

The background features a low-angle photograph of a modern skyscraper with a glass facade, set against a clear blue sky. The image is framed by white, curved, overlapping shapes that create a sense of depth and movement. A decorative pattern of small blue dots is scattered across the white areas. On the left side, there are concentric circular elements in shades of blue and black. The overall design is clean, professional, and modern.

**ABSTRACT PROCEEDING**  
**Volume 1, Issue 1**

**SHME-FEB-2019**

**Venue: Best Western Plus de Neuville Arc de Triomphe, Paris, France**

**Date: February: 09-10, 2019**



**Institute for Social and  
Economics Research**

# **ISER 1st International Conference on Social Sciences, Humanities, Business Management & Economics Research (SHME)**

Conference organized by:



This conference is dedicated to educators all over the world and to the members of the Institute for Social and Economics Research (ISER) whose passion for teaching, learning, research, and service are helping to transform the academy in many positive ways.

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## ISER 1st International Conference on Social Sciences, Humanities, Business Management & Economics Research (SHME)

### Table of content

Welcome Message . . . . .	5
Scientific Committee . . . . .	6
Business Administration and Marketing . . . . .	7
Conference Schedule . . . . .	8
Conference Abstracts . . . . .	14
Music Preference & Life Situations A Comparative Study of Trending Music . . . . .	15
Questioning Humanitarian Intervention in the 21st century: British domestic Actors and Horizontal Foreign Policy Contestation During the Syrian Crisis . . . . .	16
A Corpus-based Study of in Mandarin Chinese . . . . .	17
The Performance of Dividend ETFs: The Study of the Spillover and Leverage Effects . . . . .	18
Predicting, Quantifying, and Assessing Achievement Motivation in the ESL Classroom . . . . .	19
Effects of Marketing Strategies on the Performance of Retail Stores in Nigeria . . . . .	20
Effects of Luxury Brand Level Within The Luxury Industry Towards the Level of Corporate Social Performance . . . . .	21
Effect of Variety of Capitalism Toward the Level of CSP . . . . .	22
Education Background and Innovation: Is Ceos Knowledge Helpful for Entrepreneurial Oriented Firms to Innovate? . . . . .	23
The Influence of Perceived MNEs CSR Performance on Corporate Reputation and The Moderating Effect of CSR Type in Emerging Markets . . . . .	24
Investment Strategies of International Oil and Gas Companies . . . . .	25
Portfolio Rebalancing in Presence of Tax Law Canges . . . . .	26
A Study on the Improvement of Contribution of Digital Forensic Analyses: with a Focus on the Difference in the Location of the Investigator . . . . .	27
Europe-based Pharma giants Cross-Culture Marketing in USA . . . . .	28
Developing an Interactively Integrated System Combining Learning Diagnoses and Remedial Instructions for the 3rd Grade Low-Achieving Elementary Students on Mathematics . . . . .	29
Institutional Change in Higher Education in Mexico: Reforms for U.S. Accreditation . . . . .	30
Organization's Human Resources Management . . . . .	31
The Activities of the WTO and its Implications for Human Rights . . . . .	32
Job Resources and Job Attitudes: Does Psy-Cap Really Make any Difference as a Moderator? . . . . .	33
Conference Abstracts . . . . .	34
Case study of Anomaly Detection and Trust Allocation in Cyber Security of Unstructured Data . . . . .	35
Enhancing Copper Reduction in a Single Chambered Up-Flow Membrane-Less Microbial Fuel Cell . . . . .	36
Investigating the incidence of Endometrial Hyperplasia among woman exposed PM10 . . . . .	37
Upcoming Events . . . . .	38

## Welcome Message

The ISER 1st International Conference on Social Sciences, Humanities, Business Management & Economics Research (SHME)

We are happy you decided to join your colleagues from around the world to explore innovative technologies, pioneering pedagogical strategies, and a sampling of international collaborations that are being used to engage and retain students, researchers and Scholars in the new millennium.

## Scientific Committee

Ali Sarikaya, University of Pecs, Hungary

HAOUAM ZOHRA, Departement de communication et environnement d'entreprise, Hassan 1er. Maroc Casablanca. Maroc

Vimut Vanitcharearnthum, Chulalongkorn University Bangkok, Thailand

Yousaf Jamal Effat, University Jeddah. Saudi Arabia

Dimesh Manoj Sivaguru, University of Kelaniya Sri Lanka

Prabath Perera, University of Kelaniya Sri Lanka

Divyashree Modi Pandit Deendayal, Petroleum University Ahmedabad, India

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MANDENGUE Samuel Honore, University of Douala Douala, Cameroon

Dr. Rong Zhang Nishinippon, Institute of Technology 1-2-11, Muro-machi, Kokura-kita, Kitakyushu, Fukuoka, Japan

## Acknowledgements

The organizing committee would like to thank all those people who were involved in making the conference a success. A great amount of planning and organizing is required to hold a successful conference, so we are indebted to those who volunteered their time and energy.

We want to thank all the members of the ISER 1st International Conference on Social Sciences, Humanities, Business Management & Economics Research (SHME) who volunteered their time to help organize the conference.

