

**ISER International Conference on Modern Trends in
Marketing, Business Management, Social Sciences,
Humanities & Economics (MBSHS)
December 26-27, 2019
Best Western Globus Hotel Rome, Italy**

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

Tea Break (10:00 am – 10:30 am)

Thursday 26 December 2019

Track A: Engineering, Technology & Applied Sciences
Session 01: 10: 30 am - 01: 00 pm

Reference ID

Presentations

RBTE-129-P6

Direct Ink Writing Of Kaolinite Ceramic Functionally Graded Materials
Danna Tang
Gemological Institute, China University of Geosciences

RBTE-129-P7

Research on the Application of Bionic Additive Manufacturing
Meng He
Gemological Institute,,China University of Geosciences (Wuhan)

RBTE-129-P8

The Influence of Modern Science and Technology on the Development of
Traditional Chasing and Repoussé —————Xinhua Village, Heqing
County, Yunnan Province, P.R.China
XIU FANG
College of Art and Media, Wuhan College

RBTE-129-P2

Characterization of the Light-Activated Cyclase and its Optogenetic
Applications in Bacterial System
Shivanika Soni
School of Biotechnology, India

Thursday 26 December 2019

Track B: Business Management, Economics, Social Sciences & Humanities
Session 01: 10: 30 am - 01:00 pm

Reference ID	Presentations
MBSHS-DEC-010	The Use of Multimedia Components in Digital Story Books for Children: Advantages of Interactive Story Books Dr. Semih Delil Baskent Univesity
MBSHS-DEC-011	Consumption and Social Media Cicek Coskun Baskent Univesity
MBSHS-DEC-015	Comparative Analysis of Neuromarketing Perception in Social and Health Sciences Selçuk Köylüoğlu Selcuk University
MBSHS-DEC-018	Reflection on the criminal responsibility of minors in conflict with the law Alfred Balla European University of Tirana



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

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

Reference ID

Presentations

RBME-12-104

Valero Energy Corporation Case Study
Dr. James Ondracek
Department of Business Administration, Minot State University, USA

RBME-12-105

Oracle Corporation Case Study
Dr. James Ondracek
Department of Business Administration, Minot State University,

RMS-4129-101

Sorry, Roland Barthes! The Author Will Never Die!
Dr Hanan Bishara
The Academic Arab College for Education in Haifa – Israel

MBSHS-DEC-016

Development of a novel business concept for standard and economic accommodation and travel arrangements of studying and working professionals across the globe.
Vivek Kumar Singh
Business Development, Elguest, India



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Track C: Medical Medicine and Health Study

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

RMM-4129-101

Molecular Imaging of Myelin – the Missing Link in Cure for Multiple Sclerosis

Yanming Wang, PhD

Department of Radiology, Case Western Reserve University, Cleveland, OH
44106

Closing Ceremony & Lunch
(01:00 pm – 02:00 pm)



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Conference Attendees

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

Reference ID	Delegates
MBSHS-DEC-017	Miao Zhao Professor of Marketing Roger Williams University, Bristol, RI, U.S.A.



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Friday 27 December 2019

Conference second day is reserved for participants own tourism activities.