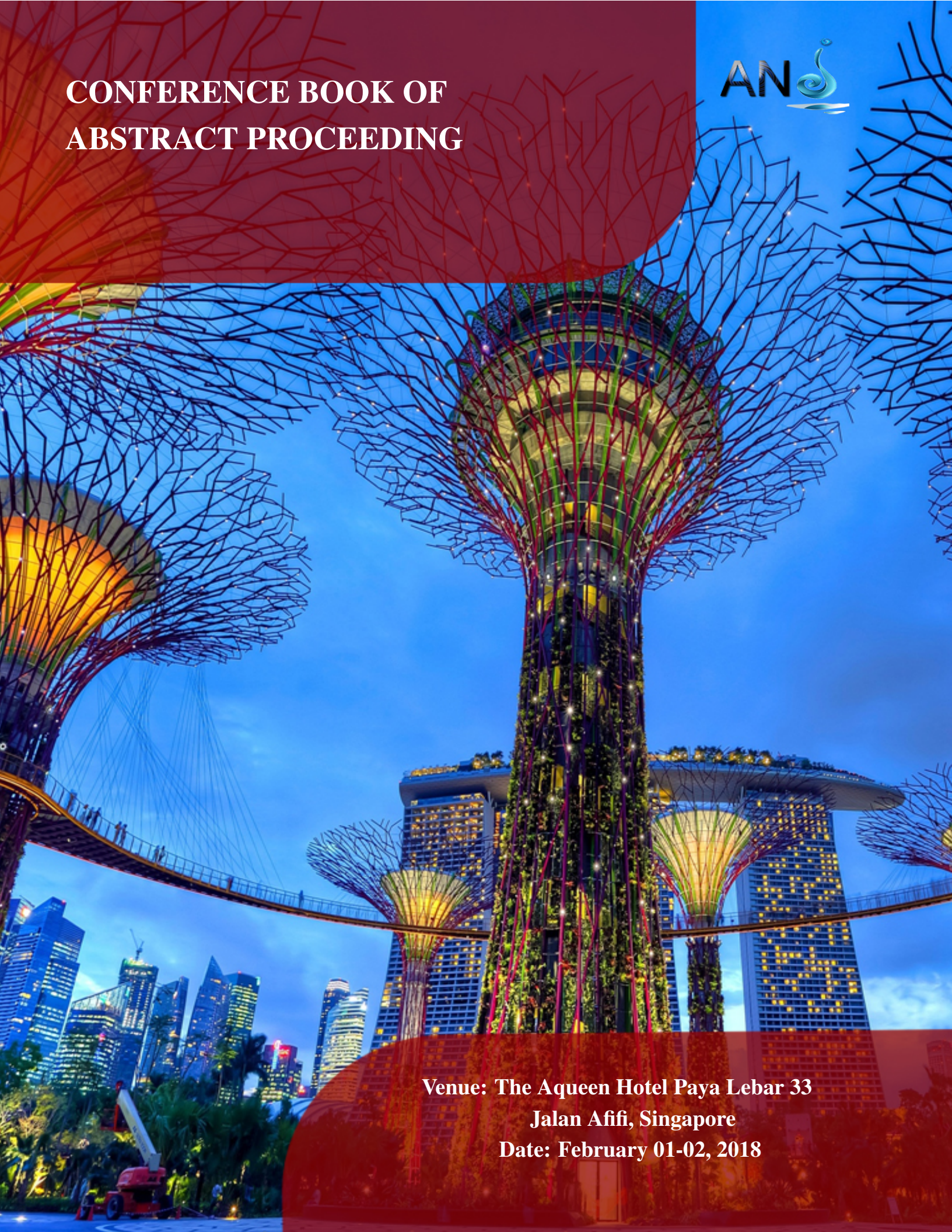


**CONFERENCE BOOK OF
ABSTRACT PROCEEDING**



**Venue: The Aqueen Hotel Paya Lebar 33
Jalan Afifi, Singapore
Date: February 01-02, 2018**

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Book of Abstracts Proceedings