## **Business Administration and Marketing**

Management, Firms, Startups, Corporate Culture, Social Responsibility, Marketing, Advertising, Public Relations, Consumer Behavior, Brand, Identity and Corporate Reputation, Entrepreneurial and Small Businesses Marketing, Marketing Segmentation, E-Marketing, Computer Software in Business Administrations, Accounting and Auditing, Trade, Tourism, Transportation Systems, Environmental and Ecological Economics, Strategy, General Management, Management Theories, Modern Management Practices, Entertainment, CSR and Business Ethics, International Business, Innovation, Supply Chain Management, Operations Management, Information Management, Human Resources Management, Project Management

## **Accounting**

Accounting Practices, Financial Modeling, Financial Analysis, Financial Statistics, Future Markets, Risk, New Trends for Accounting and Finance, Research for Accounting, Tax Theories and Practices, Tax Avoidance, Invasion and Extraction from Tax Invasion, Corporate Finance, Finance Theories, Money, Credit and Banking, Stock, Currency and Bonds, Commodity

## **Social Sciences and Humanities**

Education Challenges, E-learning in higher education, Life Long Learning, Sociolinguistic, Social cohesion and multiculturalism, Economic-Sociology, Major trends in society, EU citizenship, Political Sciences, Psychology applied in Economics, Anthropology, Arts, English, History, Information science, Islamic Studies, Language, Linguistics, Literature, Local Government, Museums and heritage, Music, Occupational Science, Philosophy Poetry, Politics, Popular Culture, Psychology, Religious studies, Social Sciences, Sociology, Women's history

## **Interdisciplinary**

Children and Youth, Communications and Media, Complex Systems, Conflict resolution, Creativity, Culture, Disaster Management, Discourse, Film studies, Gender studies, Globalization, HIV/AIDS, Human Rights, Identity, LGBT Studies, Leadership, Memory, Multidisciplinary Studies, Poverty, Public Policy, Security, Sexuality and eroticism, Spirituality, Sport science, Sustainable development, Urban studies, Violence Women's studies

## **General Economics, Economic Development, Technological Change and Growth**

Microeconomics, Household Behavior and Family Economics, Economic Development, Sustainable Development, Eco-Development, Production and Organizations, Welfare Economics, Macroeconomics and Monetary Economics, International Economics, Public Economics, Analyses of Economic Development, Agriculture; Natural Resources; Energy; Environment; Other Primary Products, Human Resources; Human Development; Income Distribution; Migration, Economic Development: Financial Markets; Savings and Capital Investment; Corporate Finance and Governance, Regional, Urban, and Rural Analyses, International Linkages to Development; Role of International Organizations, Fiscal and Monetary Policy in Development, Trade Policy; Factor Movement Policy; Foreign Exchange, Innovation and Invention: Processes and Incentives, Management of Technological Innovation and Research and Development

## **IT Business**

Business for AI and Deep Learning, Technological Forecasting and Social Change, Business for Big Data, Internet of Things and Cloud Computing, Business for IT-driven Services, Information Systems and Informatics, ICT for Business, ICT for Education, Healthcare, Finance and Other Sectors, Large Scale Surveys and Analysis, HCI and Computers Human Behavior, Computers In Industry

## Conference Schedule

### **I SER 1st International Conference on Social Sciences, Humanities, Business Management & Economics Research (SHME)**

Best Western Plus de Neuville Arc de Triomphe, Paris, France  
February 09-10, 2019

09: 00 am 09: 30 am	Registration and Reception
09: 30 am 09: 40 am	Opening ceremony
09:40 am 09: 50 am	Welcome Remarks
09: 50 am 10: 00 am	Tea Break



## **ISER 1st International Conference on Social Sciences, Humanities, Business Management & Economics Research (SHME)**

**Day 01: Saturday  
February 09, 2019**

**Session 01: 10:00 am 12:00 am**

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

Presenter Name: Mrityunjay Kumar Tiwary

Reference ID: SHME-FEB-25

Paper Title: Portfolio Rebalancing in Presence of Tax Law Changes

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Presenter Name: Jonghyuk Yoon & Youran Woo

Reference ID: SHME-FEB-27

Paper Title: A Study on the Improvement of Contribution of Digital Forensic Analyses: With a Focus on the Difference in the Location of the Investigator

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Presenter Name: Jo-Hui, Chen

Reference ID: SHME-FEB-26

Paper Title: The Performance of Dividend ETFs: The Study of the Spillover and Leverage Effects

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Presenter Name: Jonathan Austin Daniels

Reference ID: SHME-FEB-18

Paper Title: Predicting, Quantifying, and Assessing Achievement Motivation in the ESL Classroom

---

Presenter Name: Akpojivi-Edewor, Mercy Onome O

Reference ID: SHME-FEB-17

Paper Title: Effects of Marketing Strategies on the Performance of Retail Stores in Nigeria

---

Presenter Name: Mr Rifqi Septiano Halim

Reference ID: SHME-FEB-16

Paper Title: Effect of Variety of Capitalism Toward the Level of CSP

---

Presenter Name: Devesh Ramakrishnan

Reference ID: SHME-FEB-15

Paper Title: Music Preference & Life Situations A Comparative Study of Trending Music

---

Presenter Name: Alpha Janga

Reference ID: SHME-FEB-14

Paper Title: Europe-based Pharma giants Cross-Culture Marketing in USA

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Presenter Name: Tsai-Wei Huang

Reference ID: SHME-FEB-13

Paper Title: Developing an Interactively Integrated System Combining Learning Diagnoses and Remedial Instructions for the 3rd Grade Low-Achieving Elementary Students on Mathematics

