

ISBN: 978-969-683-931-6

BOOK OF ABSTRACTS

GSBE-18

**International Conference on Multidisciplinary Global
Issues in Social Sciences & Business and Economics
January 22-23 / Bangkok - Thailand**

Organizaed by



ACADEMIC RESEARCH AND SOLUTIONS SOCIEDAD LIMITADA

TABLE OF CONTENTS

Scientific Committee	vi
Organizing Committee	vii
Conference Schedule	x
List of Conference Attendees	xiii
TRACK: BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES	15
Firm-Cause Perceptual Congruence and its Impacts on Consumer Responses in Cause-Related Marketing in China	16
The Ethical Relevance of Autonomy, Authenticity, and Best Interest: The Case of Parenteral Nutrition in Intensive Care Settings	17
Perceptions on the Money Creation; Role of Central Bank and Private Commercial Banks	18
TRACK: MEDICAL & HEALTH SCIENCES	19
Acceptance of Cosmetic Surgery and Cosmetic Surgery Experience of Korean Women in their Twenties	20
Evaluation of Oral Health-Related Quality of Life in TMD Patients	21
Experiences of Women with Facial Plastic Surgery Side Effects	22
TRACK: ENGINEERING AND APPLIED SCIENCES	23



New Generation Microcontroller Based Ball Plate System Design	24
Multi-display AR Environment with Dynamic Configuration Recognition	25
Enhancement of Usability in Mobile Augmented Reality by Adopting Smart Object	26
Real-time Stitching Multiple Depth Maps for Wide Field-of-View Stereoscopic Imaging	27

Book of Abstracts of the International Conference on Multidisciplinary Global Issues in Social Sciences & Business and Economics

GSBE-18

Edited by

Prof. Dr. Perez M.

These abstracts are provided for all presenters who have submitted papers and have registered for the conference. Although every effort has been made to ensure accurate replication of these abstracts, the conference organizers cannot be held accountable for inaccuracies that may have occurred in their reproduction. Any changes made after the conference to either the content of the abstracts or presentation status will not be included in these proceedings. Thank you.

Contact Information:

Address: Calle Alarcon 66, Sant Adrian De Besos 08930, Barcelona, Spain

Website: <http://acrsolutions.org>

Email Address: support@acrsolutions.org



Scientific Committee

Scientific Committee Member	Affiliation
Assoc. Professor Corneliu Burlacu	Technical University “Gh. Asachi” Iasi, Romania
Dr. Nataša Lucić	University of Osijek, Croatia
Professor Gabriela Carja	Technical University Gheorghe, Romania
Dr. Mohd Norfian Alifiah	Universiti Teknologi, Malaysia
Asst. Prof. Dr. Suraj Kumar Singh	Suresh Gyan Vihar University, Jaipur, India
Asst. Prof. Dr. Shruti Kanga	Suresh Gyan Vihar University, Jaipur, India
Prof. Dr. Salem Omar	Heinrich Heine University of Duesseldorf, Germany
Asst. Prof. Dr. Tamara Floricic	Juraj Dobrila University of Pula, Croatia
Assoc. Prof. Dr. Neha Sharma	Rama University, India
Asst. Prof. Mohammad Aman Ullah	International Islamic University Chittagong, Bangladesh
Asst. Prof. Nurul Mohammad Zayed	Daffodil International University, Bangladesh
Prof. Dimitris Drikakis	University of Strathclyde, UK
Dr Dragana Bozic Lenard	Computer Science and Information Technology Osijek, Croatia
Prof. Dr. Constantin Anechitoae	University of Constanta, Romania
Assoc. Prof. Dr. Mokhtar Ben Henda	Université Bordeaux Montaigne, France

Organizing Committee

Organizing Committee Member	Affiliation
Dr. Pérez M.	Conference Secretary
Mr. V.J. Pasola	Contact Person & Organizer
Mr. Juan García	Program Coordinator
Dr. T.I.K	Conference Secretary

Welcome to Academic Research and Solutions Sociedad Limitada (ARS)

ARS provides an ideal academic platform for researchers to present the latest research findings and describe emerging technologies, and directions in Social Sciences, Business Management, Engineering and Natural Science issues. The conference seeks to contribute to presenting novel research results in all aspects of Social Sciences and Engineering. The conference aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Engineering, Social and Applied Sciences. It also provides the premier interdisciplinary forum for scientists, engineers, and practitioners to present their latest research results, ideas, developments, and applications in all related areas. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Our oncoming events of the successful conference series focusing on Engineering and Social Sciences. Hence, the scientific program focuses on current advances in the research, production and use with particular focus on their role in maintaining academic level in Engineering, Social & Applied Sciences and elevating the science level. The conference's goals are to provide a scientific forum for all international prestige scholars around the world and enable the interactive exchange of state-of-the-art knowledge. The conference will focus on evidence-based benefits proven in clinical trials and scientific experiments.