2nd International Forum for Business Economics Advancement & Strategic Management (BEASM)

&

11th International Conference on Recent Developments in Computer, Applied sciences and Engineering (RDCASE)

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***1st International Forum for Business Economics Advancement &
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Conference Theme: Promoting research and developmental Activities through
Social Sciences innovation

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CONFERENCE TRACKS

- Social and Community Studies
- Arts
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- 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
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- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences

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-2018

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

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

Day: Thursday

Date: February 01, 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 Thursday (February 01, 2018)

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

Venue: Room 1

Session Chair: Dr. Vincent

Track A: Business, Social Sciences & Humanities

Presenter Name	Manuscript Title	Paper ID
Mou-Chung Tseng	Public-Private Partnership Model used in Urban Sustainable Development Propriety Research	BEASM-028-ANI101
Fariba Nazaripourkiyai	The Cultural Interpretation of the Iran-Iraq War Memories (1980-1988) (The sample of study: Viva Comail written by Mohsen Motlaq)	SIN-128-101
Dr. Manoug Joseph	Somakian Denuclearizing North Korea Role of International Community and the Impact of Economic Sanctions	SM-FEB-102
Ming-Chen Liao	Applied TAM Model to Explore the Effectiveness of Innovation and Experiential Marketing in Service Industry	SM-FEB-103
Yu-Chun Chen	Exploring the Impacts of Brand Image and Quality on Customer Satisfaction from Symmetric and Asymmetric Thinking in Data Analysis	SM-FEB-104
Pei-Ling Tuan	Exploring the Effectiveness of Social Marketing and Networking on Crowdfunding Platform based on Fuzzy-Set Theory	SM-FEB-105

Lunch Break (12:30 pm - 1:30 pm)



DAY 01 Thursday (February 01, 2018)

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

Venue: Room 1

Session Chair: Dr. Vincent

Track A: Business Management, Social Sciences & Humanities

Presenter Name	Manuscript Title	Paper ID
HsiN-Hui Lin	Assessing Paid Mobile Learning App Success	SM-FEB-113
Chartaya Nilplub	Service Quality, Perceived Value for Money, and Student Satisfaction: The Comparative Study between Public and Private University in Thailand	SM-FEB-114
Dr. Silky Vigg Kushwah	Psychological well-being and Investors Attitude towards various Investment Options	SM-FEB-116

Track B: Computer, Engineering Technology, & Applied Sciences

Dr. Boontariga KASEMSONTITUM	A Case Study of Ant Colony Optimization for Airline Crew Rostering	RDCASE-127-CEAS104
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Tea & Ending Note (03:00 pm - 3:15 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: : SM-FEB-115A

Dr Darwish Saif Said Almaharbi
Sultan Qaboos University, Oman

Official ID: : SM-FEB-115A

Dr Darwish Saif Said Almaharbi
Sultan Qaboos University, Oman

Official ID: SM-FEB-116A

Dr. Garima Mathur
Prestige Institute of Management, Gwalior, India

Conference Day 02 (February 02, 2018)

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

TRACK A

BUSINESS, SOCIAL SCIENCES & HUMANTIES



Denuclearizing North Korea Role of International Community and the Impact of Economic Sanctions

¹*Dr. Manoug Joseph Somakian, ² Mr. Steven Ferretti

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Keywords: North Korea, Nuclear Weapons, Ballistic Missiles, Security, U.S., China, UN Security Council

