

**CONFERENCE BOOK OF  
ABSTRACT PROCEEDING**



**Venue: Rydges Camperdown9 Missenden Road,  
Camperdown 2050, Sydney, Australia  
Date: Febuaury 03-04, 2018**

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# **Book of Abstracts Proceedings**

**International Conference on Multidisciplinary Trends in Social Sciences and Business Research (MTSBR)**

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Proceedings of the International Conference on Multidisciplinary Trends in Social Sciences and Business Research (MTSBR)

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***International Conference on Multidisciplinary Trends in  
Social Sciences and Business Research (MTSBR)***

**Venue: Rydges camperdown9 missenden road Camperdown 2050, Sydney,  
Australia**

**Conference Theme: Innovative World: New challenges for research  
and development.**

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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

## CONFERENCE CHAIR MESSAGE

### **Dr. Vincent**

“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. Vincent

Conference Chair

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## CONFERENCE SECHDULE

**ANISSH-2018**

**Venue: Rydges camperdown9 Missenden road Camperdown 2050, Sydney,  
Australia**

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

**Day:Saturday**

**Date: February 03, 2018**

**Venue: Room 1**

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 - 10:30 am)**

**DAY 01 Saturday ( February 03, 2018)**

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

**Venue: Room 1**

**Session Chair: Dr Vincent**

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

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Tom Havrnek	Should Inflation Measures Used by Central Banks Incorporate HousePrices? The Czech National Banks Approach	ISBS-FEB-102
Zuzana Irsovab	Does Daylight Saving Save Electricity? A Meta-Analysis	ISBS-FEB-103
Mr Sushant Chandra	Feminism, Law and Literature: A Post-Colonial, Indian Experience	ISBS-FEB-106
Vishavjeet Chaudhary	Feminism, Law and Literature: A Post-Colonial, Indian Experience	ISBS-FEB-106A
Akina Yamaoka	The Mind-Wandering Considering Individual Differences of Creativity and Mental Health	ISBS-FEB-109
Hussain Shahid	Critical factors for enhancing socio-economic sustainability of rural public infrastructure projects in Pakistan	ISBS-FEB-113
Mrs. Heesun Jang	An analysis on Mega event motivation and Attractiveness : Focusing on 2018 Pyeong -Chang Winter Olympic Game	MTSBR-028-ANI105
Mr. Changhwan Park	How leisure promotes quality of life?: Impact of Subjective Frequency of Leisure, Ego-Identity, and Place Identity	MTSBR-028-ANI106

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

**DAY 01 Saturday ( February 03, 2018)**

**Second Presentation Session (01:00 pm 03:30 pm)**

**Venue: Room 1**

**Session Chair: Dr Vincent**

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

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Yutaka Watanabe	Difference in emotions between men who have self-awareness of male roles and those who were informed by others	ISBS-FEB-117
Tomohiro Sakai	The effect of gratitude skills on building direct reciprocity between two persons in a dilemma situation	ISBS-FEB-120
Mr. Huang Wen-shu	On the Xiong Shin-li View of Scripture Reading	MTSBR-028-ANI101
Vishavjeet Chaudhary	Feminism, Law and Literature: A Post-Colonial, Indian Experience	ISBS-FEB-106A
Prof. Doc. Minchieh Chiu	Yin-shun's explanatory notes towards "Diamond Sutra And the comparison with Chih-yi, Ji-zang, Chih-yen and Kueichi	MTSBR-028-ANI102
Prof. Dr. Arif Hassan	Job Quality, Affective Commitment and Intention to Migrate	MTSBR-028-ANI103
Dr. Stephen W Wang	Air Passengers Perception of Cabin Safety Knowledge: Exploratory Factor Analysis	SYD-128-101

**Track B: Engineering and Technology, Computer and Applied Science**

Joonwon Bae	Unique Carbon Pattern from PAN/PMMA Blend Thin Films via Electrohydrodynamic Instability Behavior under Electric Fields	SYD-128-101E
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**DAY 01 Saturday ( February 03, 2018)**

