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# BOOK OF ABSTRACTS

# GHSM-18

**Annual Conference on Global Research Insights in  
Humanities, Social Sciences & Business Management  
April 21-22 / Barcelona - Spain**

Organizaed by



**ACADEMIC RESEARCH AND SOLUTIONS  
SOCIEDAD LIMITADA**

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# **Book of Abstracts of Annual Conference on Global Research Insights in Humanities, Social Sciences & Business Management**

GHSM-18

Volume: 02 Issue: 04

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.

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## Organizing Committee

Organizing Committee Member	Affiliation
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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.



# GHSM-18

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**Novotel Barcelona Sant Joan Despi, Spain**

## PROGRAM SCHEDULE



## Conference Schedule

**DAY 01 Saturday (April 21, 2018)**

**Venue: Novotel Barcelona Sant Joan Despi, Spain**

08:15 am – 08:45 am	Welcome Reception & Registration
09:30 am - 09:40 am	Opening Ceremony
08:45 am – 08:55 am	Welcome Remarks - <b>Ms. Leen Assil</b> - Conference Coordinator
08:55 am – 09:05 am	Opening Speech – <b>Dr. T.I.K.</b> (Ph.D.) - Conference Co-chair
09:05 am – 09:20 am	Keynote Speech- <b>Dr. Indrawati</b> -Telkom University of Indonesia
09:20 am – 09:45 am	Group Photo Session & Ceremony
09:45 am – 10:00 am	Grand Networking Session & Tea Break

**DAY 01 Saturday (April 21, 2018)**

**Session 001 (10:00 am – 12:00 pm)**

**Session Moderators: Dr Lynn Van der Wagen & Prof. Manalelammaw**

**Track 001: Social Sciences and Humanities**

<b>Point of Discussion</b>	<b>Presenter</b>
Democracy in the Teaching Pedagogies in the Arab Region After 2011	El Hadj Moussa BenMoussa
Social Media And Arabic: Code-Switching Amongst Algerian Students Living in the UK	Linda Merzougui
Measuring Smart Security and Safety Level: A Case Study In Bandung Indonesia	Indrawati
Patterns of End-of-Life Health Care Expenditures For The Hungarian Elderly	Koczor Keul Melinda
Tweetology: Ideological Discourse Analysis of the Tweets of the Key Twitter Users Politicians of India with Special Reference to Shashi Tharoor and Subramanian Swamy	Kuldeep Siwach
Social Networking Sites Usage and its Impact on Competitive Intelligence	Adel AL-Hashem
Sustainable Regional Economic Development in West Africa: Imperative of an ECOWAS Super Highway	Henry Itotenaan Ogiri
The Global Lifestyle: A Critical Reading of the Postmodern Features of the Internet	Mahdi Shafieyan
Integration of Talent Management into Human Resource Practices in Public Universities in Ghana: An Exploratory Study	Tabita Ladzeh Akpey-Mensah

**DAY 01 Saturday (April 21, 2018)**

**Session 001 (12:00 pm – 01:00 pm)**

**Session Moderator: Amal Rateb & Indrawati**

**Track 002: Business, Management & Economics Studies**

<b>Point of Discussion</b>	<b>Presenter</b>
Practices and Problems in the Operation and Administration of Private Institutions in Valenzuela and its Implication to Educational Management	MIriam V. Sebastian
Good Corporate Governance towards Employees' Performance at Indonesian Energy Company	Mahir Pradana
Digital Leadership in Health Care: An Enabling Leadership to Support Health Care Transformation	Mohan Tanniru
Aesthetics, Protection or Price? Analysis of Customer Behaviour and Safety Gear Purchases among Motorcyclists in Israel	Elad Harison
Evaluation of Retail Customer's Behaviour and its Influence on Credit Risk of Bank by Artificial Neural Network Model (ANN)	Majid Lotfi Ghahroud

**Lunch Break (01:00 pm – 02:00 pm)**

**DAY 01 Saturday (April 21, 2018)**

**Workshop Session (02:00 pm – 03:15 pm)**

**Work Shop on**

**“How to Improve the Quality of Research Article and get published in Scopus/ISI Indexed Journals”**

Panelists	Dr. T.I.K (Ph.D.)
Participants	All Participants

In this workshop, we will discuss how to improve the quality of research article and getting published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop trainer will shed light on how to identify a hot research topic, How to find a research gap, Importance of a catchy Research Paper Title, What Reviewers are looking in research article, What editors are expecting from authors, Major Reasons of article rejection in good journals, Steps and tips to improve article quality and content and Finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about publication process.