Best Regards,
Chairman of Conference
Prof. Dr. T.I.K.



GSBE-18

**International Conference on Multidisciplinary Global Issues
in Social Sciences & Business and Economics
Novotel Hotel Bangkok - Thailand**

PROGRAM SCHEDULE



Conference Schedule

DAY 01 Monday (January 22, 2018)

Venue: Novotel Hotel Bangkok, Thailand

09:00 am - 09:30 am	Welcome Reception & Registration
09:30 am - 09:40 am	Opening Ceremony
09:40 am - 09:50 am	Welcome Remarks - Dr. Perez M. - Conference Coordinator
09:50 am - 09:55 am	Introduction of Participants
09:55 am – 10:00 am	Group Photo Session
10:00 am – 10:30 am	Grand Networking Session and Tea Break

Session 1 (10:30 am – 12:30 pm)

Track: Engineering and Technology, Computer, Basics and Applied Sciences

Point of Discussion	Presenter
New Generation Microcontroller Based Ball Plate System Design	Veysel Gokhan Bocekçi
Multi-Display Ar Environment with Dynamic Configuration Recognition	Jooyoung Lee
Enhancement of Usability in Mobile Augmented Reality by Adopting Smart Object	Jooyoung Lee
Real-Time Stitching Multiple Depth Maps for Wide Field-of-View Stereoscopic Imaging	Jooyoung Lee

Track: Business, Economics, Social Sciences and Humanities

Firm-Cause Perceptual Congruence and its Impacts on Consumer Responses in Cause-Related Marketing in China	Prof. Miao Zhao
The Ethical Relevance of Autonomy, Authenticity, and Best Interest: The Case of Parenteral Nutrition in Intensive Care Settings	Prof. Dr. Norbert W. Paul
Perceptions on the Money Creation; Role of Central Bank and Private Commercial Banks	Md Shamim Hossain

Lunch Break (12:30pm to 01:30pm)

Session 2 (01:30 pm - 03:30 pm)

Session Chair: Prof. Dr. Norbert W. Paul

Track: Medical & Health Sciences

Point of Discussion	Presenter
Evaluation of Oral Health-Related Quality of Life in TMD Patients	Emre Mumcu
Acceptance of Cosmetic Surgery and Cosmetic Surgery Experience of Korean Women in their Twenties	Dr. Young A Kim
Experiences of Women with Facial Plastic Surgery Side Effects	Dr. Young A Kim

Closing Ceremony (03:30 - 03:45)

List of Conference Attendees

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

Sr. No	Official ID	Name	Affiliation Details
1	BKM-418-102A	Dr. Justin Choong	Northern Adelaide Local Health Network, Australia



2nd Day (January 23, 2018)

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.



**TRACK: BUSINESS, ECONOMICS, SOCIAL SCIENCES &
HUMANITIES**

Firm-Cause Perceptual Congruence and its Impacts on Consumer Responses in Cause-Related Marketing in China

Prof. Dr. Miao Zhao^{1*}, Yimin Zhu²

Abstract Recent research indicates that not only the conceptual fit (i.e. brand image) but also the perceptual fit (i.e. color, shape, etc.) between a firm and cause positively impact consumer responses in Cause-Related Marketing (CRM) campaigns. In this study, we examine the effectiveness and impacts of the perceptual congruence between a firm and cause in China. In addition to confirming the positive impact of perceptual congruence on the perceived firm-cause fit, the authors demonstrate the effectiveness of perceptual congruence in CRM in China. More specifically, the perceptual congruence between a product and cause positively impacts consumers' attitudes toward the firm, evaluations of firm's donation motivation, and purchase intentions.

Keywords: Perceptual Congruence, China, Marketing.

