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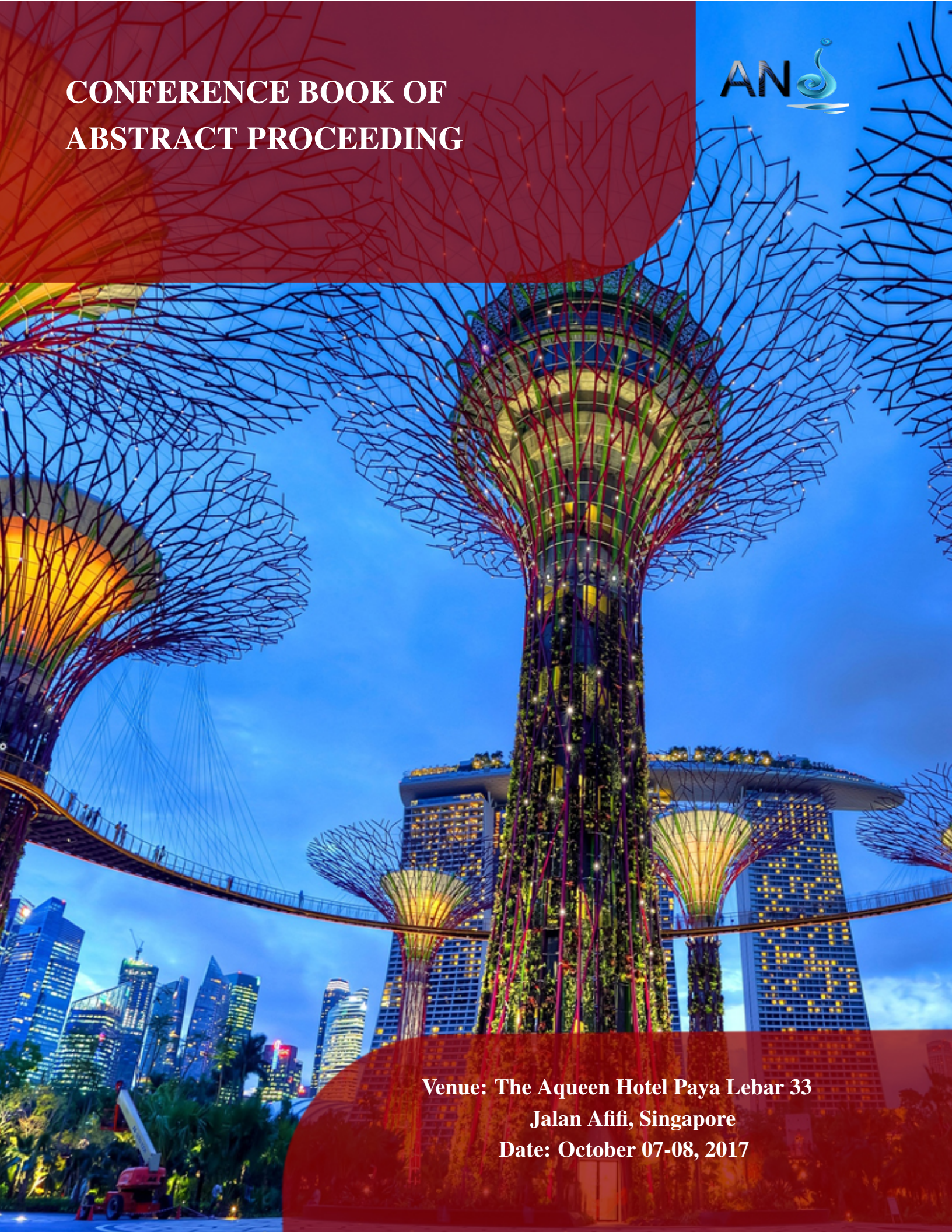

Venue: The Aqueen Hotel Paya Lebar 33
Jalan Afifi, Singapore
Date: October 07-08, 2017

TABLE OF CONTENTS

SCIENTIFIC COMMITTEE 5

ORGANIZING COMMITTEE 7

CONFERENCE TRACKS 8

CONFERENCE CHAIR MESSAGE 9

CONFERENCE SECHDULE 10

Conference Day 02 (October 08, 2017) 12

TRACK A 13

BUSINESS MANAGEMENT, SOCIAL SCIENCES & HUMANTIES 13

Fostering Creative Economy with Copyright Protection: Weightless Economy And Creativity-Based Sustainable Development 14

Management and Customer Service Skills of Students: Basis for Skills Enhancement Program 15