**Tea Break (03:15 pm – 03:30 pm)**

**DAY 01 Saturday (April 21, 2018)**

**Session 002 (03:30 pm – 05:00 pm)**

**Session Moderator: Xiuli Chao**

**Track 003: Engineering, Technology & Applied Sciences**

<b>Point of Discussion</b>	<b>Presenter</b>
Developing Allometric Equations for More Accurate Above-Ground Biomass in Secondary Evergreen Forests, Thailand	Titinan Pothong
Design of Compact Dual band-notched UWB Antenna with Slots Loaded for Wireless Systems	Haitham Alsaif
Information Resources of Soil Nanoparticles Chemistry	Panova Elena
Sustainable Cities and Green Infrastructure	Gültürk Pınar
To Study the Impact of Materials, Planning and Devices on Building Energy Footprint	Chaitali Joshi
Indicators to Measure a Smart Water Concept: An Indonesian Perspective	Indrawati
Design in Urban Space in Terms of Climate; Bioclimatic Comfort	Gültürk Pınar
Interactive Planning Process for Construction Projects	Jaehyun Choi

**Closing Ceremony (05:00pm - 05:30pm)**

### 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	BMCR-APR-109A	Augustar Omoze Ehighalua	University of Winchester, UK
2	DMER-18-110	Myeong Hyeon Cho	Korea University Business School, South Korea
3	DMER-18-112	Xiuli Chao	University of Michigan, USA
4	GTAR-18-137	Dr. Amal Rateb	King Saud Bin AbdulAziz for Health Sciences, KSA
5	GTAR-18-138	Prof. Manalelammawy	King Saud Bin AbdulAziz for Health Sciences, KSA
6	GTAR-18-139	Dr. Azza Algendy	King Saud Bin AbdulAziz for Health Sciences, KSA
7	GTAR-18-123	Dr. Lynn Van der Wagen	TAFE NSW, Australia
8	EASI-APR-B1004A	Ing. Michal Křiška Dunajský	Brno University of Technology (BUT), Czech Republic
9	EASI-APR-B1005A	Ing. Miloslav Novotný	Brno University of Technology (BUT), Czech Republic





## **2nd Day- City Tour (April 22, 2018)**

**Gathering of Participants at the Lobby of Novotel Barcelona Sant Joan Despi, Spain at 1:00 pm. "Departure: 01:00 pm for City Tour"**

**Important Note: This tour is organized by Academic Research & Solutions SL and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk one day before the tour.**



## **ARS-2018 Research Workshop**

**“How to Improve the Quality of a Research Article and get it published in Scopus/ISI-Indexed Journals”**

**Tariner: Dr. T.I.K (Ph.D.)**

In this workshop, we will discuss how to improve the quality of a research article and get it published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop, trainer will shed light on how to identify a hot research topic, how to find a research gap, importance of a catchy Research Paper Title, what reviewers are looking for in a research article, what editors are expecting from the authors, major reasons of article rejection in good journals, steps and tips to improve article's quality and content, and finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about the publication process.

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

# The Internet as Postmodern Texts: A Critical Reading of Cyber-culture

Assist. Prof. Mahdi Shafieyan\*

**Abstract** For more than half a century postmodernism has been being the dominant approach to literature, philosophy, hermeneutics, or generally the humanities. In literary criticism, it gave birth to his children one after another, such as postcolonial studies, new historicism, cultural poetics, and the like. In other branches such as biomedicine, or cyberculture theory that got along with computing studies, it posed concepts such as posthuman, which borrows its “post-” not as a prefix meaning “after,” but from postmodernism with its connotations. The Internet, as one of the postmodern manifestations, seen positive or utopian by Sherry Turkle, Manuel Castells, and David Bell, among others, could be regarded through another lens. To call it dystopian, in the sense that it is against the human identity from different perspectives. The present study, in essence, is to show that what Jacques Derrida and his camp posed against modernism has entangled postmodernism, although mention should be made that this paper is not going to undermine or even underestimate the Internet’s blissful characteristics and its aids to the academia. In this study, the Internet’s features are counted one after another and are linked to the postmodern tenets the majority of which derive from Derrida; then, each and its possible problems are expounded. The findings confirm that if the Internet is assumed, not simply as a medium, but as a “text” to be read by the postmodern criteria, one can spot how it flies against the positive aspects it claims.