North Korea has presented one of the most dangerous and persistent challenges for the international community. Pyongyang's nuclear weapons program and advancement in ballistic missile technology are viewed as a serious threat to international peace and security. The United States has been preoccupied with this issue since the early 1990s and the United Nations Security Council from 2006 onward. Ten major sanctions resolutions have so far been adopted by the UNSC in response to Pyongyang's unprecedented frequency and intensity of nuclear and ballistic missile tests. Due to these tests, the regime has achieved technological milestones in weapons of mass destruction capability. All five permanent members of the Security Council have shown unity on this pressing issue, but efforts to either appease or coerce North Korea from abandoning its nuclear pursuit have fallen on deaf ears. The Obama Administration displayed a strategic patience strategy when dealing with Pyongyang. However, the Trump Administration has declared that the policy of strategic patience has ended and has threatened to totally destroy North Korea. On the other hand, while China and Russia are committed to seeing the Korean peninsula free of nuclear weapons but nonetheless are averse to any prospect which would lead to the collapse of the regime, creating a vacuum whereby the United States would most likely step in. The stated goal of the international community of achieving the denuclearization and peaceful solution to the North Korean situation seems to be increasingly elusive. The paper examines the concerns of the international community with respect to the nuclear weapons and ballistic missiles tests of North Korea, the successive UN Security Council resolutions and the reasons why economic sanctions have ended up being an ineffective tool to coerce Pyongyang to abandon its weapons of mass destruction program.

Applied TAM Model to Explore the Effectiveness of Innovation and Experiential Marketing in Service Industry

^{1*}Ming-Chen Liao, ² Cheng-Feng Cheng

^{1,2}Asia University, Taiwan

Corresponding Email: lawyerjoy34@gmail.com

Keywords: Innovation, Experiential Marketing, Perceived Usefulness, Perceived Ease of Use, Repurchase Intention

Society continues progress change customers consumption habits, service industry is more and more fierce. This study attempts to apply technology acceptance model (TAM) to explore the effectiveness of innovation and experiential marketing in service industry. Accordingly, this study focuses on customers of services and collects primary data by applying internet-based questionnaire survey. We further add in perceived usefulness and perceived ease of use as mediators to explore the main factors that affect customers repurchase intention. The statistical techniques adopt contain descriptive statistics, factor analysis, reliability analysis, structural equation modeling (SEM), and fuzzy set qualitative comparative analysis (fsQCA). The empirical results of SEM indicated that both innovation and experiential marketing can increase customers perceived usefulness and perceived ease of use. Customers perceived usefulness can enhance customers repurchase intention, but customers perceived ease of use and customers repurchase intention had no significant impacts. fsQCA evidences that there are five configurations or sufficient conditions for achieving high repurchase intention.

Exploring the Impacts of Brand Image and Quality on Customer Satisfaction from Symmetric and Asymmetric Thinking in Data Analysis

^{1*} Yu-Chun Chen, ² Cheng-Feng Cheng
^{1,2} Asia University, Taiwan
Corresponding Email: sky214855@gmail.com

Keywords: Fuzzy-Set Theory, Brand Image, Quality, Customer Satisfaction

This study intended to investigate the influences of perceived value and perceived risk on customer satisfaction based on symmetric and asymmetric thinking in data analysis. Accordingly, the major purposes of this study were to focus on investigating the impacts of brand image and quality on perceived value and perceived risk, respectively. In addition, this study further explored the relationships among perceived value, perceived risk, and customer satisfaction. To assess the applicability of this conceptual model, we employed an Internet-based questionnaire survey and distributed it to a sample consisting of consumers who had purchased the products or obtained the services. The statistical techniques adopted include descriptive statistics, factor analysis, reliability analysis, structural equation modeling (SEM), and fuzzy set qualitative comparative analysis (fsQCA). In terms of symmetric thinking in data analysis, the SEM results showed that both brand image and quality can enhance perceived value, quality is associated with perceived risk, and perceived value significantly affects customer satisfaction. On the other hand, the results of asymmetric thinking in data analysis (i.e., fsQCA) show that there are five causal configurations (i.e., path 1 to path 5) found to be sufficient for high customer satisfaction in this study. For instance, path 1 indicates that when the brand image is high and perceived risk is low, it can result in high customer satisfaction. Furthermore, path 2 represents that even when the customer has low perceived value, if he/she has a high evaluation of quality and low perceived risk, high customer satisfaction can still be achieved.

