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BOOK OF ABSTRACTS

CARS-19

**2nd International Conference on Advanced Research in
Economics, Social Sciences & Trade Development
March 23-24 / Barcelona, Spain**

Organizaed by



**ACADEMIC RESEARCH AND SOLUTIONS
SOCIEDAD LIMITADA**

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Book of Abstracts of 2nd International Conference on Advanced Research in Economics, Social Sciences & Trade Development

CARS-19

Edited by

Prof. Dr. Perez M.

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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. Perez M.



CARS-19

Salles Hotel, Barcelona-Spain

PROGRAM SCHEDULE



Conference Schedule

DAY 01 Saturday (March 23, 2019)

Venue: Salles Hotel, Barcelona-Spain

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:40 am	Opening Ceremony
09:40 am – 09:45 am	Welcome Remarks - Dr. Perez M. - Conference Coordinator
09:45 am – 09:50 am	Group Photo Session & Ceremony
09:50 am – 10:00 am	Grand Networking Session & Tea Break

DAY 01 Saturday (March 23, 2019)

Session 001 (10:00 am – 12:00 pm)

Track: Business, Management & Economics Studies

Point of Discussion	Presenter
The Economic Development Potential Of The Maritime Sectors, Such As The Impact Of The Economic Activities Of Ports On The Environmental Processes In The Sea	Astrida Rijkure
Use of Design Thinking in Social Entrepreneurship - Have Social Entrepreneurs caught on the use of Design Thinking	Suchi Smita Mahato
Social Entrepreneurship for Traditional Craft Based Tribal Communities	Sandesh R
The Application of Semantic Network Analysis to Textual Data	Dr. Snejana Slantcheva-Durst
The Implications of the Long Tail Theory for China's Economic Development	George Hong
Character Design Towards Narrative Believability of Boboiboy in Malaysian Animated Feature Film Boboiboy: The Movie (2016)	Mohd Suhaimi Juhan

Track: Health Sciences

Establishment of the Shari'ah Framework for the Application of Somatic Gene Therapy in Human	Zakiah Samori
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Lunch Break & Ending Note: (12:00 pm - 01:00 pm)

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.

No	Official ID	Name	Affiliation Details
1	BAR-339-101MA	Ahmad Wehbi	Mimar Center, Lebanon



2nd Day (March 24, 2019)

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 MANAGEMENT AND SOCIAL SCIENCES



The Application of Semantic Network Analysis to Textual Data

Dr. Snejana Slantcheva-Durst*

Abstract This paper demonstrates the utility of an innovative data analysis approach – semantic network analysis - for the social sciences in general, and for higher education in particular. Semantic network analysis allows researchers to conduct “highly automated” qualitative analysis of textual information utilizing “quantitative procedures” (Danowski, 1993, p. 198). Semantic networks are based on word associations within a given context and a given social community thus capturing underlying messages. These messages emerge at the semantic level, in the original language in which they were expressed. Word groups, or clusters, point to prevalent themes and ideas in the network. Statistical tools also allow for comparisons among different networks and between message variables and other related contexts. Thus the value of the semantic network analysis approach lies in its ability to direct researchers to major themes in texts, as well as to analyze and compare groups’ experiences. To demonstrate the utility of this research analysis approach to the social sciences, this study utilizes the journals of 46 graduate students from a large public university in the Midwest United States, who traveled in three different years (between 2012 and 2015) to three different sets of international destinations in Europe and China. The semantic network analysis of the journal texts identified a major theme as the effect of the international study trips on the students: increased self-awareness, and re-evaluation of their inner positions. This major theme was common to all student groups regardless of gender, age, or prior travel experiences. However, comparisons between the semantic networks of different groups demonstrated differences in attitudes by travel destination and by race/ethnicity. From an analytic perspective, semantic network analysis lent valuable insights, allowing for targeted analyses of large textual data.

Keywords: Semantic Network Analysis, re-evaluation .

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The Implications of the Long Tail Theory for China's Economic Development

George Hong*

Abstract Created by Chris Anderson in 2004, the Long Tail as a theory centers around the argument that the 21st-century culture and economy are increasingly gravitating from social elites and trendy products toward small consumer groups and less-demanded goods. Furthermore, with the widening popularity of internet commerce, the costs for production, distribution and sales have gone down dramatically, since product descriptions and advertisements can be placed on constant display accessible to all consumers all the time, without the restrictions of shelf space. Consequently, the market supply and demand have begun to move from the top of the line to its bottom, leading to the lengthening and expanding of its previously ignored "tail" segment, where the sales volume and number of consumers have far surpassed those of fashionable products consumed by the elites.