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

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## **ISER 1st International Conference on Social Sciences, Humanities, Business Management & Economics Research (SHME)**

**Day 01: Saturday  
February 09, 2019**

Session 02: 01:00 Pm 02:30 pm

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

Presenter Name: Ms. Sarah Putri Kinanti

Reference ID: SHME-FEB-03

Paper Title: Effects of Luxury Brand Level Within the Luxury Industry towards the Level of Corporate Social Performance

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Presenter Name: Pizengolts Vladimir Mikhailovich

Reference ID: SHME-FEB-32

Paper Title: Investment Strategies of International Oil and Gas Companies

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Presenter Name: Ms. Nabilla Bela Shafira

Reference ID: SHME-FEB-30

Paper Title: Education Background and Innovation: Is CEOs Knowledge Helpful for Entrepreneurial Oriented Firms to Innovate?

---

Presenter Name: Ms. Salsabila Nurdhia Akbar

Reference ID: SHME-FEB-29

Paper Title: The Influence of Perceived MNEs CSR Performance on Corporate Reputation and The Moderating Effect of CSR Type in Emerging Markets

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### **Track A: Engineering Technology & Applied Sciences**

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Presenter Name: Chen, Chi-Wen Lin

Reference ID: SHME-FEB-35

Paper Title: Enhancing Copper Reduction in a Single Chambered Up-Flow Membrane-Less Microbial Fuel Cell

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Presenter Name: Shu-Hui Liu

Reference ID: SHME-FEB-36

Paper Title: Investigating the Incidence of Endometrial Hyperplasia among Woman Exposed PM10

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## **ISER 1st International Conference on Social Sciences, Humanities, Business Management & Economics Research (SHME)**

**Day 01: Saturday  
February 09, 2019**

Session 02: 01:00 Pm 02:30 pm

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Track A: Business, Economics, Social Sciences and Humanities

Presenter Name: Saritha Attuluri

Reference ID: SHME-FEB-10

Paper Title: Institutional changes in Mexico Higher Education: A reforms for U.S. Accreditations

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Presenter Name: Mohammad Abdur Rahim

Reference ID: SHME-FEB-01

Paper Title: OrganizationŚ of Human Resource Management

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Presenter Name: JeongYeon Kim

Reference ID: SHME-FEB-05

Paper Title: Case study of Anomaly Detection and Trust Allocation in Cyber Security of Unstructured Data

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**Closing Ceremony (02:30 pm 02:45 pm)**

## Conference Attendees

The following scholars/practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Participant Name: Odaro, Douglas Osaghae

Reference ID: SHME-FEB-08A

Country: Department of Marketing Ogun State Institute of Technology Igbesa, Nigeria

Participant Name: Litani Ascentia

Reference ID: SHME-FEB-10A

Country: Universitas Airlangga, Indonesia

Participant Name: Klaus Foraboschi

Reference ID: SHME-FEB-11A

Country: Voestalpine, Linz, Austria

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## **ISER 1st International Conference on Social Sciences, Humanities, Business Management & Economics Research (SHIME)**

**Day 02: Sunday  
February 10, 2019**

**Conference second day is reserved for participants own tourism activities.**



Institute for Social and  
Economics Research

## **Conference Abstracts**

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

## Music Preference & Life Situations A Comparative Study of Trending Music

Devesh Ramakrishnan \*

Pandit Deendayal Petroleum University, India

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Over the past few years, numerous amounts of research have been conducted to determine on what basis do individuals prefer their music. However, the music individuals listen to is majorly connected the emotions the feel, the situations they are in & the activities they are performing. This research aims at (a) understanding the music preferences of individuals in different situations (b) understanding the music preferences of college going students. The results showed that in situations which involved high-attention work soft and instrumental music was preferred most by the subjects whereas in situations which required low-attention more upbeat & popular music was preferred. The total music preferred the most by the subjects was Pop in most situations

**Index Terms:** Activities, Emotion, Music Genres, Music Preference & Situations.

# Questioning Humanitarian Intervention in the 21st century: British domestic Actors and Horizontal Foreign Policy Contestation During the Syrian Crisis

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At the end of the 1990s, Western states agreed on the necessity to invoke and implement the norms related to HI, with NATO intervention in Kosovo as the most ideal-typical example. Opposition to Operation Allied Force was mostly limited to a group of developing countries. Despite an unclear legal basis and several doubts on the feasibility of using force for humanitarian purposes, in 1998-9 NATO countries considered that the international community had to resort to the military instrument in order to stop the violations of human rights perpetrated by the Federal Republic of Yugoslavia against the civilian population of Kosovo, even in the absence of a legal authorization by the Security Council. Things have started to change since 9/11 and the decision of the United States (U.S) and the United Kingdom (UK) to invade Iraq in 2003. Despite several United Nations (UN) documents and the positive development of the World Summit Outcome in 2005, the Iraqi war arguably contributed to give HI a bad name. This article focuses on the 2013-15 British domestic debate on the possibility of using force against the Syrian government of Bashar Al Assad. The goal is to analyze how relevant domestic actors, namely the David Camerons government and the political parties represented in the House of Commons, debated the concepts of R2P and engaged in several discursive strategies with the goal of influencing the decision on whether or not to intervene. The result was a rather confused debate, with the government facing several difficulties in convincing political actors about the legitimacy and viability of intervening in the Middle East. The perception of the failure of previous British governments of different ideological affiliations to carry out successful and useful interventions, especially in Iraq and Libya, favored the development of an intersubjective understanding that reflects a much more precarious consensus on R2P. The article explains how the memory of operations Iraqi Freedom against Saddam Hussein and Unified Protector against Muammar Gaddafi influenced the debate on whether to use force in Syria and shaped the perceptions of political parties by pushing them to claim a larger say in the disputes related to the legitimacy and feasibility of these operations. The Syrian debate emphasized the existence of partisan divisions about the role of Britain in the international system and reflected the will of British parties to problematize R2P by putting serious limitations to its invocation and operationalization

