IRDSSH-2017

International Conference on Innovations Through Research Developments in Social Sciences Humanities and Management Studies

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March 25-26, 2017

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

ANISSH

Akademika Nusa Internasional Association for Social Sciences & Humanities

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International Conference on Innovations through Research Developments in Social Sciences, Humanities and Management Studies (IRDSSH)

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Proceedings of the International Conference on Innovations through Research Developments in Social Sciences, Humanities and Management Studies (IRDSSH)

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6th International Conference on Innovations through Research Developments in Social Sciences, Humanities and Management Studies (IRDSSH)

Venue: Leisure Inn Hotel Le Shu Shanghai, China

Conference Theme: Promoting the Innovation of Research for Better Service to the Society

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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 Huminities" 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: Leisure Inn Hotel Le Shu Shanghai, China

Time: Registration & Kit Distribution (8:30 - 9:30 am)
Day: Saturday
Date: March 25, 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)

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DAY 01 Saturday (March 25, 2017)

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

Venue: Room 1
Session Chair: Dr Sukri Plauttri
Track A: Interdisciplinary Studies

Presenter Name	Manuscript Title	Paper ID
Tsung-Chien Chen	Research on the Service Requirements of the Service Experience Engineering Method Applied to the Institutional Nursing Aides	IRDSSH-037-ANI109
Shu-Hsiang Chuang	Research on the Service Requirements of the Service Experience Engineering Method Applied to the Institutional Nursing Aides	IRDSSH-037-ANI109C
Yi-Wen Tsai	Using R Language and SPAM to Construct Data Hiding Automatic Detection Management Platform	IRDSSH-037-ANI117
Sheng-Ming Hu	Utilize Instant Messaging Software Bridge System to Reduce the Burden of Communication and Management of Multinational Enterprise	IRDSSH-037-ANI118
Track B: Social and Community Studies		
I-Chieh Huang	Automated Data Collecting Management Platform of Children Learning Record Based on Internet of Things	IRDSSH-037-ANI113
Track C: Business and Management Studies		
Wen-Ling Shiao	Innovative Service Design for Professional Care Management System of Long - term care Institutions	IRDSSH-037-ANI112

Lunch Break: (12:30-01:30pm)
Ending Note (01:30 to 02:30 pm)

TRACK A

INTERDISCIPLINARY STUDIES

Research on the Service Requirements of the Service Experience Engineering Method Applied to the Institutional Nursing Aides

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Keywords: Nursing Aides, Service Experience Engineering, Service Mode, Affinity Diagram

In 2017, the elderly population in Taiwan will account for 14% of the total population, so that an aged society is approaching. Besides, due to the low birth rate of the family structure, the nursing ability which can be provided by the family is decreasing, while the demand for the nursing services offered by the nursing institutes for the long-term mentally and physically disabled is increasing. In the face of the variety and flexibility of the care service systems provided by the Long-term Care Plan 2.0, the manpower of long-term nursing aides will be more desperation the future; particularly, the breach between nursing aides supply and demand will be most serious. Therefore, it will be the key factor for the improvement of institutional talent retention as well as service quality to observe nursing aides, establish their service behavior models, and then do some research on their service requirements. In this research, the nursing aides outsourced by a veterans home located in central Taiwan are regarded as the research target. The method of Service Experience Engineering (SEE) is adopted. In the theoretical structure, the Services Mode in the stage of Innovation Net (InnoNet) is applied as well. From the users points of view, service experience networks are used to conduct experience observations and interviews. The research results are seen as follows: 1. the service model of the institutional nursing aides will be affected by the hardware space of the wards, the interactive process of taking care of veterans, related caretaking tools and equipment, personal factors, other peoples influence, and so on. 2. The service requirements and opportunities of the institutional nursing aides service model include: (1) promoting salary standards and welfare; (2) creating quality, humane, and friendly work environments; (3) strengthening the social support system; (4) enhancing nursing job skills; (5) intensifying the training to cope with crises; (6) praising work efficiency and contributions and promoting work values. These six items can help the managers of the institutes carefully take improvement into account and meet nursing aides needs, in order to increase the chances of talent retention and service quality.