**Second Presentation Session (01:00 pm 03:30 pm)**

**Venue: Room 1**

**Session Chair: Dr Vincent**

**Track C: Medical Medicine and Health Study**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
SYD-128-104M	A Screening Study For Searching Herbal Medicine of Antifibrotic Effect in Bleomycin-Induced Pulmonary Fibrosis Model	SYD-128-104M
SYD-128-105MA	Structure and mechanism based drug design, discovery and development	SYD-128-105MA
SYD-128-106M	Novel enzyme therapies for treatment of cocaine addiction and overdose	SYD-128-106M

**Closing Ceremony: (03:30 pm - 04:00 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: ISBS-FEB-128A**

Dr. Mohammed Alshetwi  
Qassim University Saudi Arabia

**Official ID: SYD-128-104MA**

Hee-jae Jung  
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Jun-mo Ah  
College of Korean Medicine, Kyung-Hee University

**Official ID: SYD-128-104MC**

Hyueng Jin Jang  
College of Korean Medicine, Kyung-Hee University





## **Conference Day 02 (February 04, 2018)**

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



*International conference on Multidisciplinary Trends in Social Sciences  
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***TRACK A***

***BUSINESS, ECONOMICS, SOCIAL SCIENCES AND  
HUMANITIES***

## On the Xiong Shin-li View of Scripture Reading

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**Keywords:** Xiong Shin-li, View of Scripture Reading, Six classics

Xiong Shin-li (1885-1968), who gets knowledge by self-teaching, is from Huanggang, Hubei Province. He is the founder of modern new confucianism, the the professor of Peking University and author. His important works successively are: the Generality Of Yoyacara in 1923, the Commentaries On Nyayapravea in 1926, New Cittamatra in 1937, Discourse Of Chinese History in 1938, Shi Li Yu Yao in 1941, Main Points Of Scripture Reading in 1945, Initial Continuation of Main Points of Scripture Reading in 1949, Recording of Eradicating Delusion and Disclosing Essential in 1950, On Confucianism in 1955, On Body and Function in 1958, etc. He Lin, the scholar of modern and contemporary history of philosophy, said in New Theory of Confucianism he is the most original one who epitomizes the refinement and systematization of Lu-Wang Theory of Mind; Tsai, Jen-Hou (1930- ), the modern scholar, called in New Confucianism that he is the figure the old society cultivated, and the master of integrity and great learning of self-teaching. The new culture movement, scientism, and historical materialism, etc. rose in times of growing up and academic activity of Xiong Shin-li. Slandering Confucius and Mencius and objecting tradition is normal. Not only the six classics were laid aside and neglected, but also the statement of burning classics came into being. Even if some scholars were bitterly disappointed in it, they could do nothing. On the occasion of many celebrities confusing the public, Xiong Shin-li, out of conscience, superintend and direct his disciples to read classics concurrently using in oral and written language, waved the dagger-axe of Luyang and returned to Wisdom-sun, carried on the back the stones of Taihang Mountain to cut off the turbulent torrents, embodying the posture of warrior defending traditional moral principles. This article summarizes the Xiong Shin-lis view of scripture reading as six points: Firstly, classics are normal practice and it must be read; Secondly, set up an aspiration before reading classics and yearning for becoming a sacred; thirdly, the attitude of reading scriptures is condensing integrity and mutual assistance; Fourthly, seek the meaning of the sage and experience out of words of classics; fifthly, accumulate constant force, keep away from the secular and abstain from the superficiality; finally, classics are my footnote and independently innovate and develop. These views, in culture and education, are full of significance of application and reference values.

## **Yin-shun's explanatory notes towards "Diamond Sutra" And the comparison with Chih-yi, Ji-zang, Chih-yen and Kuei-chi**

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**Keywords:** Yin-shun, Diamond Sutra, Erdao, 5 Kinds of Bodhi, Alaksana Pharman