**Index Terms:** British foreign policy, social constructivism, role theory, humanitarian intervention, responsibility to protect, Syria



## A Corpus-based Study of 在 in Mandarin Chinese

Shelley Ching-yu Depner<sup>1</sup>, Dr. Ashish Mehta<sup>2</sup>

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This study explores the life-form affixoid 在 guest; person in Mandarin Chinese based on modified pattern analysis (Hunston & Francis 1999) and Mutual Information value (Hunston 2002). We inspect the dictionary senses of 在, analyze the distributional patterns of parts-of-speech, and co-appearing adjectives. The goal is to see what semantic domains are embedded in 在. More importantly, we intend to show the pragmatic patterns of 在 that correspond to its constructions. We used probes such as [-able 在] and [-tive 在 + NOUN] to locate the pragmatic patterns of 在. Three conceptualizations of 在, comprising the relations of three motions, were postulated after observing the collocation of 在 in corpus.

**Index Terms:** Life-form study, Corpus Linguistics, pattern analysis, person affixoids, presupposed interlocutor.

# The Performance of Dividend ETFs: The Study of the Spillover and Leverage Effects

Jonathan Austin Daniels <sup>1\*</sup>, Dang Trung Kienn <sup>2</sup>

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Among a variety of Exchange-Traded Funds (ETFs), the dividend ETFs seem to expand in the number currently as of their concentration in looking for high yields and more stability for portfolios. This study applies the Generalized Autoregressive Conditional Heteroscedasticity-in-Mean-Autoregressive Moving Average (GARCH-M-ARMA) and the Exponentially Generalized Autoregressive Conditional Heteroscedasticity-in Mean Autoregressive Moving Average (EGARCH-M-ARMA) models to measure the spillover and the leverage effects from returns and return volatilities of high yield and low yield dividend ETFs on racing market stock indices, and vice versa. The findings show that the spillover effect in return is more happening in a group of low yield dividend ETFs, while the spillover effect on return volatilities is more dominant in a group of high yield dividend ETFs.

**Index Terms:** Dividend ETFs, Spillover Effect, Leverage Effect, GARCH, EGARCH.

## Predicting, Quantifying, and Assessing Achievement Motivation in the ESL Classroom

Jonathan Austin Daniels \*  
Rissho University Korea, Japan  
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Educators often rely on achievements (i.e. grades) within the classroom as a measure of the classroom environment. However, if crafting a positive and nurturing classroom environment is the aim one that takes into account the needs and expectations of the students themselves then other methods of gathering feedback, such as classroom surveys, can be a valuable tool. The purpose this presentation is to outline the results of a survey given to first year Japanese university students majoring in law; the aim being to better understand their expectations and values regarding competency in English. These findings were used to identify a correlation between high attendance and approach-oriented motivation, and low attendance and failure-oriented motivation.

**Index Terms:** Achievement, ESL, Expectancy, Motivation, Value.

# Effects of Marketing Strategies on the Performance of Retail Stores in Nigeria

Akpojivi-Edewor, Mercy O <sup>1\*</sup>, Obanor Christopher <sup>2</sup>, Ajibike Abayomi A <sup>3</sup>  
<sup>1,2,3</sup>Department of Marketing Ogun State Institute of Technology Igbesa, Nigeria  
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In the present day business environment that is characterized by the increased competition among local and international companies, the emergence of more demanding customers and great technological advances has resulted in a complex market in the retail business. In this complex market environment, the marketing strategy of the company could be a competitive advantage versus other companies provided that they deliver services and values that not only meet the customer demands, but surpass them. Therefore, the firms strategies should be characterized by a responsive work organization, based on co-operative relations not only within the firm but also in its relations with external partners such as customers, suppliers and competitors. The objective of the study was to determine the effects of marketing strategies on the performance of retail stores in Nigeria. The study adopted a cross sectional descriptive survey design. The population of the study comprised six retail stores. All the six registered firms were selected for the study. A questionnaire was used to collect data. The data was analyzed using descriptive statistics and regression models. The study established that the retail stores in have adopted several marketing strategies in order to improve their performance. The strategies used were product strategy, pricing strategy, physical evidence strategy. Product strategy enabled the retail stores to offer broad product line, stock products for different customer clusters, ensures that quality and reliability of the product offerings gain importance, utilize product design and technology in product development and that utilize early adopters for new product ideas and feedback. Pricing strategy was realistic and accurate, use of premium pricing on its products and price promotions and discounts. The use of marketing strategies resulted in increased sales, number of items sold, enhance purchase of products and increase market penetration of retail outlet.