**Keywords:** The Internet, Postmodernism, Cyberculture, Critique.

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# Integration of Talent Management into Human Resource Practices in Public Universities in Ghana: An Exploratory Study

Tabita Ladzeh Akpey-Mensah\*

**Abstract** The management of talent is an important aspect of the overall human resources practices. The competition for expertise has led to a war of talent among universities hence and university that wants to be ahead of its peers should manage its talent. In the contemporary higher education environment the status of a university is determined by the number of experts in its employ. Every year universities are ranked globally and the status of a university does not only increase public recognition but also acts as a marketing tool to attract best academics, funding and students. Quality teaching and research outputs from experts make a university stand out among its peers. To be able to compete with their peers some universities therefore often try to 'poach' expertise. As a strategy to retain its best academics human resource should broaden its activities to cover talent management. Human resource section of a university should identify academics with specific talent, nurture and further develop them for retention. Without managing talents public universities in Ghana may always lose their best academics. This paper used the qualitative methods of interviews to explore the integration of talent management into the general human resource practices in public universities in Ghana. The study found that talent management has the potential to retain expertise and thereby reducing high turnover of academic staff in public universities.

**Keywords:** Talent management, Human Resource Management, Human Resource Practices, War of Talent, Expertise, University.

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# Evaluation of Retail Customer's Behavior and its Influence on Credit Risk of Bank by Artificial Neural Network Model (ANN)

Assist. Prof. Majid Lotfi Ghahroudi<sup>1\*</sup>, Ramezan Alizadeh<sup>2</sup>, Seyed Jalal Tabatabaei<sup>3</sup>

**Abstract** The recent financial crisis shows credit risk is one of the most important problem of banks and financial institution. Credit risk of retail customers is a main section of credit risk. In this research we gather information of retail customers who have received different types of loans and their debts paid or not in Bank Mellat (one of the biggest bank in Iran). Our statistical sample, choose from each branch of bank which is classified as a separate category and from each category, customers of branches are selected using simple random method. Number of credit retail customers have been selected for the years 2010 to 2016 are 320 customers (All kind of retail customers consist of special customers and usual customers) and to analyze information, both logit and neural network model were applied. In this research we study effect of financial situation, past performance (background), education of retail customer and condition of the industry (in which the applicant of loan operates) on credit risk of financial institutions and banks. The survey results show, the better financial position, background and level of education of retail customers, the lower default and so credit risk. Also Lots of default in agricultural section loan, show that banks and financial institutions must define contract with higher interest rate or more collateral.

**Keywords:** Credit Risk, Artificial Neural Network, Retail Customers, Behavioral Finance.

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# Social Networking Sites Usage and its Impact on Competitive Intelligence

Assoc. Prof. Dr. Adel AL-Hashem \*

**Abstract** The purpose of this research paper is to investigate the social networking sites usage and its impact on competitive intelligence (competitor intelligence, marketing intelligence, strategic intelligence and technological intelligence) in telecommunications sector in Jordan. A simple random sample of (67) employees from all managerial levels responded to the survey. The result of the study showed that social networking sites usage have a significant impact on competitive intelligence, in terms of competitor intelligence, marketing intelligence, strategic intelligence and technological intelligence. The study recommended telecommunication sector companies should be understood the various diminutions of competitive intelligence that can be improved by social networking sites and have to take into account how to effectively train their staff to exploit and use the social networking sites as critical instruments for competitiveness.

**Keywords:** Competitive Intelligence, Social Networks.

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# Practices and Problems in the Operation and Administration of Private Institutions in Valenzuela and its Implication to Educational Management

Miriam V. Sebastian\*

**Abstract** School's school plant, financial and faculty and student safety is the utmost priority for an elementary school administrator and is high on the list of public and private education concerns. The intent of this study was to identify the practices and problems in the operation and administration of private elementary institution in Valenzuela City and its implication to educational management. The study addressed the following research questions:(a) to what extent do current elementary school administrators receive training in the areas of school plant management, financial management and faculty and students management and its implication to educational management (b) to what extent do elementary school administrators receive training in the area of school plant management, financial management and faculty and students management and its implication to educational management; (c) what are the most prevalent topics when administrators receive training in the area of school plant management, financial management and faculty and students management and its implication to educational management; and (d) what future training, in the area of school plant management, financial management and faculty and students management and its implication to educational management handling student discipline, do elementary school administrators need? This descriptive, quantitative study included a survey, created by the researcher that was used to collect data from 99 elementary school administrators. The results indicate that the administrators did not receive comprehensive training in the area of school plant management, financial management and faculty and students management and its implication to educational management. In particular, training regarding school plant management, financial management and faculty and students management were found inadequate Thirty-nine percent of the administrators indicated that their concerns did not address school plant management, financial management and faculty and students management. The results of this study provide school district leaders with the information on current gaps in the area of school plant management, financial management and faculty and student management.

