

# CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Hotel Jen Hong Kong 508 Queens Road West  
HongKong  
Date: March 14-15, 2018**

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# Book of Abstracts Proceedings

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HongKong | March 14-15, 2018

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Whats App Contact: +971-56-5989114



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## **ORGANIZING COMMITTEE**

**Dr. Vincent**

Conference Chair

**Email:** conference.chair@ani.com

**Ms Hungxin Li**

Conference Supervisor

**Email:** Hungxin.Li@aniss.com

**Dr. Vincent**

Conference Supervisor

**Email:** vincent@aniss.com

**Febrialdy Hendratawan**

Conference Supervisor

**Email:** febraldy.hendrataan@aniceas.com

**Xiao.wei**

Conference Coordinator

**Email:** Xiao.wei@animh.com



## CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- Computer and Software Engineering
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Physical, Applied and Life Sciences
- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary





## CONFERENCE CHAIR MESSAGE

### **Dr. Vincent**

“International Conference of Akademika Nusa Internasional ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Vincent

Conference Chair

Email: [Conferencechair.ani@gmail.com](mailto:Conferencechair.ani@gmail.com)



## **CONFERENCE SECHDULE**

**ANISSH-2018**

**Venue: Hotel Jen Hong Kong 508 Queens Road West, Hong Kong**

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

**Day: Wednesday**

**Date: March 14, 2018**

**Venue: Room 1**

09:10 am - 09:20 am	Introduction of Participants
09:20 am - 09:30 am	Inauguration and Opening address
09:30 am - 09:40 am	Grand Networking Session

**Tea/Coffee Break (09:40 - 10:00 am)**



**DAY 01 (March 14, 2018)**

**First Presentation Session (10:00 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>
Saiwimon Wongwilai	Study Demand of Public Transportation in Phutthamonthon District, Nakornpatom Province	MBSHR-038-ANI101
Ms Natthakan Roothamnong	The Study on Development of Criterion And Indices for the Approval of Non-Spectrum Television Licenses	MBSHR-038-ANI102
Chatrarat Hotrawaisaya	Study Affecting Factors of Rail Transportation in Hualampong Station	MBSHR-038-ANI103
Preecha Wararatchai	Economics Value Added Toward Beverage Business Using A Backhaul Process of Reused Bottles	MBSHR-038-ANI106
Ruengrawee Malijaroenwong	A Guideline For Increasing Transportation Efficiency: A Case Study Abc Co.,Ltd	MBSHR-038-ANI107
Hathaipun Soonthornpipit	The Effects of Perceived Threat on Attitudes toward Government: A Case Study of Myanmar Migrant Workers in Thailand	MBSHR-038-ANI108
Suchart Tripopsakul	Entrepreneurial Orientations and Intention Of Undergraduates: The Evidence from Thailand	MBSHR-038-ANI109
Ng Tuan Hock	Product Life Cycle Sustainability: A Framework for Electronic Waste (e-waste) Prevention	HKS-338-102

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



**DAY 01 (March 14, 2018)**

**Second Presentation Session (01:00 am - 02:30 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>
Siriwan Khongtung	The Constructional Materials Purchasing Problems in the ABC Company	MBSHR-038-ANI110
Patcharee Pakawanit	The Impact Factors of Transport Selection in the Dynamic Transport Co., Ltd	MBSHR-038-ANI111
Wissawa Aunyawong	The Use of Line App as A Channel of Internal Communication: Its Effects on Employee Engagement	MBSHR-038-ANI112
Issawat Dulyawaysasuk	Inventory planning for ready-made shop: A Case Study Clothes shop (Studio22)	MBSHR-038-ANI115
Eli Cohen	The importance of Country of Origin for wine consumers in Hong Kong	HORBM-MARCH-HK-102

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

Wong Yoke Rung	A Cadaveric Study of Synovial Fluid Kinematics at the Scapholunate Joint	HKM-338-101
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**Closing Ceremony**