¹ Roger Williams University, China, ² Sun Yat-Sen University, China

*Email: mzhao@rwu.edu

The Ethical Relevance of Autonomy, Authenticity, and Best Interest: The Case of Parenteral Nutrition in Intensive Care Settings

Prof. Dr. Norbert W. Paul*

Abstract When a patients' permanent survival can only be ensured by long-lasting employment of measures of parenteral nutrition, setting therapeutic goals not only relies on the medical indication, but also needs to engage with specific ethical dimensions (Tolmein, 2010). In contrast to issues of everyday moral, theoretically and methodologically well-founded clinical ethics needs to investigate legitimization and justifiability based on universal ethical principles and norms (Paul, 2008) against the backdrop of possible courses of action and with consideration of evaluative (Synofzik/Marckmann, 2010) and normative aspects of each case. In most Western countries, the principle of patient autonomy became the linchpin of decision-making. Paternalistic physician-patient-relationships were rightly overcome (Krones/Richter, 2006) in favor of a cooperative physician-patient-relationship, in which doctors as medical experts stand in a symmetrical relation to patients who are experts for objectives and value-systems pertaining to the life world and who are guided by self-determined will. This paper discusses boundaries of differing concepts of the will of the patient with regard to parenteral nutrition of intensive care patients who may or may not be able to express their will. The assessment of personal value-systems during the determination of therapeutic and/or palliative goals is balanced against concepts of the patient's best and the physician's professional knowledge and role.

Keywords: Clinical Ethics, Intensive Care, Parenteral Nutrition, Patient Autonomy.

¹Universitätsmedizin Mainz Institute for History, Theory and Ethics of Medicine Am Pulverturm 13
55131 Mainz, Germany

*Email:norbert.paul@uni-mainz.de

Perceptions on the Money Creation; Role of Central Bank and Private Commercial Banks

Md Shamim Hossain^{1*}, Md Shamim Ahmed Razman Bin Abdul Latiff², Mohammad Noor Hisham Bin Osman³

Abstract This study aims to explore the perceptions of stakeholders on role of Central bank and private commercial banks for money creation practices. Phenomenological approach has been employed to explore the perceptions of stakeholder through their experience-sharing. A non-probability convenience sampling method along with the semi-structured interview approach has been used to collect the data from seven individuals from different stakeholders group. The inductive thematic approach has been adopted to analyse the data. This study found that excess supply of money by private commercial banks' lending activity made the inflation. Inflation causes the currency devaluation and it is the major indicator for any country to admit the commercial banks' money creation. On the contrary, it was argued that commercial banks can exercise money creation within the limit or threshold set by the central bank because as long as central bank has control over money creation, it cannot be a threat for the economy. However, this study may help the chief regulatory body to accelerate the controlling mechanism for the commercial banks' money lending activity. Finally, in view of the scarcity of literature on this research matter, this research can work as the essential study for the future research. Nevertheless, future study can be carried to explore the perceptions of the key regulator (e.g. Central bank) on this research issue.

Keywords: Stakeholders, Stakeholders' Perceptions, Money lending, Money creation and Accounting treatment.

¹University of Mauritius, Master of Science (Accounting) (pursuing), Putra Business School, Universiti Putra Malaysia, ²Senior Lecturer, Putra Business School, Universiti Putra Malaysia, ³Lecturer, Faculty of Economics and Management, Universiti Putra Malaysia

*Email: Email_shamimfcma@gmail.com

TRACK: MEDICAL & HEALTH SCIENCES

Acceptance of Cosmetic Surgery and Cosmetic Surgery Experience of Korean Women in their Twenties

Dr. Young A Kim^{1*}, Hye-kyung Kang²

Abstract The purpose of this study was to investigate the relationship between acceptance of cosmetic surgery (ACS) and cosmetic surgery experience in women in their 20s. We collected 330 randomly sampled women in their 20s in November, 2017. The collected data were analyzed by descriptive statistics, t-test, ANOVA, and binary logistic regression. As a result of the study, 323 (97.9%) of the subjects had heard about the side effects of cosmetic surgery, and internet was the most common source of information (57.3%). Of the 124 women (37.6%), the women in their 20s had more than one experience of cosmetic surgery. Among the surgical cosmetic surgery, eye-lid cosmetic surgery was the most common (85.5%), and non-surgical cosmetic surgery (47.6%) were the most abundant. ACS had negative correlation with appearance satisfaction ($r = -0.183$, $p = .001$), and negative correlation with appearance satisfaction and self-esteem ($r = -0.280$, $p < .001$). Age, ACS and BMI were the factors influencing the cosmetic experience, and the explanatory power of the variables was 28.6%. The higher the age of 1 year, the greater the probability of experience of cosmetic surgery (1.17 times) ($OR = 1.17$, $p = .001$), and the higher the ACS score, the greater the probability of cosmetic surgery being 1.06 times ($OR = 1.06$, $p < .001$). The higher the BMI score, the lower the probability of experiencing cosmetic surgery by 0.86 times ($OR = 0.86$, $p = .001$). We propose to study various influencing factors related to increasing cosmetic surgery.