**Keywords:** Management, Administration, Practices, Problems, Operation.

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# Good Corporate Governance towards Employees' Performance at Indonesian Energy Company

Mahir Pradana<sup>1\*</sup>, Mahendra Fakhri<sup>2</sup>, Alini Gilang<sup>3</sup>, Rizqi Khairunnisa<sup>4</sup>

**Abstract** Good Corporate Governance is a key component in achieving the company's mission and strategy effectively in creating a working environment conducive to improving employee performance. Currently PT Bukit Asam (Persero) Tbk is still ranked 16th out of 50 companies implementing GCG, this is due to the lack of GCG sustainability of the company. This study aims to identify the influence of Good Corporate Governance on Employee Performance at PT Bukit Asam (Persero) Tbk Tanjung Enim. The method used in this research is descriptive and causality. By using Probability sampling technique, the sample in this research is 96 respondents from 2,400 employees in PT Bukit Asam (Persero) Tbk Tanjung Enim. The result of descriptive analysis shows Good Corporate Governance is categorized as excellent and employee performance is included in good category. The influence between Good Corporate Governance on Employee Performance at PT Bukit Asam Tanjung Enim is still very small, while it is the contribution of other variables that are not examined in this research. Based on the results of research, suggested PT Bukit Asam Tanjung Enim socialization related how the regulations that must be obeyed by all organs in the company, providing socialization about the absence of fraud in any case. In addition, companies need to provide training so that all organs in the company can complete all responsibilities in accordance with the time specified. To improve the understanding of Good Corporate Governance to all employees, the company needs to provide socialization and education about how important the implementation of Good Corporate Governance in the company.

**Keywords:** Good Corporate Governance, Employees Performance, Business Ethics, Management Performance, Business Administration.

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# Sustainable Regional Economic Development in West Africa: Imperative of an ECOWAS Super Highway

Henry Itotenaan Ogiri\*

**Abstract** Over the last four decades, countries in West Africa sub-region have continued to search for an economic integration model through which its socio-economic prosperity will be enhanced. However, despite numerous sub-regional summits, little has been achieved to date in terms of sustainable economic development thus securing an almost permanent seat for the region as one of the world poorest. While regional integration is increasingly being accepted as essential in facilitating socio-economic growth, various accounts from the extant literature indicates that the lack of political will by ECOWAS leaders, among other concomitant factors, have led to the region's inability to drive home the lofty ideas as contained in its numerous protocols. This paper examines the critical factors that have hampered socio-economic growth in the West Africa sub-region and highlights the imperative of an ECOWAS Super Highway as a driving force for the rapid transformation of a region so rich in human and materials resources yet is nested in a web of abject poverty. The study adopts survey method for its data collection. Data were collected by means of self-designed questionnaire designed on a 5-point Likert scale. The SPSS data software was used in the empirical analysis. Three main hypotheses were formulated and tested for this study. Results from this study indicate a strong association between a super Highway and improve economic integration in the ECOWAS sub-region. Our study further reveals that a Super Highway will serve to promote political stability within the ECOWAS sub-region, although not to a significant extent. Our findings also shows that the challenge of language will be highly mitigated if an ECOWAS Super Highway is in place as this will aid in bridging the cultural divide that has existed between its Anglo-phone and Franco-Phone member-states. As a policy-driven research, this study has implications for theory and practice. The study makes original contribution to knowledge as the empirical literature is enriched. Furthermore, the study provides a platform that brings the ECOWAS Super Highway conundrum to both regional and International conversations. Finally, the paper provides an opportunity for further research to assist regional policy formulation particularly as it affects cross-border transportation system within the ECOWAS sub-region.

**Keywords:** Sustainable Development; West Africa Sub-Region; Economic Integration; ECOWAS; Super Highway; Cross-Border Transportation System.

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# Democracy in the Teaching Pedagogies in the Arab Region after 2011

Ben Moussa Elhadj Moussa<sup>1\*</sup>, Dave Burnapp<sup>2</sup>, Janet Wilson<sup>3</sup>, David Simmons<sup>4</sup>

**Abstract** In 2011, the Arab region witnessed one of the most influential popular revolutions that have shaped the area on a multiplicity of levels up (map, ideologies, social life, and so on). It is interesting to consider, here, education as a separate field and the consequences of the Arab Spring and the democratic waves on it. It is true that many of the political regimes have been replaced. However, we need an answer to the following question: have the established new governments left opportunity for democracy implantation in education in the Arab region? To answer this question, I will analyse the textbooks of the module of the history of the third year secondary school level that belongs to both pre-and post-Arab Spring periods in the following countries: Tunisia, Libya and Egypt applying the content analysis approach. This study aims to contribute particularly to our understanding of the concept of democracy in education after the Arab Spring. The current study may end up by finding that the spirit of the newly modified pedagogies has not marked a considerable difference from the old ones. Therefore, it could conclude by assuming that decision makers still dominate and direct the work of syllabus designers according to their ideologies.