A Revised Regret Model for Context Effects by Considering the Discontent and Choiceless Utilities 16

TRACK B 17

COMPUTER, ENGINEERING TECHONOLOGY, & APPLIED SCIENCES 17

Different Time Points of 2D Periapical Radiography Image Registration Algorithm 18

UP COMING EVENTS 19

Book of Abstracts Proceedings

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CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
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- Cultural & Global Studies
- Environmental Studies
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- 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

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

CONFERENCE SECHDULE

ANISSH-ANICEAS-ELES-2017

Venue: The Aqueen Hotel Paya Lebar 33 Jalan Afifi, Singapore 409180

Time: Registration & Kit Distribution (09:00 - 09:10 am)
Day: Saturday
Date: October 07, 2017

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 - 10:00 am	Grand Networking Session

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

DAY 01 Saturday (October 07, 2017)

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

Venue: Room 1
Session Chair: Dr. Vincent

Track A: Engineering, Technology& Applied Sciences

Presenter Name	Manuscript Title	Paper ID
Prof. Dr. H. Ahmad M, Ramli, Dr. Ranti Fauza &Tisni Santika	Fostering Creative Economy with Copyright Protection: Weightless Economy And Creativity-Based Sustainable Development	SG-107-109, 109A & 109A2
Mrs. Loreluz L. Estolloso	Management and Customer Service Skills of Students: Basis for Skills Enhancement Program	RDSSB-107-ANI101
Jih Jeng Huang	A Revised Regret Model for Context Effects by Considering the Discontent and Choiceless Utilities	SGS-2107-101
Track B: Computer, Engineering Technology, & Applied Sciences		
Chia-Yen Lee	Different Time Points of 2D Periapical Radiography Image Registration Algorithm	RDCASE-107-CEAS101

Lunch & Ending Note (12:30pm - 1:30 pm)

Conference Day 02 (October 08, 2017)

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

TRACK A

BUSINESS MANAGEMENT, SOCIAL SCIENCES & HUMANTIES

Fostering Creative Economy with Copyright Protection: Weightless Economy And Creativity-Based Sustainable Development

[1*]Prof. Dr. H. Ahmad M. Ramli,[2]Dr. Ranti Fauza Mayana, SH, [3]Tisni Santika
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Keywords: Copyright Protection, Creative Economy, Creative Industry Development

Globalization and the technology development have brought creativity into necessity. Many countries put creativity as the main model of economic development. In this knowledge based economy era, creativity becomes the catalyst for development that millions of people across the world are making a living out of them. Irina Bokova The Director General of UNESCO stated that the cultural and creative industries has capitalizing US$2,250 billions and nearly 30 million jobs worldwide and become a major drivers of the economies of developed as well as developing countries. (Cultural Times, 2015).Copyrights is the branch of intellectual property with the wider scope of protection since it applies to every production in the literary, scientific and artistic works in all forms of expression concerning certain level of originality. Copyright proved to dominate the product of creative economy subsectors. As the part of creative economy upgrading, on October 16th 2014 the new Indonesia Copyright Law has been entry into force to provide adequate legal instrument in order to sustain the sustainability and growth of creative economy. Another important consideration is the simultaneity of law development and economic development is a compelling necessity for developing countries in order to transform the creative economic concept into factual creative industries. Based on the relevance of creative economy in a nation development, this paper aims to identify the expanding protection of copyright law in protecting creativity as the trigger for creative economy and how to transform the concept of creative economy into real sector in the form of creative industries. Further research is concerning the role of creative industries as the generator of jobs and wealth creation. In addition to its economic benefit, this research also aims to identify the potency of creative industry in achieving creativity based sustainable development and weightless economy.

Management and Customer Service Skills of Students: Basis for Skills Enhancement Program

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Keywords: Management Skills, Technical Skills, Human Skills, Conceptual Skills, Customer Service Skills