Hannya Pharman" of Mahayana in early stage along with "Hannya Sutra", its major sutra were the important ideological connotation of Buddhism. Among a series of "Hannya Sutra", the "Diamond Sutra" translated by Yaoqin Kumarajiva was pandemic in the first place in Chinese Buddhist circle and had a deep influence on Chinese Dayana. "Diamond Sutra" was emphasized by Chih-yi of Tiantai Sect, Ji-zang of San-lun Sect, Chih-yen of Huayan Sect, and Kuei-chi of Dharmalaksana. However, the literary contents of sutras were profound. Yin-shun thought predecessors were mostly "indulging in empty talks" and had difficulties in mastering its "essentials". Regarding studies of "Diamond Sutra", Yin-shun mainly presented "A Discourse on Hannya Sutra", "Intellectual History of Indian Buddhism", and the "Origins and Deployments of Initial Mahayana". And the "Commentaries on Diamond and Hannya Sutras" of Chih-yen, "Commentaries on Diamond Hannya Sutra" of Ji-zang, "Brief Commentaries on Prajna Paramita Diamond Sutra by Buddha" of Chih-yen, and "Complimentary Narration on Diamond Hannya Sutra" Kuei-chi all belonged to important commentaries. Regarding the establishment of "Diamond Sutra", Chih-yen and Ji-zang all quoted "Humane King Sutra" without further discussions. And Yin-shun came up with "The earliest and was also the age of aggregated Mediumitem Hannya". For the essentials of that sutra, Chih-yen quoted "Mahaprajnaparamita Upadesha" and pointed out "Erdao". And Ji-zang considered it "knowing cause and effect". Chih-yen regarded "Reality of Hannya, observation of Hannya, and Character of Hannya" as essentials. Even Kuei-chi adopted the metaphor of "Vajry Pestle" of Asanga, he had no specific commentary on essentials. As the "Diamond Sutra" emphasized from making up one's mind till Bodhi of Buddhism, the main idea was ascended from the significance of "Alaksana Pharman". Every school had given a certain quality of analysis. Unlike predecessors, Yin-shun broke through the way to become Buddha by comprehension on "Erdao was five kinds of Bodhi" of "Mahaprajnaparamita Upadesha" and regarded "Anuttara samyak sam bodhi" and "Erdao was five kinds of Bodhi" as the essentials of the "Diamond Sutra". We can say Yin-shun's commentaries were more profound and detailed than predecessors.

## **Job Quality, Affective Commitment and Intention to Migrate**

<sup>1\*</sup> Prof. Dr. Arif Hassan, <sup>2</sup> Nurita Juhdi, Nur Fariza Mustafa

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**Keywords:** Job quality, Affective Commitment, Talent Migration, ICT Employees

The paper is based on the concern that the rate of employee turnover in Malaysian ICT sector is very high. Coupled with that the situation of skilled workers migration is quite alarming and calls for policy intervention to arrest the problem. With a focus on ICT sector the study examined the role of job quality as the push factor and affective commitment as the pull factor for employees intention to migrate. The sample consisted of 243 ICT employees drawn from a mix of industry. The data were collected with the help of standardised instruments. SEM was used to analyse the data. The results indicated a significant negative relationship between job quality and intention to migrate. Additionally, the relationship between job quality and affective commitment was strong and positive and affective commitment fully mediated the negative relationship between job quality and intention to migrate. Findings have strong policy implications. It lends support to the argument that creating better quality jobs and developing measures that improve employees loyalty and commitment should be given serious consideration by industry leaders and the government to reduce the problem of talent migration.

## **An analysis on Mega event motivation and Attractiveness : Focusing on 2018 Pyeong -Chang Winter Olympic Game**

<sup>1\*</sup>Mrs. HEESUN JANG, <sup>2</sup>SANSEOUL JUNG

<sup>3</sup>HOON LEE

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**Keywords:** Mega-event, Winter Olympic Motivation, Mega-event attractiveness, value, visit intention, Winter Olympic, Tourism

The purpose of the study was to (1) to identify the intrinsic motivation for potential tourists to visit Winter Olympics and (2) to study the attractiveness factors that can lead tourists to the Winter Olympics by using push-pull theory; (3) investigates the relationship between Winter Olympic motivation & Mega-event attractiveness, perceived value and visit intention. To empirically test the proposed conceptual model, a survey was conducted using a sample of potential visitors who want to visit 2018 Pyeong-Chang Winter Olympic by an online market research firm in the South Korea, and data collected from 321 were analyzed through structural equation modeling. The results reveal that (1) the motivations of potential visitors to the Winter Olympics were influenced by social values, but not by affective - cognitive values; (2) On the contrary, the attractiveness of the mega event affects both emotional cognitive and social values. (3) It was found that both the emotional cognitive value and the social value were influenced by the potential visitors' intention to visit the Winter Olympic Games. In particular, emotional cognitive value has been found to have a much greater impact on intention to visit than to social value. These results have important practical implications for Olympic Preparatory Committee and International Olympic Committee (I.O.C) as well as theoretical implication for mega-event research in the context of broadened push-pull theory.