**Keywords:** Teaching Pedagogies, Democracy, The Arab Region, The Arab Spring, Pre- And Post-Arab Spring Pedagogies.

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# Social Media and Arabic: Code-Switching Amongst Algerian Students Living in the UK

Linda Merzougui\*

**Abstract** This paper explores the concept of individual identity construction and code-switching amongst Algerian students living in the UK. By adopting social media as the main context because although code-switching tends to only occur in spoken language, social media use tends to have moved into informal language use similar to that of the spoken rather than the written form. The interest and rationale lies in understanding the evolvement and the globalisation of language through immigration and also access to global communication media. In this respect, a triangulation approach to research is followed to capture the data required. In parallel, an interpretivist approach is used to explore the type and prevalence of English language code-switching that occurs, through social media interactions amongst a group of Algerian students. Moreover, a sample size of 15 participants are recruited to send their post, tweets and conversation over the course of three month period. At the outset of the research each participant will complete a detailed questionnaire to provide a profile of individual identity including gender which is then further explored in their subsequent use of code-switching if and where it occurs. Finally a sample of code-switching users will be interviewed to explore perspectives on how and why this phenomenon is occurring, what purpose it serves, and to establish whether there is a link to identity and code-switching use. The outcomes are aimed at contributing to academic discussions on the evolvement of Arabic as a language, the link between gender and Arabic code-switching and also the influences of social media on Arabic language use.

**Keywords:** Code-Switching, Arabic/English, Gender, Identity Construction, Social Media.

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# Measuring Smart Security and Safety Level: A Case Study in Bandung Indonesia

Indrawati<sup>1\*</sup>, Tania Dayarani<sup>2</sup>, Husni Amani<sup>3</sup>, Mahir Pradana<sup>4</sup>

**Abstract** Nowadays, the development of technology is very fast and increasingly sophisticated, no doubt all the problems in a city can be solved quickly and well. Hence, facing a large urban population, the city must adopt a smart city concept that can help city residents improve their quality of life. Some of the cities the world have applied the concept of smart city. One of the dimensions in smart city concept is smart security and safety. This study aims to know the indicators and index level of smart security and safety in Bandung city of Indonesia. This research explores the indicators and measures the index level of a smart security and safety in Bandung, ideas from 16 respondents who are government, business players, experts, and customers' of smart security & safety in Indonesia are explored and confirmed. This study finds that there are 20 indicators to measure the index level of each variable to smart security and safety. The smart security and safety of Bandung City is 72% which is considered that the measured indicators are already good enough and satisfied, but there are some indicators that should be improved.

**Keywords:** Smart City, Bandung, Smart Surveillance, Smart Security and Safety, Quadruple Helix.

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# Aesthetics, Protection or Price? Analysis of Customer Behavior and Safety Gear Purchases among Motorcyclists in Israel