This article is not intended to discuss the merits and flaws of the Long Tail Theory, nor is it designed to analyze its impact on economic management, commercial transactions and information revolution. Rather, it aims to examine, with the use of this theory and through empirical cases, the three indications and warnings for China's economic development.

First, China's economic development should require rotational strategy and circular thinking. The Long Tail Theory focuses on the long-term sale and circulation of products, contending that trendy products and those in less demand are relative and interchangeable, thus determining the repetitive and revolving nature of economic development. This theory cautions us to the fact the economic development does not necessarily follow a linear pattern; rather, it operates in a circular motion, with its cyclical rise and fall, origination and demise in order. The prerequisite to the circular thinking with regard to economic development is a value-free system because the economy cannot be categorized as "good" or "bad," only "effective" or "ineffective." The current sunset industry may become revitalized while the "hot" products today may be eclipsed in the not too distant future.

Consequently, evaluating emerging economic sectors, popular occupations and "chic" products requires patience and rationality; impulsive elevation and reckless promotion of certain economic dimensions over others may in fact lead to a bubble economy. In the meanwhile, it is also necessary, if not imperative, to make diligent preparations and forecast of both the short-term expectations and long-term prospects of economic development, thereby grasping a possible "long tail," that is, developing opportunities.

Second, it is also rather critical that China adopt a comprehensive economic blueprint by taking into consideration of both the "big" and "small" segments. The Italian economist Vifredo Pareto in 1897 came up with the 20-80 formula concerning wealth and income distribution, that is, 20% of the population possesses 80% of the wealth. Applying this formula to commerce, it means that 80% of the sales come from 20% of the products, and 80% of the sales revenue comes from 20% of key customers. In the language arena, this theory is translated into the idea that 80% of the people use 20% of world languages. However, the Long Tail Theory challenges this prescription, contending that 80% of "unpopular products" can generate more profit and attract more customers than 20% of "hot" commodities. It thus challenges us to come up with a new strategy on how to congregate the 80% of the market (products or customers), which are generally neglected by companies, and transform that market into a much more profitable one.



The Long Tail Theory offers a cautionary note; i.e., “big” is not necessarily lucrative while “small” does not spell loss. In fact, the tactic of accumulating small units and selling goods at a small profit with a quick turnover may, collectively, generate a sizable market and turn minor gains into massive revenues. China’s demographic factors necessitate a policy of attending to both the “big” and “small” sectors of the economy, a strategy inherent in the Long Tail Theory. To put it simply, chopsticks are an inexpensive commodity, yet the profit that can be engendered by each of 1.5 billion Chinese in the world purchasing one pair of chopsticks is certainly phenomenal. The economic distribution in China will need to reorient itself from the reliance on trendy products and elite consumption toward common-place, out-of-favor, small-scale and marginal products while paying attention to both the “head” and the “tail” in the economic equation. In other words, the Chinese development strategy should be all encompassing by taking into account the different markets -- both the wealthy and the ordinary consumers, both the coastal areas and the interior (western) regions, both the urban and rural districts.

Third, China’s economic development requires a strategy that emphasizes individualization and humanization. The Long Tail Theory demonstrates that the technological and internet revolution has propelled cultural, social and institutional diversification and given rise to main societal current dominated by individual choices, values and freedom. The scattered, small and independent entities that had once been overlooked by the mainstream culture have displayed their existential value, unique function and tremendous potential, thus fostering and stimulating a new social ethos and “long tail” culture based on broad participation, free innovation, open democracy and benefit-sharing.

According to the Long Tail Theory, “one product doesn’t fit all”, and “one price doesn’t fit all.” In light of the omnipresent and incalculable internet users, it is all the more crucial for economic planners to come up with well-strategized sales plan, hence the so-called “microchunking.” For instance, a well-run newspaper/magazine takes into consideration its diverse readership and therefore designs different subjects to cater to its various interests. Needless to say, viable individual entities serve as preconditions for a substantial group complex. Without an accurate assessment of the needs, likes and dislikes of the various small units, it is impossible to successfully form a unique, integrated entity capable of profit maximization. Using descriptive euphemisms, the Long Tail Theory also argues that it is unwise to target the small islands that catch one’s attention on the surface of the ocean; instead, it is advisable to discover and explore “the hidden majority” underneath that surface. It equates the fall of price to the receding of ocean water which, once happens, then the multitude of hidden hills would emerge above the ocean surface, thus becoming the dominant entities.