## **Conference Day 02 (March 15, 2018)**

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



***TRACK A***

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



# Study Demand of Public Transportation in Phutthamonthon District, Nakornpatom Province.

<sup>1</sup>Asst. Prof. Dr. Komson Somanawat, <sup>2\*</sup>Saiwimon Wongwilai

<sup>1,2</sup>College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Bangkok, Thailand

Corresponding Email: [sasiwimom.wo@ssru.ac.th](mailto:sasiwimom.wo@ssru.ac.th)

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**Keywords:** Public Transportation, Service, Phutthamonthon

This research study affecting factors of public transportation in Phutthamonthon district, Nakornpatom province. The researcher study problems and review documents and research in service and public transportation. The population in this research is people who live in Phutthamothon district and use public transportation. Sample group is selected by Tara Yamane method at 95% confidential level. They are 400 people and add risk at 20%, therefore, the sample group are 480 people. It also use satisfied sampling. The variables include transport cost, service, transport frequency, time schedules, drop-off station, and vehicles characteristics. The tool is questionnaire about 34 topics. It has index of item objective congruence: IOC from 0.60 1.00 and reliability by 0.98. The data is collected and analyzed multiple regression analysis: MRA.

# The Study on Development of Criterion and Indices for the Approval of Non-Spectrum Television Licenses

<sup>1</sup>\*Natthakan Roothamnong, <sup>2</sup>Dr Chamnan Ngammaneeudom,

<sup>1</sup>College of Logistics and supply chain, Suansunandha Rajabhat University, Bangkok, Thailand, <sup>2</sup>Graduate School of Commerce, Burapha University

Corresponding Email: nattahkan.ro@ssru.ac.th

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**Keywords:** Non-Spectrum License, FCC, NBTC

The study on development of criterion and indices for the approval of non-spectrum television licenses aimed to develop clear and objective criterion and indices for the approval of non-spectrum television licenses, which included satellite television and cable TV licenses. This study analyzed the situations of satellite television and cable TV in Thailand, strengths and weaknesses of current criterion and indices, as well as obstacles for regulating these licenses, in order to improve the license-approval criterion and processes. This study employed mixed methodology, which included qualitative research through synthesize of secondary data, legal analysis using Good Law method through which comparative study of legal best-practices in 3 countries including United States, United Kingdoms, and Japan were conducted against the backdrop of Thailand's current laws and regulations. The in-depth interviews were conducted with channel and network licensees, as well as professionals, academics, and policy regulators. The focus group discussions were organized into 2 rounds; each round covered all 5 regions of the country, with the total 10 focus groups being conducted. The quantitative study involved survey of 2,070 citizens' opinions regarding the development of criterion and indices for the approval of non-spectrum television licenses. The result revealed that the situation of non-spectrum television businesses in Thailand faced problems from the technological improvement and changes in technology, external factors included economic and social forces, as well as changing consumers' behaviors. Competitions from digital broadcasting, which included internet television and digital television had caused dramatic reduction in terms of viewers for satellite televisions and cable TVs. Satellite televisions and cable TVs still faced with problems which included signal losses, broadcasting quality, channels lost, long advertisement, advertisement with over-claim messages, incompatible visual and audio signal, changes of program schedule, and mismatch between program schedule and broadcasted contents. Thus, its necessity to solve these problems and designed the approaches to promote these businesses through appropriate use of criterion and indices for license approval. The recommendations were based upon minimalist approach of regulation under the legal objective to promote ethical and quality mass communication. The recommended criterion and indices also considered the differences in terms of business sizes, covered areas, and local identities.