## How leisure promotes quality of life?: Impact of Subjective Frequency of Leisure, Ego-Identity, and Place Identity

<sup>1\*</sup> Mr. CHANGHWAN PARK, <sup>2</sup> YOONYOUNG NAM  
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**Keywords:** Subjective Frequency, Ego-Identity, Place Identity, Quality of life

This paper developed a structural model explaining leisure participants' quality of life on an existential level. To do this, previous research on the effects of subjective frequency, ego-identity, and place identity were examined. Data were collected through a field survey of 469 leisure participants in Seoul. Findings from structural analysis indicate a good fit for the proposed model; frequency of leisure, ego-identity, and place identity in the leisure participants have significant associations affecting quality of life; and ego identity acted as significant mediators. The results of the partial least square structural equation modeling analysis revealed that the frequency of leisure and the ego identity directly and positively affected the quality of life. The structural model was also examined across two groups based on participant' level of place identity (Group 1: Leisure participant with high level of place identity; Group 2: Leisure participant with low level of place identity). In general, support for the hypothesized moderating impact of place identity in the proposed model was evident in the results of the metric-invariance test. The study made new contributions to the literature on self-development through leisure activities and the moderating effects of place identity.

## **Should Inflation Measures Used by Central Banks Incorporate House Prices? The Czech National Banks Approach**

<sup>1\*</sup> Tom Havrnek, <sup>2</sup> Mojmír Hampl

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**Keywords:** Consumer price index, Financial stability, House prices, macroprudential policy, Monetary policy, Owner-occupied housing.

In this note we describe the Czech National Banks approach to incorporating macroprudential considerations into monetary policy decision making: the use of a broader inflation measure that gives substantial weight to house prices and is considered along with headline CPI inflation. We argue that, in terms of theory, the broader inflation gauge is at least as suitable for measuring the value of money as headline CPI inflation is, but we also acknowledge practical problems that arise from the use of the broader index.



## Does Daylight Saving Save Electricity? A Meta-Analysis

<sup>1\*</sup>Zuzana Irsovab <sup>2</sup> Dominik Hermanb, <sup>3</sup> Tomas Havraneka  
<sup>1,2,3</sup> Czech National Bank

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**Keywords:** Daylight saving time, energy savings, Bayesian model averaging, meta-analysis, publication bias

The original rationale for adopting daylight saving time (DST) was energy savings. Modern research studies, however, question the magnitude and even direction of the effect of DST on electricity consumption. Representing the first meta-analysis in this literature, we collect 162 estimates from 44 studies and find that the mean reported estimate indicates slight electricity savings: 0.34% during the days when DST applies. The literature is not affected by publication bias, but the results vary systematically depending on the exact data and methodology applied. Using Bayesian model averaging we identify the most important factors driving the heterogeneity of the reported effects: data frequency, estimation technique (simulation vs. regression), and, importantly, the latitude of the country considered. Electricity savings are larger for countries farther away from the equator, while subtropical regions consume more electricity because of DST.

## **Feminism, Law and Literature: A Post-Colonial, Indian Experience**

<sup>1\*</sup> Vishavjeet Chaudhary, <sup>2</sup> MR SUSHANT CHANDRA

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**Keywords:** Post-Colonial, Feminist, Suppressive.

This paper, using the Indian experience, discusses the ideas of feminism and power and the deconstruction of it. Using colonial contours of power, we will analyse the response to it- legal and social. We look at a number of suppressive laws throughout colonial British India. We analyse the paradigm and how it differed in colonial and post-colonial India. Transcending discipline boundaries, we run a parallel study of literature- both fiction and non-fiction and how literature challenged power and notions of power. An analysis of the written pieces is done. Finally, we look at post-colonial feminist literature. We use a number of feminist authors from a variety of time periods- including Mahashweta Devi, Amrita Pritam and Arundhati Roy. Their works are seen as powerful critiques of power and state. Similarly, works of Rushdie and Roy are seen as reinforcing a sense of belonging and ownership by shifting from use of pure, crisp English, to a more, earthy, vernacular laced text.

