



ABSTRACT PROCEEDING
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CBSSG-JULY-2019

Venue: Best Western Globus Hotel Rome, Italy

Date: July 25-26, 2019



**Institute for Social and
Economics Research**

ISER International Conference on Current Research in Business Management, Social Science, Economics Growth, Politics & Governance (CBSSG)

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 International Conference on Current Research in Business Management, Social Science, Economics Growth, Politics & Governance (CBSSG)

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Welcome Message

ISER International Conference on Current Research in Business Management, Social Science, Economics Growth, Politics & Governance (CBSSG)

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

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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 International Conference on Current Research in Business Management, Social Science, Economics Growth, Politics & Governance (CBSSG) 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

ISER International Conference on Current Research in Business Management, Social Science, Economics Growth, Politics & Governance (CBSSG)

Rome, Italy
July 25-26, 2019

09: 00 am - 09: 30 am	Registration and Reception
09: 30 am - 09:40 am	Introduction of Participants
09: 40 am - 09:50 am	Inauguration and Opening address
10: 50 am - 10:00 am	Grand Networking Session
10: 00 am - 10:30 am	Tea Break

ISER International Conference on Current Research in Business Management, Social Science, Economics Growth, Politics & Governance (CBSSG)

**Day 01: Thursday
July 25, 2019**

Session 01: 10:30 am - 11:40 am

Track A: Business Management, Economics, Social Sciences & Humanities

Presenter Name: Gabriel A. Gimenez Roche

Reference ID: CBSSG-JULY-02

Paper Title: The Need for an Overarching Macroeconomic Theory during Credit Expansion

Presenter Name: Lee, Chao Hsiung

Reference ID: CBSSG-JULY-03

Paper Title: Global Logistics Management and IT-Based Business Process Reengineering

Presenter Name: Seung Jae Oh

Reference ID: CBSSG-JULY-13

Paper Title: The Social Model of the Korean Welfare State

Presenter Name: W. David Holford

Reference ID: CBSSG-JULY-14

Paper Title: Critical Pragmatic Organizational Cognition: The Case for an Embodied Perspective

Session 02: 11: 40 am - 12:00 pm

Track B: Engineering Technology & Applied Sciences

Presenter Name: Yavuz Selm Taspnar

Reference ID: MRCM-07-P2

Paper Title: Thermal Examination of the Healing Process after Carpal Tunnel Syndrome Operation

Closing Ceremony & Lunch (12:00 pm - 01:00 pm)

ISER International Conference on Current Research in Business Management, Social Science, Economics Growth, Politics & Governance (CBSSG)

**Day 02: Friday
July 26, 2019**

Conference second day is reserved for participants own tourism activities.

Conference Abstracts

Track A: Business Management, Economics, Social Sciences & Humanities

The Need for an Overarching Macroeconomic Theory During Credit Expansion

Gabriel A. Gimenez Roche *
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After the 2008 financial crisis, it became obvious that the correlation parameters in the models used by credit rating agencies to assess ABS and CDO risk were seriously misestimated during the period before the crisis. This over-optimism was partly based on a lack of historical data to robustly support correlation estimates in risk-evaluation models. But the models also lacked the guidance of an overarching macroeconomic theoretical framework to place them in a context of central bank-induced bank credit expansion. This paper argues that had such a theoretical framework been adopted, though it would still have been impossible to predict the onset of the default wave objectively, it would have been possible to anticipate a wave of high correlations for credit-induced boom assets, as these are ultimately linked by monetary expansion. A full understanding of these effects would necessarily lead to more realistic, conservative asset correlation estimates.

Index Terms: Asset Correlation, Business Cycle, Credit Expansion, Financial Crisis, Malinvestment, Structured Finance

Global Logistics Management and IT-Based Business Process Reengineering

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Due to the rapid network communication, developed transportation, and convenient financial circulation, the structure of the industry changed substantially. Enterprises begin to cogitate overall supply chain and customer relationship as a global view, and the operation of enterprises becomes more competitive by engaging process reengineering and integrating the approach of global logistics management (GLM). In terms of global logistics management, the study investigated how global logistics management affected by information technology (IT) and business process reengineering (BPR), analyzed the relationship between GLM, BPR, and IT, and how it affected business performance directly and indirectly. The economic environment in Taiwan has advantages to develop global logistic. 800 firms listed in Taiwan Stock Exchange were mailed to respond the questionnaire. 113 valid questionnaires were used for the relative research. By applying multi-regression and covariance structure model analysis, the study finds that using IT as an infrastructure of BPR to reengineer business processes, is significantly positive to the operation of GLM. Additionally, enterprises move forward to the globalization by impelling GLM and IT investment will also bring profit and benefit for the business.