# Study Affecting Factors of Rail Transportation in Hualampong Station

\* Chattrarat Hotrawaisaya

Suansunandha Rajabhat University, Thailand

Corresponding Email: chattrarat.ho@ssru.ac.th

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**Keywords:** Rail Transport, Hualumpong Station, SRT

This research is study factor that has affected to decide of rail transport in Hualumpong Station. The methodology of this research includes 3 parts. The part 1 relates to theory, research, and model in rail, transportation and marketing. The part 2 is population selection. The population is customers who use the rail to deliver products to another province in Hualumpong station. They are approximately 1,500 people per day. The sample group is selected by the Taro Yamane method at 95% confidence level. They are 316 people. The part 3 is results and suggestion. The questionnaire was distributed from June to November 2017. The results shown that most people who used rail transport was male at 72.50% and worked as officers at 60%. They used rail transport because the cost was the cheapest at 90%. The frequency of transport was every month at 69%. The customer selected Hualumpong station as the employee were supportive and had good service. Promotion and physical evidence were not attractive for customers. Process of transportation should be solved and applied technology in a track system, for example barcode and RFID systems.

# **Economics value added toward beverage business using a backhaul process of reused bottles**

\* Preecha Wararatchai

Suansunandha Rajabhat University, Thailand

Corresponding Email: hongchae1971@hotmail.com

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**Keywords:** Reused, Beverage, EVA

The purposes of the research were to (1) study the level of opinion on strategic advantage in cost reduction of a beverage business using a backhaul process of reused bottle, (2) study the level of opinion on economic value added toward beverage business using the backhaul process of reused bottle and (3) compare the level of opinion on economic value added toward beverage business using backhaul the process of reused bottle by personal factors. The sample for this study consisted of 207 employees of ThaiBev Recycle Co., Ltd. The tool used for collecting data is a questionnaire. Data collected from respondents was analyzed and interpreted using Percentage, Mean, Standard Deviation, T-test, F-test and LSD. The finding revealed that, 1. The overall opinion on strategic advantage in cost reduction of a beverage business using the backhaul process of reused bottle were at high level, the highest reported average score was for differentiations, followed by quick response and cost leadership. 2. The overall opinion on the economic value added toward beverage business using backhaul process of reused bottle were at high level, the highest reported average score was for learning and growth perspective, followed by internal perspective, financial perspective and customer perspective. 3. Employees of different ages, work experience, average monthly income and Marital status showed difference in opinion on economic value added toward beverage business using a backhaul process of reused bottle (significance level of 0.05), however, there is no difference in gender

# A Guideline for increasing Transportation Efficiency: A case study ABC Co.,Ltd

<sup>1\*</sup>Ruengrawee Malijaroenwong, <sup>2</sup>Chattrarat Hotrawaisay  
<sup>1,2</sup>Suansunandha Rajabhat University, Thailand  
Corresponding Email: sasiwimom.wo@ssru.ac.th

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**Keywords:** Efficiency, Transportation, 3PLs, Outsource

This research is to study the problem of cargo and to determine guideline to increase the efficiency of freight transportation of the ABC Co.,Ltd. The population of this research is 22 executive at the company. This research uses the mix method that us qualitative and quantitative analysis. The study found that problems in the transport of the ABC Company are as follows: 1) transportation management have trouble in handling the number of the goods transport and the vehicles support. Moreover, there is no planning system to manage transport that it is inefficiency of company. modern cargo. Transportation management makes it difficult and inefficient. 2) the lead time management, it has a problem about the outsource and the third parties logistics. Most of them are medium sized companies that do not have enough capacity for customers and poor route management. The final result is the information technology management. Most transport companies do not have the high technology to track and trace the products, control the system and drivers. To increase the efficiency of freight transport companies, the ABC company should use the supply chain management, the GPS system and the transport management system.