**Index Terms:** Marketing strategies, Performance, Retail, Price Strategy, Product Strategy, Customer Cluster, Product Offerings.

## Effects of Luxury Brand Level Within The Luxury Industry Towards the Level of Corporate Social Performance

Sarah Putri Kinanti \*  
University of Groningen, Netherlands  
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The study is conducted to show whether being in a certain brand level within the luxury industry can be an antecedent towards the variation of corporate social performance by firms and brands in the luxury industry. Luxury industry is an industry where the firms that are included in it, sell very expensive goods in terms of price, the products are very expensive not just because of their brand value and symbolic benefits, but also because their production often involves the use of rare, precious materials and limited natural resources such as animal skins, fur, valuable gemstones (Luca, 2014). Luxury industry has a range of price point, therefore firms within the industry can be classified to levels based on the price point of which the products are offered. The classification of luxury firms or brands into specific levels are based on the level by Rambourg (2014), as the luxury industry comprised of several segments in this study I include apparel, automobile and luxury hospitality to the sample. The Conclusion shows the levels do not appear to have some kind of effect towards corporate social performance, it may be that even though the firms and brands have a different price point, they are still seen by customers and stakeholders as firms included in the luxury industry. Which means, they have the same problem, which is visibility and therefore instead of resulting in variation of Corporate Social Performance, it results in similar corporate social performance index conducted by these firms.

**Index Terms:** Luxury, Industry, Corporate Social Performance

## Effect of Variety of Capitalism Toward the Level of CSP

Mr Rifqi Septiano Halim \*

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As an increasing pressure from the stakeholder, a company needs to take into account corporate social responsibility (CSR) in their strategy. They begin to see CSR as an opportunity to increase the growth of the company. Many independent agencies assess the corporate social performance (CSP) of the company. Therefore, we could see CSP as the outcome of what the company did relating to CSR. We can also relate to what the company did to the institutional level. Variety of capitalism is one of the frameworks that compare difference and similarities between countries. It divided the country into clustered of economies. Therefore, this paper aims to see how these varieties of capitalism are going to affect the level of CSP in their corresponding cluster. We use cross-sectional linear regression on the variety of capitalism with the CSP. The study use data from Thomson Reuters Asset4. The result shows that companies that operate in the CME cluster are better compare to the other cluster. This shows that the clustered of economies that the non-market strategy plays a role for building core competencies shows a high level of CSP. Cluster in which the institution is classified high will result in high level of CSP This is probably because to make the non-market party take side with your company, the company must comply with what the stakeholder party wants. In concluding, the company should take into account CSR in every place they conduct their business.

**Index Terms:**(CSR), Capitalism,Economies.

## Education Background and Innovation: Is Ceos Knowledge Helpful for Entrepreneurial Oriented Firms to Innovate?

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A firm innovativeness is a clear indicator of competitiveness. For that reason, a firm must have skillful decision makers to accommodate the innovation process. As the strategic decision maker of the firm, the CEO uses their cognitive resources in the problem identification and problem-solving processes. Cognitive resources rooted in a persons intelligence and can be developed by gaining knowledge, competence and experience. In addition, a firm can improve their innovativeness by applying entrepreneurial orientation. A firm with an Entrepreneurial Orientation (EO) exhibit practices, behaviors, and philosophies that emphasize innovative, risk-taking, and proactive actions. This research attempts to assess the influence of a CEOs educational background on innovativeness of entrepreneurial oriented firm. I examine the proposed research questions using a sample of 154 European firms (chemical, pharma, materials). CEO educational background is measured by their knowledge width the variety of academic majors achieved and knowledge depth education level and whether they have a degree in a firm-specific academic major. This research found that the CEO's depth of knowledge has a mixed influence towards firm innovativeness. The presence of firm-specific academic major in CEO's education background decreases firm innovativeness, while the higher education level increases a firm innovativeness.

**Index Terms:** Education Background, Firms Innovativeness, Entrepreneurial Orientation.

# The Influence of Perceived MNEs CSR Performance on Corporate Reputation and The Moderating Effect of CSR Type in Emerging Markets

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The study is aimed to show whether perceived MNEs CSR performance can be a factor that positively influence corporate reputation, where CSR type (do-good CSR vs. do-no-harm CSR) act as the moderator on this relationship. To measure this relationship, this study focuses on the perception of stakeholders towards MNEs CSR performance, and this study focuses on the context of emerging markets. This study is an experimental study, in which manipulated scenarios incorporating the variables perceived CSR performance of a fictional MNE and CSR type are given to participants, where the participants are asked to measure corporate reputation based on the given scenarios. The empirical analysis shows insignificant relationship between perceived MNEs CSR performance, as well as insignificant interaction of CSR type on corporate reputation. This might be caused by the unawareness and unsupportiveness of stakeholders and the different perception of stakeholders in emerging markets towards CSR practices. Nevertheless, this study can contribute to further research regarding CSR in terms of stakeholders perceptions, and in regards to CSR studies in emerging markets, as well as contribute to the extension of knowledge in regards of CSR type, and its effect in the relationship between perceived CSR performance and corporate reputation.