Index Terms: Global Logistics Management, Business Process Reengineering, Information Technology, Business Performance

The Social Model of the Korean Welfare State

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This study is an exploratory study to identify the characteristics of Korean welfare state. In order to clarify the characteristics of Korean welfare state, we applied the social model that explains development of the welfare state and tried to typify it by using various statistical indicators that are on the social welfare part of OECD countries. In order to achieve the purpose of this study, cluster analysis was used as a research method and data were used from the most recent OECD data. For this, SPSS version 20 and AMOS 21(?) were used. As a result, Korea was included in the type of underdeveloped welfare state with Mexico and Chile despite the huge economy size. The implication of the study shows that it was necessary to expand welfare services to match the economic level.

Index Terms: Korea Welfare State, Typology of Welfare State, Social Model, Welfare Generosity Ratio

Critical Pragmatic Organizational Cognition: The Case for an Embodied Perspective

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The basic ontological and epistemological premises on which the proposed research in organizational cognition is based on is four-fold: 1. A minimalist stance in regards to reality from which both social and radical constructivists (Latour, 1992; Glasersfeld, 2002) find solace that is, a reality too complex to represent and model, leading us forth towards a pragmatic realism (James, 1955; Dewey 1929). 2. Such a realism that is non-categorical and non-modernist, and as such is open to a dynamic and entangled view of the world (Latour 1992; Orlikowski, 2002; Barad, 2007). 3. An inherently constructionist and anti-representational stance open to both interpretation as cuts by consensus (Barad, 2007) and individual/inter-individual subjectivities (Glasersfeld, 2002) 4. Agency emerges both from human and non-human potentials in the form of enactments agency is not something that one has but rather is a result of a relationship as intra-action between mutually constitutive bodies (Barad, 2007)

This leads us to various streams of cognition, principally based on embodied cognition and radical embodied cognitive sciences (Chemero, 2009).

Index Terms: Pragmatic, Cognition, Epistemological



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Conference Abstracts

Track B: Engineering Technology & Applied Sciences

Thermal Examinaton of the Healing Process after Carpal Tunnel Syndrome Operaton

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The median nerve passes through a tunnel in the wrist. This tunnel is called the wrist channel. The median nerve trapped in this canal is called carpal tunnel syndrome. Although the condition of the condition is not fully clarified due to many reasons, it is accepted that repetitive and compulsive movements in the wrist during the water holding period facilitate the formation of this syndrome. Although there are various treatments and measures in the early stages of the syndrome, surgical interventions may be necessary in the advanced stages. In our study, the healing process of the surgical incision in the wrist was followed with thermal images after these operations performed with local anesthesia. A patient who was operated on his right wrist was chosen as the subject. After the operation, the thermal image of the operated area was started. The thermal imaging of the wrist was performed with the FLIR ThermaCAM E45 thermal camera for 15 days in the morning and in the evening. The obtained images were examined by the camera's own program. When the images were examined, it was found that the temperature of the surgical incision for 15 days was 38,4466 C due to the excess blood circulation in the region. During the healing process, it was observed that the operating area reached to the highest temperatures at 38.95 C on the 3rd day and 39.9 C on the 7th day. After 22 days, the temperature of the incision was found to reach normal body temperature. In order to minimize the error rates of the temperature data in the thermal images affected by the ambient temperature, the ambient temperatures are brought to a constant temperature in all the images.

Index Terms: Carpal tunnel, Thermal image, Healing Process, Surgery

Upcoming Events

<http://ise-research.com/nrbms-8-19/>

<http://ise-research.com/abmem-10-19/>

<http://ise-research.com/namee-10-19/>

<http://ise-research.com/dtbel-11-19/>

<http://ise-research.com/vwmsb-11-19/>

<http://ise-research.com/cpbss-12-19/>

<http://ise-research.com/mbshs-12-19/>

<http://ise-research.com/eebe-01-20/>

<http://ise-research.com/ebms-01-20/>

<http://ise-research.com/shme-2-20/>

<http://ise-research.com/rsbeh-1-rome/>

<http://ise-research.com/ebehs-3-20/>