# The Effects of Perceived Threat on Attitudes toward Government: A Case Study of Myanmar Migrant Workers in Thailand

\*Hathaipun Soonthornpipit

Suan Sunandha Rajabhat University, College of Innovation and Management, Thailand

Corresponding Email: kam51@hotmail.com

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**Keywords:** Integrated Threat Theory, Migrant Workers, Myanmar, Ranong, Thailand

This article sought to investigate whether the Integrated Threat Theory (ITT; Stephan & Stephan, 1996, 2000) explains Myanmar migrant workers attitudes toward Thai government officials in Ranong province, Thailand. According to the ITT, negative attitudes toward members of an outgroup arise from the perception of four threats pertaining to that outgroup: realistic threats, symbolic threats, inter-group anxiety, and negative stereotypes. In this study, the ITT model was tested using structural equation modeling on data collected with sample of 400 Myanmar migrant workers. Findings indicated that realistic threats, symbolic threats, inter-group anxiety, and negative stereotypes predicted attitudes toward Thai government officials to a large extent. The data show a good fit with the model in which the perception of four threats are considered as critical variables that are necessary for explaining migrants attitudes and behaviors. The implications of these findings for ITT are discussed in the context of recent theoretical developments in the study of political conflict context and beyond

# Entrepreneurial Orientations and Intention of Undergraduates: The Evidence from Thailand

<sup>1\*</sup>Suchart Tripopsakul, <sup>2</sup>Nanida Sroidokson  
<sup>1,2</sup>Bangkok University, Thailand  
Corresponding Email: Suchart.t@bu.ac.th

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**Keywords:** Entrepreneurial Orientations and Intention, Undergraduates, Thailand

The purpose of this study is to investigate the impact of entrepreneurial orientation (EO) towards entrepreneurial intention (EI) of undergraduates in Thailand. Entrepreneurship has been perceived as one of the most imperative mechanisms to enhance and sustain Thai economy. Currently, The Thai government has endeavored to promote the concept of Thailand 4.0 as a new economic model aimed at pulling Thai economy out of the middle-income trap, and push the country in the high-income range. Thai education institutions have also emphasized on the development of entrepreneurial education in order to develop an entrepreneurial spirit and mindset for Thai teenagers. The samples of this study consisted of 132 students from undergraduate level in Bangkok University, Thailand. The result shows that entrepreneurial orientations significantly influence an entrepreneurial intention of Thai undergraduates. Undergraduate students in entrepreneurship and management field have significantly higher entrepreneurial intention than Science based education students. And, Female students have significantly higher entrepreneurial intention than male students. The results and implications are discussed through the paper.

# The Constructional Materials Purchasing problems in the ABC company

<sup>1\*</sup>Siriwan Khongtung

Suan Sunandha Rajabhat University Thailand

Corresponding Email: Tik28sriwan@gmail.com

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**Keywords:** 4Ms, Purchasing, Contrutional Materials

The research studies 1) the purchasing process in the company 2) analyzing the problems of purchasing department 3) comparing the purchasing methods to reduce cost. The population of this research is 15 staffs in the purchasing department. In depth-interview is used in this section for identifying the process and problems. The topics include purchasing process, problems and data collection. The result of this research shows Man, Machine, Method and Material problems. Man problems concern experience of staffs, price control, lack of marketing skills, limited staffs and poor relationship between buyers and seller. The machine found that low technology and old fashion. These are suitable for producing high volumes. In method, its shown that uncontrolled purchasing method, lack of key performance index and poor stock control. The last one is material. Suppliers have fluctuated price and low quality. Some materials are dead-stock so that the company has to pay high costs. Most of problems cause of the high cost of the company. Most of the population prefers to change the purchasing method. The researcher suggests that the company may group the materials with the classification method. This reduces the dead-stock or uncontrolled materials.