This study aimed to assess the Hotel and Restaurant Management students management and customer service skills acquired in their hotel and restaurant exposures during On-Job Trainings and determine the areas that need to be further improved. The research design used was the descriptive method utilizing the standardized instrument created by Robert Katz (1955) on management skills ad by L. Hass and R. Hawk (2000) on customer service skills. The respondents, who were 57 HRM students who were having their final On-Job Training, were given survey questionnaires that will identify their profile as well as measure the skills they need and have to be successful in the hospitality industry. The frequency and percentage distribution, weighted mean, and the Pearson R Correlation were employed in the analysis of data. Findings revealed that the customer service skills of students were very high. Furthermore, a significant relationship was observed on the various skills of the students. Management skills on the technical aspect showed moderate positive relationship and the human aspect showed weak positive relationship based on age and on the conceptual skills based on the grades of respondents. Likewise, a weak positive relationship was observed between the customer service skills and the respondents age. It can be deduced that the technical, human, and customer service skills of students are relatively improved as they mature in age coupled with rich exposure in the industry. Moreover, the academic performance is dependent upon conceptual skills of the students. The findings further validate the crafting of Skills Enhancement program to hone the capabilities of the HRM students and maximize their potentials to be more competent in their actual exposure in the industry. The researchers then have created a plan of activities in the Skills Enhancement Program that includes among others, the conduct of different skills training and workshops which can be incorporated throughout the course. It may be mean additional expense and working hours but if it makes more competent graduates, then it can be more than beneficial to the institution, the student body, and the hospitality industry as a whole.

A Revised Regret Model for Context Effects by Considering the Discontent and Choiceless Utilities

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Keywords: Consumer Choice Behavior, Regret Theory, Regret and Rejoicing, Context Effects.

Regret theory was first proposed by Bell (1982) and Loomes and Sugden (1982) to be another theory, compared to prospect theory (Kahneman and Tversky, 1979), for representing the essence of rational behavior under uncertainty. The postulate of regret theory is that for any given individual, there is a choiceless utility function so that an individual may experience regret and rejoicing when making a decision. Recently, regret theory has received much attention and been used in medical decision making (Smith, 1996; Yaniv, 2000), asset pricing and portfolio choice (Gollier and Salanie, 2006; Muermann et al., 2006), and hedging behavior (Michenaud and Solnik, 2006), because it is the only theory of decision under uncertainty that is consistent with violations of transitivity (Loomes et al., 1991) and this characteristic cannot be explained by the other main nonexpected utility theories, including prospect theory (Kahneman and Tversky, 1979). In contrast to decision making under uncertainty, several studies (e.g, Kujawski, 2005; Leyva-Lopez, 2007) extended regret theory to predict consumer choice behavior, i.e., decision making under certainty. To extend regret theory to consumer choice under certainty, we have to consider the situation of context effects. Context effects can be defined as changes in the consumer choice process or in its results as a function of the specific composition of the choice set (Ratneshwar et al., 1987). The empirical evidence of context effects, such as the compromise effect (Simonson, 1989; Tversky and Simonson, 1993) and the attraction effect (Huber, Payne and Puto 1982, Huber and Puto 1983), indicate that when evaluating a set of choices, consumers not only consider the alternatives in isolation, but also take note of other alternatives. However, past regret models can only account for the specific context effects and fail to explain the general phenomena of context effects. Therefore, the purposes of this paper are twofold: the first is to extend the regret theory to consider consumer choice under certainty and account for more complex consumer choice behavior. The other is to develop a regret model which can account for most context effects. To achieve our purposes here, we incorporated the concepts of the discontent utility and proposed a new regret function. Note that the discontent utility measures the degree of regret between alternatives and targets, where a positive (negative) target is the desired (undesired) level in a consumers mind. The discontent utility is not a new perspective. Some scholars (Savage, 1951; Braun and Muermann, 2004; Leyva-Lopez, 2007) defined regret as the difference between the utility of the optimal outcome and the utility of the evaluated outcome. However, in this paper, we propose the concept of the negative target which is not considered from the past papers.

TRACK B

COMPUTER, ENGINEERING TECHONOLOGY, & APPLIED SCIENCES

Different Time Points of 2D Periapical Radiography Image Registration Algorithm

[1*] Chia-Yen Lee, [2] Liang-Hsin Wang, [3] Shi-Xuan Wang, [4] Yu-Ting Chen, [5] Guan-Jie Chen,[6] Chih-Chia Huang
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Keywords: Process, Evaluation, Justice, Process Reform

Periapical periodontitis is a bacterial infection in the tooth that causes acute or chronic inflammation in the periapical tissue. In particular, for an infected periapical tissue, the X-ray images feature areas that are significantly darker than that of healthy tissues. This study aims to develop a longitudinal registration algorithm on 2D Periapical radiography images before we further quantify the trabecular bone distribution for objectively assessing the state of the apical alveolar bone. In this study, our proposed algorithm comprises four parts, Difference of Gaussian feature detection, Discrete Cosine Transform, descriptors, Random sample consensus matching, and Thin Plane Spline transformation. The preliminary results show that the proposed method can obtain better alignment results, even in the high gray scale contrast image, so that the physician can quickly find the corresponding lesion position at different time points, and then diagnose the recovery state in the Future

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