ABSTRACT PROCEEDING
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DTBEL-NOV-2019

Venue: Paris, France

Date: November 09-10, 2019

Institute for Social and Economics Research

ISER International Conference on Diversification Trends in Business, Management Sciences, Economics, Culture & Language (DTBEL)

Conference organized by:

Institute for Social and Economics Research

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 Diversification Trends in Business, Management Sciences, Economics, Culture & Language (DTBEL)

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Welcome Message

ISER International Conference on Diversification Trends in Business, Management Sciences, Economics, Culture & Language (DTBEL)
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

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Acknowledgements

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 Diversification Trends in Business, Management Sciences, Economics, Culture & Language (DTBEL)

Paris, France

November 09-10, 2019

09: 20 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
09: 50 am - 10:00 am	Grand Networking Session
10:00 am 10:30 am	Tea Break

ISER International Conference on Diversification Trends in Business, Management Sciences, Economics, Culture & Language (DTBEL)

Day 01: Saturday
November 09, 2019

Session 01: 10:30 am 12:00 pm

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

Presenter Name: Charles A. Rarick
Reference ID: DTBEL-NOV-04
Paper Title: Building Corporate Culture through Storytelling: The Case of Walmart
Presenter Name: Prof. Wei Dong
Reference ID: ICBH-11-101
Paper Title: Re-Examining Chinese Classical Feng Shui Principles in Contemporary Design through Comparison with Green Design
Presenter Name: Mijeong Kim
Reference ID: CBH-11-103
Paper Title: A Deleuzian Reading of Becoming-Plant in Han Kangs Writing:The Fruit of My Woman and The Vegetarian
Presenter Name: Asmaa Al-Anzi
Reference ID: ICBH-11-104
Paper Title: Use of Social Media as Health Information Source

Track B: Engineering, Technology & Applied Sciences

Presenter Name: Jannusch
Reference ID: CSAD-011-P1
Paper Title: Evaluating the maturity of telematics to reduce Young Novice Driver Risk using the Behaviour of Young Novice Drivers Scale (BYNDS)
Presenter Name: Sung Yooun Jin
Reference ID: CSAD-011-P5
Paper Title: A V2V-based Optical Camera Communication Data reception rate Improvement technique using Deep Learning Technology

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

ISER International Conference on Diversification Trends in Business, Management Sciences, Economics, Culture & Language (DTBEL)

Day 02: Sunday
November 10, 2019

Conference second day is reserved for participants own tourism activities.

Conference Abstracts

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

Building Corporate Culture through Storytelling: The Case of Walmart

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The worlds biggest retailer grew into a very large and successful MNC based in part on the ability of its founder, Sam Walton, to develop an effective and powerful organizational culture. Especially in the early days of building the enterprise Walton told stories, and stories were told about Walton which built and reinforced the essential corporate values of Walmart. As Walmart expanded internationally many of these stories crossed international borders to establish the corporate cultures of the international subsidiaries and to maintain corporate culture consistency. This case study explores how storytelling helped create corporate culture at Walmart. Using both primary and secondary data, the case explores how storytelling helped to build the six key elements of a corporate culture and grow from a one unit company into one of the worlds largest corporations. The case explores the creation and dissemination of various stories which helped shape not only the corporate culture of Walmart but also enhanced its corporate reputation. Walmart storytelling made clear the important aspects of communication with multiple stakeholders including mission, morality, and modes of behavior. The case explores how these stories developed and how they helped shape the internal and external image of the company. While the case is not yet fully developed, enough evidence has been collected to report various stories which were told throughout the organization and beyond. The stories include incidents of how Sam Walton was told by Mr. J.C. Penney that he had no future in retail, how one of the worlds richest men chose to drive an old pickup truck and meet with his truck drivers at 4 AM to discuss what they would see in each store, and how rule breaking such as ESP or error some place was an accounting entry to avoid expensive auditing of small discrepancies. These and many more stories are discussed which circulated and taught the value of efficiency, persistence, humility, and the relentless pursuit of customer satisfaction. Corporate storytelling was a key element in building the culture of a small organization which was a very unlikely candidate to disrupt retailing. Corporate storytelling helped to shape the values of employees, to inspire them to greater things, and to create a public persona which propelled Walmart to the top of the Global 500 list of world companies.

Index Terms: Corporate, Storytelling, Walmart

Use of Social Media as Health Information Source

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Recently, social media become one of the most popular sources of information. There is an increase in functionality and accessibility of social media applications. Users used different social media platforms such as Twitter, Instagram, Facebook, YouTube, and blogs to find health information. Many of social media accounts provide valuable health information for seekers. The purpose of this study is to investigate the use of social media as a medical information source among university students. Moreover, it aims to explore the type of topics that they search for and type of social media applications they use. A survey was distributed to 450 undergraduate Kuwait University students. The survey includes 10 questions from eHealth Literacy Scale (eHEALS) to explore students health literacy. The result showed that students use social media as a source of health information and they find these applications are useful. They have health information literacy and have appropriate searching skills via social media.