# The impact factors of transport selection in the Dynamic Transport Co., Ltd

\*Patcharee Pakawanit

Suansunandha Rajabhat University, Thailand

Corresponding Email: patcharee.best26@gmail.com

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**Keywords:** Transport, Factors, Customer services

This research studies the factors of transport selection in the Dynamic Transport Co., Ltd and develop the guideline for transport planning department. The benefit of this research is supporting the transport planners in the company select the impact factors for customers. Researcher focus on selection factors. There are service, cost, trust, reliability, responsiveness, image, brand, and sympathy. The population of this research is the customers who use the transport service at the Dynamic Transport Co., Ltd. It is approximately 800 person. The sample group is 267 person at the reliability level of 95 percent. The questionnaire is a tool for this research. Data collection is between June to December 2017. Using techniques of descriptive statistics, the data were analyzed in terms of (5) frequency, percentage, mean and standard deviation. For testing purposes, the techniques of Pearson Correlation Coefficients were also employed.

# The Use of Line App as a Channel of Internal Communication: Its Effects on Employee Engagement

<sup>1\*</sup>Wissawa Aunyawong, <sup>2</sup>Jenette Villegas Puyod, <sup>3</sup>Tipnuch Phungsoonthorn,

<sup>1</sup>Webster University, Thailand, <sup>2</sup>Institution Assumption University, Thailand

<sup>3</sup>Chain Suan Sunandha Rajaphat University, Thailand

Corresponding Email: phungsoot@webster.ac.th

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**Keywords:** Internal Communication, Employee Engagement, Instant Messaging, Line Application

Nowadays, the internet becomes part of our daily life. The internet-based applications play an integral role in our personal as well as work related matters. The research on the role of social media use in the workplace is of the interest of many scholars. Employee engagement topic has also been studied extensively. However, little is known about the association between these two concepts. This research aims to explore whether the employees intend to use Line application for both personal and work purposes and to investigate the effect of social media use, particularly, Line application, for work-related and personal-related matters on the employee engagement in term of their vigor, dedication, and absorption at work. This researched targeted at lecturers in both private and public universities in Bangkok. The results from the multiple regression analysis found that Line app used for personal related internal communication has negative effects towards vigor, dedication and absorption, which means that the higher the lecturers use Line app in sending personal communication the lesser it has an effect on their performance of their jobs in terms of vigor, dedication and absorption. On the contrary, Line app used for work-related matters have shown positive relationships towards the components of employee engagement. These findings suggested that the use of Line app for personal use should be done not within the context of work in order to boost the engagement in the company.



# Inventory Planning for Ready-Made Shop: A Case Study Clothes shop (Studio22)

\*Issawat Dulyawaysasuk

Sunasunandha Rajabhat University, Thailand

Corresponding Email: issawat.dul@hotmail.com

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**Keywords:** Forecast, Inventory, Error, Shirts

The research aims to study the proper forecasting methodology for product demanding of ready-made clothes which is the product number. This is to compare and plan the product demand in the period from January to June 2018 including with to bring the forecasting results to apply with the future purchasing plan in order to decrease the stock respectively. There are two techniques to be used in this research Simple Moving Average, Weighted Moving Average. After comparison by using Excel program, the program presents the less forecasting value of each product, and demand of each month by applying Mean Absolute Deviation (MAD), Mean Square Error (MSE), and Mean Absolute Percent Error (MAPE) for further future plan. From January to June 2018, the result of this research shows that the absolute percentage error (MAPE) displays the appropriate sales forecasting result after analyzed by using SMA. Since the method can reduce the product shortage problem at 200 shirts, or value at 30,000 baht, or called as 17 percent.

# The Importance of Country of Origin for Wine Consumers in Hong Kong

<sup>1</sup>\*Vicky Chi Man TANG, <sup>2</sup>Eli Cohen

<sup>1</sup>WKEDGE Business School Bordeaux and HKU Space,HongKong, <sup>2</sup>Ben Gurion University of the Negev

Corresponding Email: elico@bgu.ac.il

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**Keywords:** Hong Kong wine Consumers, Wine Marketing, Extrinsic Cues, Country of Origin