## **Difference in emotions between men who have self-awareness of male roles and those who were informed by others**

\* Yutaka Watanabe

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**Keywords:** Gender, Male Roles, Emotions

Mens gender role conflict (GRCS; O'Neil, Helms, Gable, David, & Wrightsman, 1986) and stress (MGRS; Eisler & Skidmore, 1987) cause their maladjustment (ex. Cournoyer & Mahalik, 1995). On the other hand, in clinical and educational practice, the use of masculinity has been discussed (ex. Englar-Carlson & Kiselica, 2013). However, their studies focused only on traditional male roles, while Watanabe (2017) divided the male roles into five traditional male roles and four new male roles. Also, Watanabe (2017) compared each aspect of the two male roles, and proposed four domains. Based on these male roles, I asked men from 10's to 50's whether they felt that they had to follow or were accepting of these roles, and about the emotions they felt in that particular time. Categorizing the responses, the episodes were classified into ten categories and the emotions were classified into fifteen categories. For each episode, I analyzed these categories, and extracted three clusters of emotions. "Negative emotions and refusals of male roles" is considered to correspond to conflict and stress due to male roles (Eisler & Skidmore, 1987; O'Neil et al., 1986). Also, "passive acceptance" and "positive emotions and adaptive behaviors" were extracted, which was not revealed in the previous studies. "Passive acceptance" included two meanings: "dont think gender is related but accept male roles" and "think there are gender differences and accept male roles." Additionally, I analyzed the differences in these emotions depending on whether men have self-awareness of male roles or they were just informed by others. The results showed that men had passive acceptance of gender differences and male roles when they had self-awareness. Interestingly, when they were informed of male roles by family members, romantic partners, and close friends, men felt negative emotions whereas, when they were informed by acquaintances, men accepted them although they thought gender is not related to their behavior. Based on these results, the necessity of research on male roles based on three emotions was discussed.

## **Critical factors for enhancing socio-economic sustainability of rural public infrastructure projects in Pakistan.**

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**Keywords:** Development, Assistant Engineers, Sustainable Approach.

This study reviews the sustainable rural infrastructure projects and identifies critical attributes of enhancing socio-economic sustainability of rural infrastructure projects. Public infrastructure in rural areas in Pakistan plays a pivotal role in encouraging local economy by improving development potential. Through a questionnaire survey administrated in Pakistan, the views of executive engineers, project managers, assistant engineers, architects, and dwells were sought and calculated. The result obtained from partial least square structure equation modeling (PLS-SEM) suggested a more sustainable approach to meet socio-economic sustainability and project objectives. To facilitate such approach, this study has painted a list of socio-economic attentions contributing to sustainable development and identified main factors improving socio-economic sustainability of the rural infrastructure projects.

## **The Mind-Wandering Considering Individual Differences of Creativity and Mental Health.**

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**Keywords:** Problem Solving, Mental Health, Mind Wandering.

We examined differences in mind-wandering between highly creative people with good and poor mental health. Previous research showed that mind-wandering improves creative problem-solving. Hence, if our study revealed the feature of mind-wandering which is common to people with high creativity and good mental health, it would be a good tool to improve creativity while maintaining good mental health. Sixty-two participants were asked to complete questionnaires measuring their creativity and mental health. Creativity was scored from three aspects including fluency, flexibility, and originality. Participants mind-wandering was measured by thought probes which were presented seven times when they watched the video and they were required to answer the contents of thought, level of awareness, and number of topics during their experience of mind-wandering. Our result showed that people who have high level of fluency and low level of depression did not think excessively about past events during mind-wandering. In further research, we should examine how to induce mind-wandering with contents other than past-oriented ones.

## ***UP COMING EVENTS***

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

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# **Our Mission**

**Our mission is to encourage global communication and collaboration  
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.**



**Sydney, Australia**

**Organized By: Akademika Nusa Internasional**