Using R Language and SPAM to Construct Data Hiding Automatic Detection Management Platform

[1*] Yi-Wen Tsai, [2] Tung-Shou Chen
[3] Jeanne Chen, [4] Hsin-I Huang
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Keywords: Data Hiding Technology, Image Steganalysis Technology
Least Significant Bit (LSB), R Language

Technology on the internet is developing rapidly. Transfer of data has become common and there is requirement for convenience and speed. However, there is concern about the security of data during the transmission process. Data hiding technology has been used to protect the data while image steganalysis technology has been used to detect the robustness of hidden data. In image steganalysis, the traditional Subtractive Pixel Adjacency Matrix (SPAM) detection performance has significantly high sensitive detection. However, SPAM is inconvenient to operate such as installation, parameter setups and more. This paper provides users with a convenient and easy-to-use SPAM management platform developed with R language. The purpose is to allow users to perform image steganalysis with similar result to the traditional SPAM. The detection management platform is available on the web. Experimental tests are performed in two parts. First, secret messages are hidden on images by using the least significant bit (LSB) method. Second, the steganography images are submitted to the SPAM management for steganalysis. Results showed that images have the same error rates and detection as the traditional SPAM.

Utilize Instant Messaging Software Bridge System to Reduce the Burden of Communication and Management of multinational Enterprise

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Keywords: IM, EMA, Mobile App, Mobile Enterprise, Mobile Communication

In the modern enterprise, instant messaging software communication behavior is normal. However, there are too many instant messaging software to choose from. It is also difficult to unify this problem. This paper proposes an inter-bridging instant messaging bridging system that uses the bridge concept to integrate the different instant messaging platform SDKs to achieve cross-platform instant messaging chat applications and to provide enterprise information for information analysis for enterprise data analysis. Results show that through the instant messaging bridge system, WeChat, Messenger, Easemob and Rongcloud can achieve real-time text chat interchange. The interbridge mechanism may be used by international enterprises for cross communications in their international clientele.

TRACK B

SOCIAL AND COMMUNITY STUDIES

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Automated Data Collecting Management Platform of Children Learning Record Based on Internet of Things

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Keywords: RFID, Automation Data Collect, Children Learning record, Internet of Things

The current child educating system is mainly administrative, such as roll-calling system, human-resource system, and accounting system. There are some systems aimed at child learning record. Child learning records currently are collected manually on paper. There is no complete system that is available for automatic collection of the childrens information. This paper proposed an automated data collecting management platform for children learning records which is based on internet of things. The implementation is on the internet with RFID technology to automatically collect information of child reading habits. Teachers can then analyze every childs interests and future development from the collected data. Experiments are conducted in cooperation with a kindergarten in Taiwan where ten children participated. Comparisons are made with traditional way and automatic collection on time, promptness, and error rate.

TRACK C

BUSINESS AND MANAGEMENT STUDIES

Innovative Service Design for Professional Care Management System of Long - term care Institutions

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[3] Pan-Chio Tuan
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Keywords: Professional Care Management System, Service design, Service Experience Engineering, Service Blueprint

The advent of an aging society, the development of medical technology and changes in family structure, making the family caregivers manpower reduction have led to a concomitant increase in long-term care needs. How to sight into the long-term institutions for professional care management systems needs, planning service blueprint, to find business services innovation opportunities, professional care management system of service design will become important. The service design of professional care management system affects the user's willingness to use the system. This study takes the ECare professional care management system developed by Bojun Technology Co., Ltd. as the research object, and use the service experience engineering method to construct "ECare Professional Care Management System Service Blueprint ". Through the service blueprint to seek service contact points, and through the professional care management system "Operational Use", "Functional Design", "System Integration", "Print Design" and "Safety and Correctness" service design steps to explore in practice and to improve, and the research results as the future professional care management system service design basis and reference.

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Our Vision

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

**Shanghai, China
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