The import of wine to Hong Kong has increased significantly since 2008 due to the abolishment of duties on wine imported to Hong Kong. Hong Kong is the third largest wine consuming market in Asia, following China and Japan. The choice of a bottle of wine is a complicated task, especially for Hong Kong wine consumers, as there are thousands of brands available on the retail shelves with different labels. Wine consumers usually use extrinsic cues such as label design, brand name, country of origin, vintage year and other cues while choosing a bottle of wine. The country of origin is one of the important extrinsic cues when making a decision to purchase wine. For Chinese consumers this is one of the major factors in wine evaluation. French wine is by far the top positioned in the Hong Kong Chinese consumers' mind, mainly for the purpose of business dinner or for a gift. French wine is considered a positive face value to impress when it comes to gifting in the Chinese culture. For family gathering both Australian and French wines were on the top choice by Hong Kong wine consumers. A trend is also demonstrated to purchase wine from Chile, South Africa and Argentina for family gathering. This might be due to the prices of wines from these origins which are cheaper in Hong Kong compared to other wine origins. The findings of the study will be useful for potential wineries who wish to enter the Hong Kong market to better understand the consumers on how they assess alternatives among their choice process of a bottle of wine.

# Product Life Cycle Sustainability: A Framework for Electronic Waste (e-waste) Prevention

<sup>1\*</sup>Tuan-Hock Ng, <sup>2</sup>Jenette Villegas Puyod

<sup>1,2</sup>Multimedia University, Malaysia

Corresponding Email: thng@mmu.edu.myth

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**Keywords:** Theory, Planned behavior, Reduce, Electronic Waste, Corporate Social Responsibility

Electronic waste (e-waste) is apparently related to environmental degradation, particularly when there is a lack of waste management infrastructures in place. With increasing concerns on pollution, there is therefore a need to embed sustainability into business decisions. In this study, we propose a conceptual framework for e-waste prevention in companies, extending the theory of planned behavior (TPB). Related to e-waste prevention through reduce behavior within this context, we focus on the role of corporate social responsibility (CSR), in addition to attitude and subjective norms. This study is expected to reveal the underlying factors of e-waste minimization from the perspective of managers in corporations.

# A Cadaveric Study of Synovial Fluid Kinematics at the Scapholunate Joint

\*Wong Yoke Rung

Biomechanics Laboratory, Singapore General Hospital, Singapore

Corresponding Email: wong.yoke.rung@sgh.com.sg

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**Keywords:** Synovial Fluid, Objective, Cadaveric Wrist

Studies on carpal bone kinematics have been conducted before, however, fewer have been done to investigate the synovial fluid kinematics in the scapholunate joint during repetitive wrist movements. We hypothesize that such repetitive wrist movements, i.e. ulnar deviation, could potentially cause the synovial fluid pressure to change accordingly. The objective of this study is to conduct an experimental study to measure synovial fluid pressure changes at the scapholunate joint of a cadaveric hand (n=1) under repetitive ulnar deviation. A cadaveric hand with the elbow intact was mounted on a custom-made motion simulator at neutral position and the wrist was moved passively towards ulnar deviation. Intact synovial fluid was extracted from the scapholunate joint with the aid of an ultrasound. Hylan GF-20 (Synvisc, USA) was then injected till its synovial fluid cavity was completely filled. The used needle was then connected to a pressure transducer via a rigid tube primed with saline solution. The synovial fluid pressure was measured continuously when the cadaveric wrist was moved 20 towards ulnar deviation at 60 cycles per minute. Two independent sets of real-time data were recorded for 15 sec using a Data Acquisition system. The average magnitude of synovial fluid pressure from each data set was calculated. The synovial fluid pressure change in the scapholunate joint was 174.7 Pa ( 26.4). The changes in pressure over time corresponded to the neutral to maximum ulnar deviation positions of the hand, suggesting the presence of synovial fluid pressure changes induced by the wrist movements. Clinically, we postulate that the synovial fluid pressure generated during ulnar deviation may weaken the scapholunate interosseous ligament after a prolonged period of repetitive wrist motion.

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