Index Terms: Social Media, Health Information, Students

Re-Examining Chinese Classical Feng Shui Principles in Contemporary Design Through Comparison with Green Design

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Currently, one of major concept of design practices is Green design for the built environment. Both Green Design and Feng Shui principles are concerned with nature, energy, and cycle. Nature, in Green Design principles, refers to the physical environment such as water, soil, air, and so on. Feng Shui principles include both natural elements and their cultural meaning. From the different theories of nature on water, soil, and air, we may see that the ecological approach used by Green Design emphasizes protecting the natural environment and peoples health; the cultural approach used by Feng Shui emphasizes building an auspicious place for people. Energy, in Green Design principles refers to material energy, which could be tested or measured by quantitative methods. In Feng Shui principles, it refers to invisible energy such as Yin and Yang energy and Metal, Wood, Water, Fire, and Earth energy which could be sensed by people. The main design purpose of Green Design for energy is energy efficacy and the main design purpose of Feng Shui for energy is energy balance. From design application on architecture arrangement, site management, energy control, windows and doors, it is obvious to see that Green Design emphasizes reducing material energy consumption and Feng Shui principles emphasizes aesthetic patterns with balancing the invisible energies. Cycle, in Green Design, refers to a series of transformations including production phase, construction phase, operational or consumption phase and recovery phase; in Feng Shui principles, it means Productive Cycle, Destructive and Neutral Cycles of Five Elements. Through different cycling theories on materials, water, air, heat, roof and wall, Green design encourages people to use renewable resources such as wood, bamboo and so on. Feng Shui encourages people to use materials that could provide auspicious feeling according to the balance of Five Elements. Since Green Design will be the major consideration for the built-environment in the future, we will examine how Feng Shui principles could be used in the contemporary designs principles and practices through comparison with Green Design.

Index Terms: Feng Shui, Green Design, Nature, Energy, Cycle, Design Principles and Practices

A Deleuzian Reading of Becoming-Plant in Han Kangs Writing:The Fruit of My Woman and The Vegetarian

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Since the English language version (translated by Deborah Smith) won the 2016 Man Booker International Prize, Han Kang and The Vegetarian have attained worldwide attention. In Hans novels, female characters tend to develop and assert a sense of personal identity through eating disorders. This paper in particular notes that the female leading characters refusal to eat leads to their becoming-plant, in Hans two texts, The Fruit of My Woman and The Vegetarian. In both texts, the becoming-plant of the women who are awakened to and thus struggle to escape from their unbearable reality, the reality of oppression, violence, and human cruelty, is paradoxically their way of seeking their true selves. Even though we cannot say that Han is an ecofeminist and a Deleuzian, the main themes of her works are in line with the logic of ecofeminism and Deleuze and Guattaris theory, which claims that we must resist structural and institutional violence and recover/reconstruct the conditions of peaceful, respectful, and harmonious coexistence between men and women, mankind and nature. To explore the trajectories of the female lead characters desires and struggles to escape from the misery of existing reality, this paper reads the theme of becoming-plant in The Fruit of My Woman and The Vegetarian based on Gilles Deleuze and Felix Guattaris distinctive concept of becoming (particularly becoming-woman). This aim will accord with Hans intent to provoke readers to engage in self-reflexive, open-ended, and future-oriented inquiries about human violence and to awaken awareness of the ethics of vegetability.

Index Terms: Han Kang, The Fruit of My Woman, The Vegetarian, Becoming-Plant, Deleuze and Guattaris Becoming-Woman

Conference Abstracts

Track B: Engineering, Technology & Applied Sciences

Evaluating the maturity of telematics to reduce Young Novice Driver Risk using the Behaviour of Young Novice Drivers Scale (BYNDS)

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Young novice drivers are one of the most relevant risk groups around the world. In Germany, in 2016, nearly 66,000 road traffic accidents lead to death or injury for young novice drivers aged 18 to 24. Telematics is a widely discussed approach to monitor, examine and reduce risky driving behaviour. It uses different big data sources to understand risky driving behaviour and to provide accurate feedback to facilitate safe driving. Problem: So far, research has only focussed on isolated risky behaviours (e.g. speeding) to highlight the value of telematics within the young driver population. A broad picture of the opportunities of telematics to manage young novice drivers risk does not exist, yet. This research tries to close that knowledge gap. Methodology: In order to evaluate the maturity of telematics to reduce young novice drivers risk, this research correlates telematics-based risk management with a risk profile of German Young Novice Drivers. The risk profile is based on the German version of the Behaviour of Young Novice Drivers Scale (BYNDS). Results: [tbd] Implications: With our approach, we can help practitioners and researchers to optimize risk-profiling and risk-management via telematics within the group of young novice drivers.

Index Terms: Telematics, Young Novice, Drivers Scale (BYNDS)

A V2V-based Optical Camera Communication Data reception rate Improvement technique using Deep Learning Technology

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In the Vehicle-to-Vehicle communication technology for safe driving, the light camera communication technology which can transmit and receive information by using the LED light source and camera of the recently generalized vehicle can be utilized. In order to receive data from other vehicles, the vehicle Lamp in the image should be detected as the ROI area, which is the area of interest. However, it is difficult to detect all ROI regions accurately in each frame of the image using optical camera communication technology, which reduces the reception rate. To overcome these problems, we used YOLOv2, a deep learning technology, for ROI detection in existing optical camera communication technology. The results of outdoor experiment showed that the vehicle Lamp region of interest was detected in all frames to improve the reception rate of the data, thereby providing more accurate vehicle-to-vehicle communication.

Index Terms: Vehicle-to-Vehicle(V2V), Visible Light Communication (VLC), Optical Camera Communication (OCC), You Only Look Once (YOLO), Region Of Interest (ROI), Image Processing

Upcoming Events

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