Presently, the age of “big” and “comprehensive” economy is already passed. A large number of top-ranked colleges and universities in the U.S. have begun to revamp their curricula by establishing majors and branch campuses in order to meet the needs to their diverse constituents. In other words, they are on the look for more and more possible “long tails.” Regrettably, many Chinese universities have done the opposite during the last decade by charting a diagram that favors big, comprehensive and new reconfiguration, resulting in the combination of many “dark horse” majors and the consolidation of small institutions. By doing so, they may have indeed severed, unwisely, the “tail” of promising and dynamic new opportunities.

Keywords: Long Tail Theory, China’s Economy, Rotational Strategy, Online Business.

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Character Design Towards Narrative Believability through Malaysian Animated Film's Character Boboiboy in Boboiboy: The Movie (2016)

Mohd Suhaimi Juhan^{1*}, Norlela Ismail²

Abstract Designing a character in animation film is crucial especially when it concerns narrative believability. A character is designed to complement the narrative especially believable animated character. A believable animated character allows the audience to perceive the characters as a life-like being thus the 'illusion of life' is well-constructed. In order to achieve greater effect close to lifelike being, a believable animated characters must also be appropriately timed and his emotions must be clearly demonstrated (Bates, 1994). It is also argued that a believable animated character moves according to his emotional state and personality throughout his journey in the narrative similar features as presented in live action films. Problems arise if characters do not care about what happens in his world or emotionally detached to his surroundings. If the character does not react or respond to his circumstances, they did not take action, the audience will not care about what happen to them. Characters without emotions is considered as a robot. The scenario becomes even worst, if the physical features of a character does not match with the personality. This paper attempts to examine the physical features and personality of Boboiboy in Boboiboy: The Movie (2016) that makes him as a believable character with clear demonstration of emotions. The ten key characteristic qualities of Hayes-Roth and Doyle will be used to systematically analyze Boboiboy.

Keywords: Narrative Believability, The Movie.

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The Economic Development Potential of the Maritime Sectors, Such as the Impact of the Economic Activities of Ports on the Environmental Processes in the Sea

Astrida Rijkure*

Abstract Communication from the European Commission on innovation in the Maritime economy says that innovation can help to develop the economy of the sea sectors in a way that not only promotes EU growth and job creation, but also maintains public sector support for commercial marine resources, while ensuring the protection of the marine environment. Eco-Innovation will enable the development of cost-effective marine environment measures that can contribute to the implementation of the Marine Strategy framework directive in order to develop the economic potential of the maritime sectors in Europe. So far, little attention has been paid to research on ports as economic operators, their impact on economic development and the analysis of port activity from an economic efficiency point of view. It is important to strengthen the link between port operations and blue growth, by promoting the understanding of blue growth and by developing it as a trans-sectoral issue for priority areas, by setting up a dedicated blue growth support mechanism, which has so far had a negligible association with port operation. The aim of the study will be to assess the existing mechanisms for managing the marine environment, implementation and evaluation, and to assess their link with ports, by developing methods to assess the impact of ports on the condition of a good marine environment. The development of more environmentally friendly transport solutions can make an invaluable contribution to the development of the marine economy, preserve marine habitats and the diversity of fisheries.

Keywords: Blue Growth, Marine Environment, Greenports.

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Use of Design Thinking in Social Entrepreneurship - Have Social Entrepreneurs caught on the use of Design Thinking

Suchi Smita Mahato*

Abstract Social-Entrepreneurship studies has only recently gained momentum in entrepreneurial studies and is still considered a developing field as well as a contested concept. The differentiating factor between traditional and social entrepreneurs is the creation of social value. Design Thinking has also recently found applications outside the traditional design field in order to facilitate a more productive process. The use of design thinking in social entrepreneurship is yet to be explored on a deeper academic level even though it has many parallels as pointed out by Chou, 2018. This paper aims to fill this literature gap by investigating the current state of awareness and use of the design thinking process by social entrepreneurs in their basic mode of operation. Furthermore it aims to analyze if certain principles of design thinking are already being used by social entrepreneurs and to assess if design thinking can benefit Social Entrepreneurs. Empathy is the central emphasis in design thinking and Human-Centered Design is one of the key components of Design thinking. Most SE's need to empathize with two main groups of stakeholders – one that they are designing products for and one that they are creating solutions for. Through semi structured interviews conducted with social entrepreneurs, this study aims to firstly find the awareness levels of social entrepreneurs about the design thinking process. Consequently, the study aims to understand if SE's apply design thinking in their operations and if they consider employing design thinking procedures in their future to gain benefits. This study aims to use the five stages in Design thinking : Empathize, Define, Ideate, Prototype and Test in order to guide the study.