Keywords: Attitudes, Cosmetic Surgery, Plastic Surgery, Side Effects.

^{1,2} Jeju National University, Korea.

*Email: yakim@jejunu.ac.kr

Evaluation of Oral Health-Related Quality of Life in TMD Patients

Emre Mumcu^{1*}, Merve Kayis²

Abstract Temporomandibular disorders (TMR) are diseases occurring as a result of a number of etiologic factors such as trauma diseases, gender, age, habits, posture disorder, dental procedures, orthodontic problems, malocclusion intubation, bruxism, stress and so forth. In recent years, the concept of quality of life has been used to evaluate the quality and effectiveness of the service provided in fields such as education, health care and social services in terms of the individual receiving the service. This is reflected in the clinical trials of increasing the quality of life related to oral health with the treatment of the disease as a priority target. The aim of this study is to measure and evaluate oral health and quality of life in patients who have applied to our clinic for temporomandibular disorder by using OHIP-14 and GOHAI scales. Material, Method A total of 93 patients (62 female, 31 male) who were applied to the Eskisehir Osmangazi University Prosthetic Dentistry Clinic with TMD complaint were included. Patients were asked to respond to the GOHAI and OHIP-14 forms and the treatment process was switched to TMD. Statistical analysis was performed with SPSS v.13 using Kruskal Wallis tests. Results There was a statistical difference between the OHIP-14 functional limitations, while there was no significant relationship with OHIP-14 and GOHAI when the genders of the individuals were compared. There was no significant association between clinical diagnosis and OHIP-14 categories comparison in any categorization. Discussion While no findings were found on the effect of gender on the quality of life, a significant relationship was found in the education and functional limitation category caused by TMD. When all the data are evaluated, we can say that the TMD has various negative effects on the quality of life. Referring the quality of life evaluation scales in determining these factors can provide great benefit in determining the conditions and expectations of the patient during the diagnosis and treatment stages.

Keywords: TemporomandibularJoint,Temporomandibular Disorders, ,OHIP-14 ,GOHAI.

^{1,2} Eskisehir Osmangazi University Faculty of Dentistry Department of Prosthodontics, Turkey.

*Email: emremum@yahoo.com

Experiences of Women with Facial Plastic Surgery Side Effects

Dr. Young A Kim^{*}, Hyang-in Cho Chung²

Abstract Employee development is one of the key processes constituting human resources management. Due to rapid progress in technology and accessibility of internet, a significant part of human activity is being transferred to the virtual world. One of the most popular tool used in the internet is social media. It is beyond any discussion that the role of internet and social media in employees development is increasing. Social media offer clear advantages for teaching employees from new generations (like Y or Z). Attributes such as openness, collaboration, and user-generated content, combined together with social media's increasing popularity among young employees are the reason why use of social networks in human resources development garner substantial interest among employers. The author of the paper attempts to analyse the method in which social media are used as tools for supporting young employees development.

Keywords: Social Media, Human Resources Development.

¹Jeju National University, Korea ²Chonnam National University, Korea

*Email: yakim@jejunu.ac.kr

TRACK: ENGINEERING AND APPLIED SCIENCES

New Generation Microcontroller Based Ball Plate System Design

Veysel Gokhan Bocekci^{1*}, Yusuf Can², Nur Eser³

Abstract The Ball-Plate system is a system that determines the coordinates of an object in motion and whose purpose is to bring that object to the intended position. Acquisitions from this system, and also from its alikes, are qualified to be applied in a variety of fields ,primarily in defence industry and endustrial establishments. The Ball-Plate system has more than one variable and is non-linear. The determination control of this system, and the stopping of the ball on the desired location are hard problems since the system's degree of liberty is more than its actuators. Moreover, the system is liable to get affected by parameters such as friction, backlashes during the transmission of the motion, delays caused by measurements and ambivalent parameters. In our study, the position of the ball is being determined by processing the image taken from the camera ,then the authorisation is given to servo motors for them to take the ball to the predetermined balance point by using the Proportional Integral Controller(PI) written in the Matlab program.The Proportional Profit(Kp) coefficient ,which indicates our performing system's reaction quantity to mistakes, and the Integral Profit(KI) coefficient ,which indicates the amount of reaction in case of any disruptive input, are determined with the experimental method that is frequently used in similar studies. Servo Motors used in the system to provide the balance are driven with the Arduino Uno cards,which are comminucated through the Matlab prograb. The ball stays on the layer as a result.