Exploring the Effectiveness of Social Marketing and Networking on Crowdfunding Platform based on Fuzzy-Set Theory

¹*Pei-Ling Tuan, ² Cheng-Feng Cheng

^{1,2} Asia University, Taiwan

Corresponding Email: fanypenny@icloud.com

Keywords: Social Marketing, Social Networking, Funding Intention, Fuzzy-Set Theory

This study focused on investigating the relationships among social marketing, social networking, perceived value, subjective well-being, and funding intention on crowdfunding platform. Specifically, the major purpose of this study was to evaluate the impacts of social marketing and social networking on perceived value and subjective well-being, respectively. In addition, we further explored the relationships among perceived value, subjective well-being, and funding intention. The study focused on people who had experiences of being involved or interested in interacting with non-profit organizations and aimed to understand the public's intention to raise funds for charity. In this study, a questionnaire was administered via the online Google form platform, and purposive sampling was adopted. For the data analysis, SPSS 20 and the Amos 20 statistical software were used for descriptive statistical analysis, factor analysis, reliability analysis, structural equation modeling (SEM), and fuzzy set qualitative comparative analysis (fsQCA). The results of SEM showed that both social marketing and social networking can effectively enhance perceived value and subjective well-being. Furthermore, perceived value can raise funding intention, but subjective well-being did not reach a significant level of funding intention. The results of fsQCA further indicated that five configurations are sufficient conditions for high funding intention. For example, path 1 indicates that when there is a low degree of social marketing, high perceived value, and low subjective feelings of well-being, it can result in high funding intentions.

Assessing Paid Mobile Learning App Success

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^{1,2} National Taichung University of Science and Technology, Taiwan

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Keywords: Mobile Learning App, Information Systems Success, Value-Based Adoption Model, Learning Effectiveness

Increasing mobile device market penetration across the globe and growing demand for digital education are visibly driving the market for mobile learning (m-learning). Facing increased competition, paid m-learning applications (apps) are much less likely succeed in the app marketplace than free ones. Therefore, understanding how to assess the success of paid m-learning apps has become a critical issue for academics and practitioners. Based on the information systems (IS) success models and the value-based adoption model, this study proposed a multidimensional model for assessing paid m-learning app success (see Fig. 1). The proposed model describes the inter-relationships among seven paid m-learning app success variables: System Quality, Information Quality, Perceived Enjoyment, Perceived Fee, User Satisfaction, Intention to Reuse, and Learning Effectiveness.

Service Quality, Perceived Value for Money, and Student Satisfaction: The Comparative Study between Public and Private University in Thailand

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^{1,2} Rajamangala University of Technology Isan, Thailand

Corresponding Email:chartaya@rmuti.ac.th

Keywords: Service Quality, Perceived Value for Money, Satisfaction, Higher Education

The study aims to examine the effect of service quality and perceived value for money on student satisfaction with their university, and to compare their effects between that of students in public and private university in Thailand. The data were collected from fourth year students in two public universities and two private universities. The hypothesized relationships were tested by structural equation modeling. The results of the analysis indicate that service quality has both direct and indirect significant effect on satisfaction at 0.01 significant level while perceived value for money is the mediator. In addition, perceived value for money has significant direct effect on satisfaction at 0.01 significant level. These two variables are able to predict satisfaction at 76 percent ($R^2=0.76$). Moreover, the results indicate that the effect of service quality on satisfaction and the effect of perceived value for money on satisfaction are significantly different between student of public and private universities at 0.01 significant level. The significant mediating role of perceived value suggests university management should attempts to influence perceptions of value for money as satisfaction is difficult to achieve without it. The significant moderating effect of type of university suggests that similar strategy may not be applicable in every type of university in Thailand. The results suggest that public university should focus on building higher service quality while private university should focus on creating students perception of value for money.