Elad Harison<sup>1\*</sup>, Yinon Amir<sup>2</sup>

**Abstract** The number of motorcyclists in Israel is estimated by approx. 130,000 vehicles, most of them are used by one person. The number of motorcycles in Israel consists of 4% of all the vehicles in the country, and has not changed since the 1990s. The motorization level in the nation is 15 motorcycles to 1000 persons, which is considerably low in comparison to other countries. For example, the U.S. average is 26 motorcycles to 1000 persons, in the U.K. is it 26 motorcycles to 1000 persons and in Australia and Nigeria the ratio is 34 motorcycles to 1000 persons. The scope of research literature on the customer behavior of motorcyclists is relatively limited. In particular, only few studies were conducted to assess the behavior and attitudes of motorcyclists to the risks involved in using their vehicles, despite their lower degree of safety in comparison to the use of other forms of transportation. Our research examined the customer behavior of motorcyclists in Israel regarding the purchase of protective accessories and safety gear, particularly in light of the risks that the traffic of heavier vehicles in comparison to the small share of motorcycles in it imposes. The study is based on a survey that was distributed to motorcyclists via clubs, groups and to members of online communities of motorcyclists. Analysis of the questionnaire examined the effects of age, gender, relationship status, partner's risk perception of motorcycles, among others, on both the risk perception of motorcyclists and on their purchase decisions of safety gear. The results indicate that more than half of the respondents perceive their vehicles as dangerous and vulnerable to ride. Interestingly, however, the relatively high degree of risk perception and risk awareness identified among Israeli motorcyclists does not dramatically affect their purchase decisions of safety gear, and a large share of the respondents do not purchase safety additional gear beyond the minimal protection required by law. Additionally, the study also identifies significant differences in purchase decisions of safety gear due to gender, age and the risk perception of motorcycle riding by partners. The paper concludes with policy implications that are based on our findings. We conclude that the prices of safety gear imported to Israel are relatively high due to taxes and thereby taxes should be reduced to increase price-driven demand and access of motorcyclists with low-income levels to a better safety gear. Further, the paper presents a cost-sharing mechanism between the state and insurance companies that aims at further reducing the prices of safety gear by saving the medical expenses that result from severe motorcycle accidents in the long-run. Further, the study indicates the need for further training and instruction of particular groups within the population of motorcyclists in Israel regarding the importance of purchasing and using safety gear beyond the items required by law.

**Keywords:** Customer Behaviour, Motorcyclists, Israel.

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# Patterns of End-of-Life Health Care Expenditures for the Hungarian Elderly

Koczor Keul Melinda\*

**Abstract** The end-of-life health care expenditures represent a topic of growing interest in academic circles. In case of the elderly, health costs are higher than in any other age group, as they are the ones who are usually the closest to death, so the higher costs associated with death are mainly connected to them. The aim of this study is to expand our knowledge on the expenditures related to the end-of-life care given to elderly patients. In this paper I analyzed the health care spending during the last year of life by the Hungarian elderly (aged 65+ years). The data used for the research were filtered from the database of the Hungarian National Health Insurance Fund. From the database, I obtained health insurance claim information during the year prior to death for all individuals (95.850 persons) who died in fiscal year 2014 and were at least 65 years old. The main findings of this study are: (i) End-of-life health spending has shown a significant increase in the last months of life; (ii) In the last twelve months of life health care expenditures show a significant decline between the age groups of the elderly; (iii) Men have higher health spending then women in the last 12 months of life.

**Keywords:** Aging, Health Expenditure, Elderly, Last Year Of Life, End-Of-Life Health Care Expenditures.

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# **Tweetology: Ideological Discourse Analysis of The Tweets of the Key Twitter users Politicians of India with special reference to Shashi Tharoor and Subramanian Swamy**

Kuldeep M Siwach<sup>1\*</sup>, Meenakshi K Singh<sup>2</sup>

**Abstract** Since the advent of social networking sites, the communication patterns among people have radically transformed as people are seemingly more extrovert than earlier years of 21st century. The notion has been presumed that almost every member of a society seems concerned positively to certain political ideology and follows her/his ideal politician(s). Current research paper investigates the tweetology of the twitter's posts of two prominent politicians bearing the opposition parties in India to examine how ideologically conflicting ideas are interpreted and represented on micro blogging site. Primarily aiming at investigating the hegemonic political discourse on Twitter among the Indian politicians, present study will critically analyze the tweets of Shashi Tharoor and Subramanian Swamy, contextual analysis of their tweets, self-expression, discursive usage-patterns and public discourse employing the formula of van Dijk's Ideological Square. Key-concern of this study was to examine the ideological-patterns of politicians which motivate them to pick out the subjects of constructing the discursive argument; and to calculate the spirit of democratic participation of people in the discourse which takes shape on micro blogging site Twitter. Textual analysis and discursive analysis practices will be employed to examine the issue of interest under the investigation with purposive sampling technique. Discursive practices and patterns in a discourse will be analyzed in the contexts of social practices and communicative events under the principle of Norman Fairclough.

**Keywords:** Twitter, Tweetology, Contextual-Analysis, Hegemony, Public-Discourse, Discursive Practices and Patterns.

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## **TRACK B: ENGINEERING TECHNOLOGY AND APPLIED SCIENCES**

# Design of Compact Dual band-notched UWB Antenna with Slots Loaded for Wireless Systems

Assist. Prof. Haitham Alsaiif\*

**Abstract** This paper presents a compact double band notched hexagonal-shape ultra-wideband antenna with slot loaded. The notch bands cover entire WiMAX IEEE802.16 3.30–3.70 GHz and X-band downlink satellite systems (7.25–7.75 GHz). The monopole has a hexagonal shape and fed using coplanar waveguide technique (CPW) with a standard characteristics impedance of 50 ohms. The antenna is miniaturized with a total size of 23.5x24 mm<sup>2</sup> and printed on substrate material of Rogers RT 5880LZ with relative permittivity of 1.9 and tangent loss of . It provides extreme wide bandwidth starting from 2.45 GHz to more than 11 GHz over which the monopole has high gain up to 6 dBi. The design has been investigated and optimized in terms of bandwidth, radiation pattern, and structure size.