Keywords: Ball-Plate System, PI Controller, Image processing.

² Electrical and Electronics Engineering, Faculty of Technology Marmara University,Turkey, ¹Institute of Science, Defense Technologies, Istanbul Technical University, Turkey, ³Galatasaray High School, Turkey

*Email: vgbocekci@marmara.edu.tr

Multi-display AR Environment with Dynamic Configuration Recognition

Jooyoung Lee^{1*}, Hyungseok Kim², Mu-Wook Pyeon³

Abstract In this paper, we introduce augmented reality environment utilizing multi-displays. In multi-device environment, user is able to arrange displays of each device in physical space and distributes visual information based on devices' current location. With multiple displays, user can extend views to AR space by adding new displays, attaching multiple displays and dynamically changing arrangement of devices. We call this displays as windows to AR space. To construct efficient multi-device environment, the crucial factors are synchronization of rendering result and continuous presentation of the information in the environment. Image-based AR technique can be a fine solution to satisfy those two conditions, synchronization and continuity in presenting visual information. To have proper synchronization between devices, physical properties of devices are most priori information to be acquired. In this paper, we explain a convenient way to recognize information of physical properties of each device based on image based detection method. This method is expected to be useful in constructing Smart-city by combining with various form of IoT services. This work is financially supported by Korea Ministry of Land, Infrastructure and Transport(MOLIT) as U-City Master and Doctor Course Grant Program.

Keywords: Augmented Reality, Visualization, Multi-device, 3-D interaction.

^{1, 2, 3}Konkuk University, Republic of Korea

*Email: lgy1201@konkuk.ac.kr

Enhancement of Usability in Mobile Augmented Reality by Adopting Smart Object

Jooyoung Lee^{1*}, Hyungseok Kim², Mu-Wook Pyeon³

Abstract Augmented reality is a technology that provides information to users by matching virtual objects to objects existing in real space. The core technologies for constructing the augmented reality environment include tracking the object, expressing the object to be augmented, and interacting with the virtual object, and processing the data to be visualized at this time. However, the number of cases in which real augmented reality services are used in real life is less than expected, compared to the maturity of the element technologies that enable augmented reality. In this paper, we developed a method to improve the usability of augmented reality applications so that users can obtain more satisfactory experience from the augmented reality system. In this paper, we implemented augmented reality system using real Smart Object and implemented user test using it. In this paper, we show the practical usability of real active objects in the augmented reality system. A method of enhancing usability of AR environment is also expected to be applied to constructing Smart-City combining with various form of IoT services. This work is financially supported by Korea Ministry of Land, Infrastructure and Transport(MOLIT) as U-City Master and Doctor Course Grant Program.

Keywords: Mobile Augmented Reality, Smart Object, Usability.

^{1, 2, 3}Konkuk University, Republic of Korea.

*Email: l jy1201@konkuk.ac.kr

Real-time Stitching Multiple Depth Maps for Wide Field-of-View Stereoscopic Imaging

Jooyoung Lee^{1*}, Hyungseok Kim², Mu-Wook Pyeon³

Abstract To generate high quality wide-view stereoscopic images, it is necessary to stitch images from multiple cameras. In this paper, we introduce a method of stitching multiple depth maps from set of stereo cameras with overlapping views. Main issue in stitching multiple depth maps without seams is to adjust inconsistent depth of objects which appear in overlapping region. To resolve depth inconsistency issue, we devise an algorithm to find optimal depth of the objects considering their overlapping conditions. The proposed method generates consistent depth for overlapped objects preserving silhouettes. For efficient manage, we devise a depth map sphere which contains omnidirectional depth information merged from multiple depth maps. In our research, we also introduce system architecture for generating wide-view stereoscopic image in real-time. For each process of the system, we devise parallelizable algorithm to exploit capability of GPU. Proposed method can be applied to generate wide 3-D map, which can be useful service in constructing Smart-city. This work is financially supported by Korea Ministry of Land, Infrastructure and Transport(MOLIT) as U-City Master and Doctor Course Grant Program.

Keywords: Keywords: Depth Map Stitching · Depth Map Sphere · Wide-view Stereoscopic Image.

^{1,2,3}Konkuk University, Republic of Korea.

*Email: lgy1201@konkuk.ac.kr

Website

<http://acrsolutions.org/>

Events

<http://acrsolutions.org/international-conferences/>