Keywords: Social-Entreprise, Creative Thinking, Empathy, Social Innovation, Ideation, Human Centered Design.

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Social Entrepreneurship for Traditional Craft Based Tribal Communities

Sandesh R*

Abstract New social enterprises are creating jobs, wealth and prosperity for the communities. As compared to Small and Medium Industries, Social Enterprises have proven to be better change pioneers with significantly higher new product and designs. Further, as compared to Small Scale Enterprise (SME's), Social enterprises are growing faster and achieving profits and breaking even faster. Around the world corporations and social enterprises are positively enabling growth and impact through inclusive and sustainable business models that create job opportunities, community prosperity and value for communities. Design and technology play a major role in this domain. Given this scenario, design institutes have ready opportunity to contribute to this emerging sector. Design thinking coupled with social entrepreneurship orientation can play a very crucial role in this sector. The paper will share the experiences of the social enterprise project of 'Collaborative Livelihoods', livelihood platform at Industrial Design Centre (IDC) at Indian Institute of Technology Bombay (IITB), Mumbai. This platform is an outcome of the project 'Mumbai Transformation - Repositioning of Traditional Crafts based Livelihoods in a Cultural Capital Enterprise'. The project brings design innovations from Design School to field or people at grassroots level. A unique model with an integrated approach for skilling, capacity building and entrepreneurship development has been designed and implemented. Pursuant to its outreach activities, Industrial Design Centre (IDC) has been working with women's groups with the objective of 'Establishing Livelihood Opportunities through Micro-Entrepreneurship in Non-Farm Sector for Marginalised Tribal Communities Living in an Eco-Sensitive Zone in Mumbai'. Through design and technology intervention, skilling, capacity building and entrepreneurship development, the women have been trained to convert their artistry and craftsmanship into sustainable livelihoods. This initiative of IIT Bombay has empowered the women in supplementing their incomes, and in many cases, this has become their only source of income. The women work in their homes where they assimilate artifact making into their normal routine, giving themselves time to raise their children, work in their fields, collect water and do other daily domestic chores.

Keywords: Social Entrepreneurship, Design and technology, Community development, Capacity Building.

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TRACK: HEALTH SCIENCES



Establishment of the Shari'ah Framework for the Application of Somatic Gene Therapy in Human

Zakiah Samori*

Abstract Human gene therapy is best known as a transfer of nucleic acids to either the somatic cells or germ cells of an individual. It introduces genetic materials which have therapeutic purpose ranging from inherited genetic disorders to certain malignancies and infectious diseases. This medical scientific breakthrough has received lucrative demand worldwide as it offers potential treatment to cure genetic diseases in human at the molecular level. Since then, thousands of people have already participated in the trials thus it is likely to be part of medical practice in the future. Despite of the tremendous benefits that it promises, this new biomedical technology has given rise to several contentious issues from the ethical and religious point of view. Since it comprises of two different therapies namely somatic and germ line gene therapy, each involves different procedures thereby poses different legal ruling and decision. This study attempts to propose a complementary model of the Shari'ah framework on the human gene therapy with special reference to the somatic gene therapy. In achieving this, a detailed analysis and outlook into the Qur'anic evidences along with the Hadith of the Prophet Muhammad pbuh were carried out. Following this, its position from the pragmatic approach of the Maqasid al-Syariyyah (Objective of the Shari'ah) and the Qawa'id Fiqhiyyah (Islamic Legal Maxims) is also analysed in further detail. Various fatwas (Islamic verdict) decreed by the variety of fatwa councils from all over the world are also highlighted. This model of Shariah Framework would serve as the ethical basis for the application of somatic gene therapy in Malaysia and beyond (particularly Muslim countries) especially for Muslim doctors, scientists and Muslims at large. For Muslim countries such as Malaysia where Muslims makes the majority of the population and Islam as the official religion in Article 3 of its Federal Constitution, this framework is deemed to be important reference in providing the essential guidelines on the permissibility of this therapy. Consideration of the position of Somatic Gene Therapy from the Shari'ah perspective is undeniably crucial in any attempt to regulate Somatic Gene Therapy in any Muslim countries in the future.

Keywords: Somatic Gene Therapy Shari'ah Framework Islamic Principles Maqasid Syariyyah Qawaid Fiqhiyyah.

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