**Keywords:** Compact, Monopole, Patch, UWB.

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# To Study the Impact of Materials, Planning and Devices on Building Energy Footprint

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**Abstract** In this growing world, there is a great need to use energy efficiently. Use of electricity is increasing day by day and there must be a way to reduce its consumption. Our research is based on how energy consumption of a building can be reduced without compromising its required luminance by permutation of various orientation of the building with different wall to window ratio. This gives a clear picture of the best suitable situation of any particular building. This simulation is done in rhinoceros software with DIVA plug-in and we have incorporated factors such as building orientation, wall to window ratio, and sensor placement keeping in mind codes. To check reliability of the output obtained from DIVA we manually collected data from the existing building and emulated. This will provide us how much energy could be saved by using the best combination of all parameters mentioned above. In the final output, the difference this setup can make in long term costing of the building though it could be seen. If the new buildings are constructed keeping in mind this analysis, a lot could be saved in terms of energy and capital too.

**Keywords:** Material, Planning, Energy, Footprint.

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# Indicators to Measure a Smart Water Concept: An Indonesian Perspective

Indrawati<sup>1\*</sup>, Harahap, Toni Parlagutan<sup>2</sup>, Amani, Husni<sup>3</sup>

**Abstract** Water is the most essential thing for human life. Limitations of suitable water source and excess water during floods should be managed wisely, especially in city where the population are very huge. Implementing smart water concept as a dimension of smart city especially in Indonesia is important due to the urbanization rate of Indonesia is over the average of urbanisation in South Eastern Asia and Asia. This paper is working paper discuss the variables and indicators of a smart water coming from existing literatures, ideas from 24 respondents who are governments, business players, experts of smart water, and customers in Indonesia. This study finds that there are six variables and 19 indicators to measure if a city has implemented a smart water concept. The variables and indicators should be tested in the further study before it is implemented through pilot test with sufficient numbers of respondents.

**Keywords:** Smart City, Smart Water, Urban, Quality Of Life, And Indonesia.

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# Developing Allometric Equations for More Accurate Above-Ground Biomass in Secondary Evergreen Forests, Thailand

Titinan Pothong<sup>1\*</sup>, Prasit Wangpakapattanawong<sup>2</sup>, Stephen Elliott<sup>3</sup>

**Abstract** Forest areas being replaced by monocultures is a main driver of deforestation and forest degradation, and one of the reasons behind the recurring winter smog crisis in Thailand and around Southeast Asia. Accurate biomass estimation of trees is important to quantify valuable carbon stocks and changes to these stocks in case of land use change. But presently Thailand lacks proper tools and optimal equations to quantify its valuable biomass and carbon stocks, especially for secondary hill evergreen forests including fallow areas after shifting cultivation and smaller trees with a diameter at breast height (DBH) of less than 4.5 cm. Developing new allometric equations to estimate biomass is urgently needed to accurately estimate and manage carbon storage in tropical secondary forests. This study established new equations using a destructive method. Tree biomass was collected by harvesting 136 individual trees (including coppiced trees) from 23 species with a DBH ranging from 1 to 31 cm, and developed regression models to allow estimation of above-ground biomass. DBH, total tree height (H), and wood density (WD) were used as independent variables, while biomass was used as a dependent variable for creating allometric equations. Models were developed, showing that above-ground biomass was strongly related to DBH, H, and WD. Including WD in the model was found to improve the accuracy of the above-ground biomass estimation. This study provides insights for reforestation management, and developed models can be used to prepare baseline data for Thailand's carbon stocks for the REDD+ and carbon trading schemes.

