



ABSTRACT PROCEEDING
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IMBSL-Aug-2019

Venue: Best Western Globus Hotel Rome, Italy

Date: August 27-28, 2019



**Institute for Social and
Economics Research**

ISER International Conference on Innovation Management, Marketing, Business Economics, Social Sciences, Justice & Legal Studies (IMBSL)

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.

Mission, Innovative Features & Ethics and Values

ISER is an organization aims to provide a platform to innovative academicians and researchers around the globe. The organization also encourages research activities by organizing research training workshops, conferences and publishing high quality research manuscripts in reputable international journals.

ISER creates positive energy through youthfulness and innovative ideas. We create and host our conferences such a way that students get a chance to interact with eminent fellows of ISER.

We provide prompt and quick communications regarding each correspondence. Our hospitality is supreme and we take care about your needs professionally.

Membership, Conference, Publishing, and Research Information

Abstracts of the registered participants will be published in the conference abstract book with an ISBN.

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**ISER International Conference on Innovation Management, Marketing, Business Economics,
Social Sciences, Justice & Legal Studies (IMBSL)**

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Welcome Message

ISER International Conference on Innovation Management, Marketing, Business Economics, Social Sciences, Justice & Legal Studies (IMBSL)

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

Rafeah Legino, Universiti Teknologi Mara (UiTM) Malaysia

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 International Conference on Innovation Management, Marketing, Business Economics, Social Sciences, Justice & Legal Studies (IMBSL) 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 Innovation Management, Marketing, Business Economics, Social Sciences, Justice & Legal Studies (IMBSL)

Rome, Italy
August 27-28, 2019

09: 00 am - 09: 15 am	Registration and Reception
09: 15 am - 09:25 am	Introduction of Participants
09: 25 am - 09:40 am	Inauguration and Opening address
09: 40 am - 09:50 am	Grand Networking Session
09: 50 am - 10:00 am	Tea Break

ISER International Conference on Innovation Management, Marketing, Business Economics, Social Sciences, Justice & Legal Studies (IMBSL)

**Day 01: Tuesday
August 27, 2019**

Session 01: 10:00 am - 11:30 am

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

Presenter Name: Adham Chehab

Reference ID: IMBSL-AUG-07

Paper Title: Professor of Finance, University of La Verne California, USA

Presenter Name: Lelai Xung

Reference ID: IMBSL-AUG-15

Paper Title: The Prevalence and Effectiveness of Price Promotion on Amazon

Track B: Medical Medicine and Health Study

Presenter Name: Marcela Capcarova & Anna Kalafova

Reference ID: RMM-489-101 & RMM-489-102

Paper Title: Potential of Bee Bread in Treatment of Diabetes in Obese Spontaneous Diabetic Rats

Closing Ceremony & Lunch (11:30 am - 12:30 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: Yibo Xiao, Ph.D.

Reference ID: IMBSL-AUG-07C2

Country: Associate Professor of Finance Dept. of Applied Business Sciences & Economics College of Business and
Public Management University of La Verne La Verne, CA 91750

ISER International Conference on Innovation Management Marketing, Business Economics, Social Sciences, Justice & Legal Studies (IMBSL)

**Day 02: Wednesday
August 28, 2019**

Conference second day is reserved for participants own tourism activities.

Conference Abstracts

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

Bank Failure in the US

Adham Chehab ^{1*}, Paul Abbondante ², Yibo Xiao ³

^{1,2,3}Associate Professor of Finance, University of La Verne, USA

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We examine bank failure in the US using data from the FDIC. Our sample consisted of all banks that reported to the FDIC between 1993 and 2015. We used logistic regression to evaluate the determinants of bank failure in our sample. Our preliminary results show that banks with more assets, capital, commercial and industrial loans, commercial real estate loans, liquidity, and profitability were less likely to fail while banks with more allowance for loan losses were more likely to fail.

Index Terms: Bank Failure, FDIC, Profitability

The Prevalence and Effectiveness of Price Promotion on Amazon

Lelai Xu *

Concord College, United Kingdom

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The intention and effectiveness of sales promotion are important topics for manufactures. In this paper, I studied the relationship between sales rank and price promotions for appliances and shoes on Amazon. The results show that for appliances, the price tends to remain low in the long term after promotion, while the improvement in sales rank is quite significant. Conversely, for shoes, the price bounces back quickly after promotion, while the improvement in sales rank becomes rather opaque in the long run. This divergent behaviour of the sales rank may be explained by the difference in reason for launching the promotion. While the primary aim for appliance sellers is to increase brand recognition, the shoe retailer is more likely to be clearing inventory because of the fast changes in fashion trends.

Index Terms: Sales Promotion, Demand Elasticity, Retail Strategy



Institute for Social and
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Conference Abstracts

Track B: Medical Medicine and Health Study

Potential of Bee Bread in Treatment of Diabetes in Obese Spontaneous Diabetic Rats

Marcela Capcarova ^{1*}, Anna Kalafova ², Marianna Schwarzova ³

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Corresponding email: marcela.capcarova@uniag.sk

Diabetes mellitus type 2 (DMT2) is a pandemic metabolic disorder. The investigation in the area of natural substances as subsidiary treatment is necessary. Bee products have been widely used in traditional medicine due to their beneficial medical and nutritional values. The aim of this study was to analyse the effect of bee bread on DMT2 complications in the Zucker diabetic fatty (ZDF) rats. Male ZDF rats (diabetic, n=20) and their lean controls (non-diabetic, n=10) in the age of 3 months were involved in the experiment. Animals were provided with water and diet (complete mixture for rats - KKZ-P/M, 10 MJ/kg) ad libitum. Animals were divided into three groups: lean untreated rats (Lean), obese diabetic rats without any additives (control, C, given distilled water daily with sterile oral rodent gavage) and diabetic bee bread group (bee bread in a dose 500 mg/kg of body weight daily using sterile oral rodent gavage). Experiment lasted for 12 weeks. After overnight fasting animals were observed for blood glucose level by a FreeStyle Optium Neo Glucose and Ketone Monitoring System (Abbott Diabetes Care Ltd., UK, measurable extent 1.1 - 27.8 mmol/L, 20 - 500 mg/dL) using test stripes (FreeStyle, Abbott Diabetes Care Ltd., UK) once every two weeks. The water consumption, body weight and feed intake were monitored once per week. In the end of the experiment values of serum insulin and glucose were used to calculate HOMA-IR (homeostasis assessment of insulin resistance). The application of bee bread caused significant reduction of water intake and decrease in blood glucose level when compared to the C group. HOMA-IR was higher in the both diabetic groups when compared to the lean group. The fasting glucose : insulin ratio was significantly higher in the control and bee bread groups when compared to the lean. Bee bread beneficially affects glucose metabolism and water intake in ZDF rats. We can conclude that it shows the potential for the treatment of hyperglycaemia and other disorders during the diabetes.

Index Terms: Bee Bread, Diabetes, Treatment, Glycaemia, Internal Milieu, HOMA-IR

Upcoming Events

<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/>

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

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

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

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