Psychological well being and Investors Attitude towards various Investment Options

¹ Dr. Silky Vigg Kushwah, ^{2*} Dr. Garima Mathur

¹New Delhi Institute of Management, New Delhi, India ^{2*} Prestige Institute of Management,
Gwalior, India

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Keywords: Psychological well-being, Linear Regression, Multivariate Regression

The aim of this paper was to examine the impact of psychological well being on the investors attitude towards various investment options. It also examined the impact of individual dimensions of psychological well-being on investors attitude towards investments. Survey method being used, psychological well being of investors was studied using the measure of Ryff & Keyes (1995) and investors attitude was studied using a self-made questionnaire which was administered on the same sample. Questionnaire was administered on a sample of 190 investors in Delhi and NCR. Linear regression was applied to check the impact of Psychological well being on investors attitude towards investment and multivariate regression was applied to check the impact of individual dimensions of psychological well being, autonomy, environment, personal growth, positive relation, life purpose and self-acceptance on investors attitude towards investments. The results indicate that Psychological well being of investors has a significant impact on their attitude towards investments. It also indicates that dimensions of psychological well being have positive and negative impact on investors attitude towards investments.

The Cultural Interpretation of the Iran-Iraq War Memories (1980-1988) **(The sample of study: Viva Comail written by Mohsen Motlaq)**

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Keywords: Interpretation, Cultural, Memories, Action, Social Groups

War is a socio-cultural phenomenon when after bullets came and went in the war the various incidents happening should be noted because they are full of the signs and meaning. So, finding the meaning of it is very necessary. Literal texts which have been created in this case are one the most important references for showing and interpreting such event. For this purpose, we refer to the literal productions to know military memories in eight years old defense process. Because it is said that, Literature will be produced as the people are living. A literary work in the name of "Viva Komail" which was written by Mohsen Motlaq (1371) has been studied here. We used Clifford Geertz theory as cultural interpretation to interpret our data and we used qualitative methods for data gathering. Our gathering techniques were Deep and episodic interviews and qualitative content analysis. By the classifications of data, we finalized the interpretation of them. The results of this study show that War is not just a battle of bullets together. But occurred actions are rich in emotions and meanings which we learn more about them in the full article.

Public-Private Partnership Model used in Urban Sustainable Development Propriety Research

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Keywords: Public-Private Partnership, Urban development, Globalization, Sustainable development

With the shift in global economic, social, demographic, and information technology, the emergence of metropolitan areas not only penetrated the border relations between countries, changed the interaction between central and local governments, restructured the size and style of urban spaces, but also caused a huge transformation in local infrastructures and community structures. The local governments hence have to face challenges in their management in regards to the arising changes and needs. This type of urban formation and development is not only a trend in countries around the globe; it is also an area the Taiwanese governments are actively involved in. With the impact of urbanization, the size of highly functional cities has surpassed core city administrative regions; therefore, this has generated various planning, administrative and policy issues. This study examines the PPPs views on urban development; the research methodology will be designed to focus on qualitative research, firstly undergoing document analysis, studying the progress of sustainable urban development and various issues arising during the development process in Taipei, Taiwan. Secondly, case analysis will be implemented to study the characteristics, current situation and problems in sustainable urban development in Taiwan. With two combined, a concrete and feasible study on sustainable urban development can be integrated and accomplished.

TRACK B

ENGINEERING, TECHNOLOGY & APPLIED SCIENCES



A Case Study of Ant Colony Optimization for Airline Crew Rostering

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Keywords: Airline crew scheduling, Crew Rostering, Ant Colony Optimization, Heuristics

The airline crew scheduling problem is generally divided into crew pairing problem and crew rostering problem. Airline crew rostering problem implicates the assignment of crew member to generate a monthly timetable (rosters). A set of constraints in an airline company has to be satisfied according to the Department of Aviation. An effective crew rostering system is essential for enhancing service potential and satisfying crews member satisfaction. The objective of this paper aims to propose a new method using Ant Colony Optimization (ACO) in order to balance workload among crew member. ACO is an effective and efficient meta-heuristic algorithm that has been applied to solve many difficult combinatorial optimization problems. The proposed method using the probability transitional rule and the pheromone update formula to generate new feasible solution. The performance of the algorithm was evaluated on real data of 526 pairs from Thai Airways Airline. The result showed that the quality of solution is improved by increasing the number of ants and iterations. ACO also showed promising solution with a short computational time.

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