**Index Terms:** CSR, Perceived CSR Performance, MNEs, Corporate Reputation



## Investment Strategies of International Oil and Gas Companies

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The decline in oil prices, which began in the second half of 2014, turned out to be a protracted phenomenon and was a serious challenge for the industry. Oil and gas companies, like the leading oil-producing countries, are forced to rebuild their strategies, adapting to the new realities of the market. The article gives a brief overview and analysis of strategies of the of the modern oil and gas market main players, a description of their strengths and weaknesses. The common strategic concepts and management solutions that are specific to each of the companies separately are being identified. For the purposes of this article, there are seven companies, which were included in the analysis: ExxonMobil, Chevron, BP, Royal Dutch Shell, Total, Eni and Statoil

**Index Terms:** Investing in oil production, changing the strategy, ExxonMobil, Chevron, BP, Royal Dutch Shell, Total, Eni, Statoil.

## Portfolio Rebalancing in Presence of Tax Law Changes

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The impact of taxes on portfolio choice of economic agents has been an area of deep interest. Particularly in presence of differential tax rates on capital gain vis-a-vis dividends requires need for optimization strategies that is efficient not just on a pre-tax level but also considers inequalities brought-in by the differential tax rates (Long, 1977; Poterba, 1999; Amromin, 2003; Peterson et al. 2006). The principal argument behind all the optimization strategies remains the same: i.e. in presence of differential tax rates on capital gain vis-a-vis dividends, ceteris paribus, an investor will choose a stock providing gains via route that is taxed at lower rate. For example, if in an economy, dividends are taxed at 25% and capital gains are taxed at 10%, then, ceteris paribus, an investor will prefer companies retaining the profits rather than distributing dividends. However, this study aims to examine an important aspect of the debate that has been overlooked in the extant research. That is, any optimization method is likely to be inherently flawed because of dynamic nature of tax rates. If that is true, then while selecting an individual stock for inclusion in the portfolio or doing subsequent rebalancing; the important clause of ceteris paribus may not hold true. For example, if an investor chooses a stock, then she does so for its long term characteristics to generate desired return with tolerable risk. However, if due to changes in dividend distribution policies or changes in tax laws in the country, the dynamics of tax liability on the returns changes, then it is not necessary that the investor will react, for the fundamentals might still justify holding the stock. In this study I examine whether the tax law changes in India in 2002 which resulted in altering post-tax returns on capital gain vis-a-vis dividends led to a reaction by investors on their portfolio holdings. Using high frequency data, I devise a novel method to segregate the impact of a particular stimulus from a series of stimuli. Results show that investors did not react instantaneously to the changes in dividend tax laws. This provides evidence that investors held the stocks for their inherent fundamentals and change in dividend taxes that altered their post-tax returns from the holdings were not sufficient reasons to warrant any portfolio rebalancing. Robustness checks indicate that the justification in consistent and all other possible explanations can be ruled out.

**Index Terms:** Dividend Tax effect, Dividend Tax Cienteles, Post-Tax Portfolio

# A Study on the Improvement of Contribution of Digital Forensic Analyses: with a Focus on the Difference in the Location of the Investigator

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Digital analyzes are often treated as conclusive evidence in the field of criminal investigations. In most of the countries, digital evidence has been adopted as crucial evidence in the judgment of the court, and this phenomenon is taking place in South Korea too. In the criminal investigation, field investigators gather digital evidence on site and refer to digital evidence analysts to verify them. The relationship between them plays an important role in criminal investigation. Although the role of digital analysts is increasing, the problems caused by a load of investigators and analysts are getting bigger. In this study, we will prioritize factor that enhances the investigators satisfaction in the analysis of digital evidence and suggests ways for digital evidence analysts to contribute. Using the Analytic Hierarchy Process technique, the priority was derived by organizing the first tier of class and the ten components of each tier of the factor used in the service experience. To verify the validity of each factor, we conducted focus interviews. AHP survey analysis result, in the first tier Reliability was the most important element, and, tangible technical form, contribution of evidence gathering of reactivity, and the ability of analysis of reliability were derived. Based on the results of this study, we expect this followed by Certainty, Reactivity, Empathy and Tangibility. As the top three of the second tier to be a positive factor in increasing the contribution of digital analysts by identifying the importance of analytics work according to the works workplace, career, and department.

**Index Terms:** AHP Method, Digital Evidence analysts, Factor Priority, Field investigator, SERVQUAL

## Europe-based Pharma giants Cross-Culture Marketing in USA

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Culture matters the most in global marketing for two main reasons one of which is shaping a company's global marketing mix and secondly gaining market opportunities. It is very important for the global marketing managers to be cautious of the culture aspects in marketing strategies. Culture blunders can be a threat for many multinational companies if the concept of culture is not taken care of. Successfully implementing cross-cultural marketing can make the companies gain competitive advantage among the competitors. As the healthcare industry is in the midst of globalization, culture-value-based marketing strategies are very crucial for the pharmaceutical companies. Marketing Executives have to be cautious of not neglecting cultural values while planning on marketing in an area with diversified cultures like the United States. One important aspect of the pharmaceutical marketing is understanding the patient journey and how it differs across patient demographic segments. Social media also plays an important role in marketing of the pharmaceutical products by communicating in a relevant way. According to many sources, the number of pharma companies investing in multiethnic marketing has increased thrice within the last decade. Hispanics, Asians and African Americans are the majority of cultures that are spread in the United States and the therapeutic journey of different cultures differs from each other. This shows the gaps in the cultures within the disease diagnosis and treatment. In the last decade, three of the top pharmaceutical companies implemented multiethnic marketing strategies to promote their products. This paper focuses on studying large cross-cultural marketing campaigns launched recently by top European pharmaceutical giants operating in the United States and demonstrating the recent population distribution maps and trends of several major non-native cultures for the pharmaceutical industry in USA.