**Keywords:** Allometric Equation, Biomass, Carbon Stock, Secondary Forest.

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## Information Resources of Soil Nanoparticles Chemistry

Panova Elena<sup>1\*</sup>, Galina OleynikovaPanova Elena<sup>2</sup>, Oleynikova Galina<sup>3</sup>

**Abstract** One of fundamental problems of soil science is studying the mobile migratory and capable forms of chemical elements. Colloidal particles (the size less than 1000 nanometers) play an important role by elements transport on a soil profile, can react with a mineral matrix and control availability of chemical elements. The most dangerous is transform chemical compounds into mobile forms which migrate into soils, ground water and involve into biocenoses. Modern methods of direct visual of nano-objects allowed to distinguish particles up to 0,25 nanometers in size. But definition of its chemical composition causes difficulties: the probe burns them through; detection limits of chemical elements are near 0,01%; chemistry of one particle doesn't reflect chemical specifics of a sample. Mobile forms of elements are associated with the soil nano-fraction which form ion, molecular and colloid systems. The NF is taken by water under special conditions and analyzed by the ICP MS. The detection limit is (soil/nano-fraction, ppm): U-0,01/0,00002; Tl-0,03/0,00006; Mo-1,0/0,0002; Cd-0,1/0,0006; Hg-0,005/0,0005; Te-1,0/0,002; Sb-0,1/0,0006; Bi-0,2/0,0001; As-0,6/0,001; Se-0,5/0,01; In-0,01/0,0002; Sc-0,1/0,0006; Au-0,002/0,0002; Ag-0,05/0,0001; Re-0,03/0,0001; Scientific basement for registration of ultra low concentrations of chemical elements in soil; 2) agricultural model of metals colloidal transport in a soil; 3) method of exploration of toxicants mobile forms in the environment; 4) to create new sorts of fertilizer based on the mobile forms of nutrients.

**Keywords:** Soil, Nanoparticles, Chemistry, Agricultures.

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# Design in Urban Space in Terms of Climate; Bioclimatic Comfort

Ekici Burçin<sup>1\*</sup>, Şişman Elif Ebru<sup>2</sup>, Gültürk Pınar<sup>3</sup>

**Abstract** Bioclimatic comfort is the study of the relationship between living beings and climate and the environment in which humans have the healthiest climatic conditions. The bioclimatic comfort plays an important role in land use decisions in urban areas. The most efficient models for planning and design and determination of suitable regions for human health can be determined by making detailed analyzes on climate and evaluating these analyzes with a measurable method. Thus, healthy environments can be created by providing the most accurate distribution of areas for people's accommodation, nutrition, recreation and similar uses. In this research; the importance of bioclimatic comfort in urban design, the factors affecting bioclimatic comfort and the necessary methods for creation these spaces and the effects of plantation material on bioclimatic comfort in green space planning are explained. Thus, it has been aimed to encourage climate-friendly designs and to create spaces with more favorable climate characteristics in cities that have worsened living spaces due to increased industry and concrete.

**Keywords:** Urban Space, Bioclimatic Comfort, Landscape, Climate.

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# Sustainable Cities and Green Infrastructure

Ekici Burçin<sup>1\*</sup>, Şişman Elif Ebru<sup>2</sup>, Gültürk Pınar<sup>3</sup>

**Abstract** Urban green spaces create quality spaces for people. In order to create quality and sustainable places on the whole city, green infrastructure should be planned along with transportation and infrastructure systems. Cities are open to continuous development with dynamic structures. Urban systems are needed to organize urban life and to prevent irregular urban expansion. Green infrastructure is a system in which open and natural areas within the city are combined and contributed to the urban landscape as a system. In other words, it is a network of green spaces that provide nature, semi-natural areas and ecosystem services that support human well-being and quality of life. Green infrastructure has multiple functions and benefits. These functions include; environmental (such as conserving biodiversity or adapting to climate change, etc.), social (water drainage or green areas, etc.), and economic sides (increasing employment and property prices, etc.). Surveys show that green infrastructure solutions are less expensive than gray infrastructure, while at the same time providing a variety of benefits for local economies, social fabric and the wider environment. In this study; the importance of green infrastructure has been demonstrated with examples of creating sustainable cities with high quality of life.

**Keywords:** Green Infrastructure, Sustainability, Green Areas, Urbanization.

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# Interactive Planning Process for Construction Projects

Jaehyun Choi<sup>1\*</sup>

**Abstract** IAP (Interactive Planning) is defined as an effort to integrate planning for a certain type of projects at the early stage of execution. When it comes to a construction projects, various participants collaborate from the beginning of the project execution for the project success. Milestone activities by various trades need to be identified and logically sequenced for execution. This task become extremely challenging if the project becomes larger in size and more complex. This research involved the methodology to streamline the IAP process for industrial construction projects in order to verify essential requirements and extract action items in the IAP process.

**Keywords:** Construction Projects, Interactive Planning, Collaborative Process, Milestone Activities.

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