion criteria and simple random sampling for 30 subjects into experimental group and control group. Experimental group was trained and performed Paslop dancing program 50 minute a day, 3 days per week for 4 weeks. Control group was not trained and performed any program. The outcome measures was used 30 seconds chair stand test for leg strength test and timed up and go test for balance test, before and after 4 weeks. Statistical analysis using descriptive statistic for general characteristic, Paired Sample t-test and Independent t-test using for compare within group and between groups. The level of significant was set at 0.05. The results showed that leg strength and balance in experimental group was increase after trained 4 weeks ($p < 0.05$). In the control group there is no any change. The comparison between groups found that leg strength and balance of the experimental group was significant ($p < 0.05$) after 4 weeks. After training 4 weeks found that Paslop can improve leg strength and balance in elderly . It should be apply for leg strength and balance in elderly in other communities.

Thai I-san local Dance Program to Improve Physical Fitness among High Risk Type 2 DM Womens Elderly, Mahasarakham Province, Thailand

¹Nuanprang Duangsawang,^{2*} Chulaporn Sota
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Keywords: Thai I-San Local Dance, Physical Fitness, High Risk Type 2 DM, Womens Elderly

Diabetes mellitus is a global issue including Thailand. 40% of the population has high risk to type 2 diabetes, that progresses to over diabetes and incident at a rate of about 10% per year in the world. Healthy lifestyle may delay progression by about 50%. Lifestyle changes aiming at healthy diet and habitual physical activity are mandatory for the prevention and treatment of type 2 diabetes as fair as in other metabolic syndrome. Therefore, Exercise Local Dance Base On Culture Concept or (Thai-Isan) ELD-BOC Concept may can mobilized procedure to change healthier lifestyles and an increased essential motivation for physical activity residue the strongest predictor of long standing results. To test the physical fitness promotion management program by using ELD-BOC (Thai-Isan local dance), And test of level exercise intensity, among high risk to type 2 diabetes mellitus womens elderly. Following is a trial acute exercise training test session, 5 subjects in 1 group with high risk to type 2 diabetes were enrolled either in a Thai-Isan local dance program. Output measures were improved physical fitness test, clinical effects and level exercise intensity. According, improved oxygen saturation form fingertip in high risk to type 2 diabetes subjects. Target achievement was pre-test and post-tested at baseline and 5 days ago and spent time for trained 3 days. After implementation found that increasing a physical fitness by chair stand test, arm curl, 6 min walk, 8 Ft up & go, chair sit & reach (right and left), and decrease value of back scratch of right (increase physical fitness). However, it (acute exercise) cant increase a physical fitness or decrease value of back scratch of left. Then, it decrease or weight loss and decrease a visceral fat. According, it increase an oxygen saturation. Finally, when we test level of exercise intensity by polar heart rate test, its a moderate intensity. Thai I-san Local Dance increased good physical activity/ physical fitness in motivated subjects with high risk to type 2 DM womens elderly.



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TRACK B

ECONOMIC, FINANCE AND ACCOUNTING

The Impact on Long-term Capital Investment of Accounting and Prudential Standards for Financial Intermediaries

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Keywords: Banks, Insurance Company, IFRS Accounting, Long-Term Investment, Lending, Asset Allocation, Prudential Requirements

The aim of this paper is to explain why there is insufficient long-term capital investment despite the abundant savings collected by a booming financial sector. This paper shows that International Financial Reporting Standards (IFRS) can affect different financial intermediaries in different ways, and that current prudential rules are likely to prove even more detrimental to long-term investment financing. In addition to semi-structured interviews, we have established a qualitative database from responses to the Public Consultation launched by the European Commission on its Green Paper on the long-term financing of the European economy, made public in March 2013. Given the number of respondents, the range of sectors in which they operate and their diverse national backgrounds, our database can be considered a representative European sample. We have examined the responses of the full range of stakeholders (e.g., investors, banks, insurance companies, regulators), clearly rendering their opinions and analysing them against the findings in the academic literature. To address these factors and make accounting standards more supportive of long-term investment, we propose using the asymmetric prudence principle and creating an accounting category that allows certain types of investments with a long time horizon (stocks, private equity and infrastructure investments) to be measured at cost. At the same time, we note that prudential requirements (solvency, liquidity and leverage ratios) have a negative impact on portfolios of loans and high-risk securities such as quoted and unquoted equities (private equity) and infrastructure investments, although that impact should not be overstated. We have found that the cumulative negative effects of existing accounting and prudential standards make high-risk investments less attractive than government paper. To give banks adequate incentives to finance long-term undertakings without sacrificing traditional bank intermediation and financial stability, risk weightings for long-term assets should be reduced, a wider range of assets should be made eligible for the liquidity buffer, with precedence given to investments that finance the real economy (capital spending on tangible and intangible assets), and banks should rethink the stark emphasis on return on equity that characterised a number of their models in the 2000s.

UP COMING EVENTS

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

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Our Vision

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

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