**Index Terms:** Cross-cultural marketing, Pharmaceuticals, Multiethnic, Demographics, United States population distribution, Trends of Culture, Social Media

# Developing an Interactively Integrated System Combining Learning Diagnoses and Remedial Instructions for the 3rd Grade Low-Achieving Elementary Students on Mathematics

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Many studies discussed the 3rd grade students with mathematics deficits (e.g., Desoete, Roeyers, & De Clercq, 2004; Poncy, Skinner, & Axtell, 2010). In Taiwan, to ensure the quality of academic attainment, the Ministry of Education (MOE) enhanced remedial instruction programs for students on learning Mathematics. However, the MOE's diagnostic tests were conducted at the end of a semester and thus, as summative-oriented, not as formative-oriented, and were difficult to facilitate ongoing instructional activities in a practical classroom scenario. The study, thus, intended to develop an integrated system deemed as an ongoing diagnostic tool by combining mathematics learning diagnoses and remedial instructions for the 3rd grade low-achieving elementary students. Based on the BW Cognitive Diagnostic model (Huang, 2012; Huang & Wu, 2013), an online instant assessment system (BW-CDA) has been developed through which students' responses on a test can be analyzed immediately and detected as the statuses of mastery, guessing, carelessness, or misconception. Through these reflective information, students can realize their strength and weakness on learning mathematics. Meanwhile, teachers can use this system to construct and revise their test items from misfit information of hint, disturbance, power, and defenselessness. Besides, based on the Basic Learning Contents (BLC) of mathematics remedial instructions by the MOE, the system using the Scratch system to provide hundreds of the 3rd grade mathematics materials in the four domains of mathematics: Number & Quantity, Geometry, Algebra, and Statistics & Probability, to assist students' self-learning. Students can learn mathematics by demonstrating these animations and test their understandings on the 3rd grade mathematics contents.

**Index Terms:** Remedial Instruction, BW Cognitive Diagnostic Assessment, Low-Achieving Students

## Institutional Change in Higher Education in Mexico: Reforms for U.S. Accreditation

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Internationalization is a driver of institutional changes in higher education in recent decades. Even prior to this current era of globalization, with its pressure as an external influence, selected higher education institutions in Mexico had internal motivations to pursue international accreditation since the 1950s. This institutional change in Mexico may be described as an isomorphism - normative associated with professionalization or mimetic as a response to uncertainty (Powell & DiMaggio 1983). The research presents three case studies for qualitative analysis: Tecnológico de Monterrey (Tec or the Tech) (ITESM), Universidad de las Américas Puebla (UDLAP), and Centro de Enseñanza Técnica Y Superior (CETYS), in order of U.S. accreditation. Primarily, the research addresses why does institutional change take place, identifying internal institutional motivations and external competitiveness related to globalization as explanations. The research presents the multi-level governance context of global, national, and institutional levels of influence for these private universities Mexico. Additionally, the research addresses themes of educational quality, international academic recognition, and regional integration in North America.

**Index Terms:** Higher education, Globalization and education, Latin America, Accreditation

## Organization's Human Resources Management

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Culture matters the most in global marketing for two main reasons one of which is shaping a The object of the study is LLC "Managing Company of the Holding "Belarusian Leather and Shoes Company "Marco". The purpose of the thesis is the development of directions for improving the personnel management system. The paper discusses the theoretical aspects of personnel management, the nature, goals and objectives, the basic functions of human resource management and their interaction, approaches to evaluating the effectiveness of the HR management system, international experience in the management of personnel and the possibility of its use in the Republic of Belarus organizations. The analysis of the technical and economic indicators of activity of "Holding management company "Belarusian leather and footwear company "Marco", the factors that caused the change in financial results, made the appropriate conclusions, an analysis of the personnel management system, and an assessment of its effectiveness. Developed measures aimed at improving the personnel management system in OOO "Managing Company of the Holding "Belarusian Leather and Shoes Company "Marco".

**Index Terms:** Footwear Company "Marco", Theoretical Aspects, Human Resource Management

## The Activities of the WTO and its Implications for Human Rights

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Human beings need human rights to live and these basic rights and freedoms are related to human needs and dignity. recognizing human rights and defining the terms and conditions for defending these rights within the framework of international law has led to various areas for the development of growth and the achievement of a fair integration of as many nations as possible in the international community. human rights to achieve eternal values have had a huge impact on the activity of human beings, governments and organizations, and in all areas, by establishing rules that are more visible in world trade in recent decad. Business cooperation is rooted in the concept of the basic human needs in order to create more favorable living conditions for all human beings and to prevent the dangers and political tensions and armed disadvantages it's necessary that the rules of human rights prevail over conflicts of human rights with the rules of commerce . When the rules are designed that only profitability is worthwhile, this phenomenon will be dangerous . The wealth of trade should not be dumb think then decent trade will never be realized and we will be witness the sale of weapons for mass murder and the lack of trade in medicines for the protection of intellectual property rights or for businesses that are directly linked to the destruction of the environment

**Index Terms:** Political,Conflicts, Business Cooperation



## Job Resources and Job Attitudes: Does Psy-Cap Really Make any Difference as a Moderator?

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This study was conducted to determine the effect of Job Autonomy (JA) on Work Engagement (WE) and Job Satisfaction (JS) of employees within different private banks in Lahore-Pakistan. This cross-sectional study intended to find out the impact of job resources (autonomy) on positive job attitudes by looking into the moderating role of psychological-capital on these job attitudes. Six hypotheses were developed to see the impact of Job Autonomy on the overall positive job attitudes. A survey was conducted and primary source of data was used to collect the data from respondents by using snowballing technique. PLS Algorithm, Bootstrapping and Blindfolding was used to analyze the study hypotheses. Test analysis showed that job autonomy has significant relationship with work engagement and insignificant with job satisfaction through the moderating role of Psy-Cap.

**Index Terms:** Job Autonomy, Work Engagement, Job Satisfaction, Job Resources, Psychological-Capital

## **Conference Abstracts**

### **Track B: Engineering, Technology & Applied Sciences**

# Case study of Anomaly Detection and Trust Allocation in Cyber Security of Unstructured Data

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To mitigate insider threats, unstructured data monitoring and anomaly detection are considered as big challenges for cyber-security enhancement. In this paper, we design and implement a user behavior monitoring system for unstructured data, which integrates the anomaly detection and trust allocation based on users document access patterns. A client application has been deployed to users devices to collect document access requests based on system calls and sort them according to users intentions. Anomaly detection and trust allocation mechanisms follow to prevent the identified user from using internal IT system. New monitoring system is capable to scrutinize all user behavior of unstructured data accesses in their local devices. Also the system will focus on how to manage an identified users trust level in addition to the correctness of detected anomalies.

**Index Terms:** Unstructured Data Monitoring, Cyber-security, Anomaly Detection, Allocation of Trust

# Enhancing Copper Reduction in a Single Chambered Up-Flow Membrane-Less Microbial Fuel Cell

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Microbial fuel cells (MFCs) can directly convert chemical energy to electricity by the biodegradation of pollutants. When used in on-site pollutant treatment, MFCs facilitate both ecological rehabilitation and energy recovery. Therefore, they have considerable potential as a feasible emerging biological treatment technology. The purpose of this study is to develop a new type of material carbon pottery basin (CPB), which can be used as a cathode of membrane-less microbial fuel cell (ML-MFC) because of its porosity, adsorption and conductivity. The ML-MFC was then used to treat copper-containing wastewater and produce electricity. The main idea is to firstly adsorb a part of  $\text{Cu}^{2+}$  in the wastewater by CPB to reduce the concentration of  $\text{Cu}^{2+}$  to prevent inhibiting the microorganisms in the anode, and then copper compounds was formed through the ML-MFC system. The copper compound was partially adsorbed to the surface of the CPB and thus achieved the additional modification of the cathode. Results Higher power density (113.7 mW/m<sup>2</sup>),  $\text{Cu}^{2+}$  recovery (96.5%) and chemical oxygen demand (COD) removal (80%) were observed after 7 days operation. Compared to ML-MFC with PB as cathode, a 30% internal resistance reduction was observed for ML-MFC with CPB as cathode under pH 7 condition. Cyclic voltammetry shows an increase of redox peak current at 1.11-5.45 times under pH 7 compared to other conditions. Conclusion This work establishes the feasibility of using a CPB cathode to increase the recovery of  $\text{Cu}^{2+}$  and the generation of electricity by MFCs.

**Index Terms:** Microbial fuel cells (MFCs), recovery of copper, wastewater treatment, electricity generation

## Investigating the incidence of Endometrial Hyperplasia among woman exposed PM10

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**Problem statement** The health effects of air pollution have been widely known in the world. Many studies showed that exposed environmental pollutants would promote diseases changes of internal mechanisms including infections, hormonal changes, and angiogenesis. That related to development and severity of endometrial hyperplasia (EH). In Taiwan, the indicator pollutants of poor air quality are usually particulate matter (PM). **Methods** This study used the average PM10 concentration of the EPA air quality monitoring data from 2000 to 2013 as the exposure concentration, and patients with EH were based on the health insurance data from 2002 to 2013. We also used one case to match one similar age control. During the study period, there were 1769 cases of EH and 1769 controls. We compared the difference between case and control group. **Results** Compared with the control group, the case group had significantly higher mean age ( $p < 0.001$ ), higher PM10 exposure concentration ( $p < 0.001$ ), and significantly higher rate of diabetes, hyperlipidemia, hypertension ( $p < 0.001$ ), and significantly higher proportion of living Southern Taiwan and low monthly income ( $p < 0.001$ ). Higher PM10 exposure concentration group also had significantly lower average age ( $p < 0.001$ ), higher morbidity ( $p < 0.001$ ), lower monthly income ( $p < 0.001$ ), and significantly higher proportion of living in the Southern Taiwan ( $p < 0.001$ ). **Conclusion** Exposure to high concentrations of PM10 will increase the incidence of endometrial hyperplasia and increase the risk of comorbidity, especially living in the Southern Taiwan. It is important that improvement of air quality and prevention of disease should be paid attention and made effort to safeguard the people health.

**Index Terms:** Air pollution, endometrial hyperplasia (EH), particulate matter (PM), exposure

## Upcoming Events

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