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BOOK OF ABSTRACTS

BSSR-19

**2nd International Conference on Economic Growth
Business Strategy and Social Sciences Reforms
September 21-22, 2019**

Organizaed by



ACADEMIC RESEARCH AND SOLUTIONS SOCIEDAD LIMITADA

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Book of Abstracts of the 2nd International Conference on Economic Growth, Business Strategy and Social Sci- ences Reforms

BSSR-19

Edited by

Prof. Dr. Perez M.

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Organizing Committee

| Organizing Committee Member | Affiliation |
|-----------------------------|----------------------------|
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| 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.



BSSR-19

Venue: Salles Hotel Pere IV

PROGRAM SCHEDULE



Conference Schedule

DAY 01 Saturday (September 21, 2019)

Venue: Sallès Hotel Pere IV

| | |
|---------------------|---|
| 09:00 am - 09:30 am | Welcome Reception & Registration |
| 09:30 am - 09:40 am | Welcome Remarks -- Conference Coordinator |
| 09:40 am - 09:50 am | Introduction of Participants |
| 09:50 am – 10:00 am | Group Photo Session |
| 10:00 am – 10:30 am | Grand Networking Session and Tea Break |

DAY 01 Saturday (September 21, 2019)

Session 001 (10:30 am - 12:00 pm)

Tracks: Business, Economics, Social Sciences & Humanities

| Point of Discussion | Presenter |
|--|-----------------------------|
| Factor Analysis Model in Choice of Products Considering the Customer Information Based on the Logit Model | Mana Takaya |
| A Study on Prediction Model of Internet Advertisement Effect Depends on the Budget Based on Long Short Term Memory Model | Yuki Horita |
| Analysis Model for Viewer Rating of Drama Programs Based on the Hidden Markov Model | Haruka Yamashita |
| Albania - Constitutional Guarantee and Constitutional Court | Dr. Ana Dhamo |
| Analysis of Entrepreneurship in the Border Integration Area Colombo – Ecuatoriana in the Framework of Post-Conflict | Martha Lida Solarte Solarte |
| Social Innovation as a Social Fabric Strategy in a Rural Community in the Municipality of Obonuco | Juan Carlos Estrada Alava |

Lunch Break (12:00pm - 01:00pm)

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 | BAR-399-101MA | Dr.Adnan Zaqout | Arafat Society for Culture and Human Care, Palestine |



2nd Day (September 22, 2019)

Whether visiting from overseas or interstate, delegates and guests are free to discover Netherlands and its surrounds by their own.



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

Factor Analysis Model in Choice of Products Considering the Customer Information Based on the Logit Model

Mana Takaya^{1*}, Yuki Horita², Haruka Yamashita³

Abstract In Japan, along with the effort of new product development by the production companies, the types of products sold are increasing. Especially, food items have increased by about 60% from 1997th to 2016th, and it can be said that consumers have an increased choice of products and the competition of product companies are getting harder. In such a situation, it is an issue for companies to make their products and services attractive to consumers and to raise their product selection rates by making the appropriate appeals of their products and services. Therefore, companies need to know the what is/are the attractive element/elements of products and what is/ are the element of advertisement for shaping and maturing the image possessed by consumers desirable for the company. Many retail companies have discussed the topics based on the data analysis approach. However, it is unreasonable to design the attractive items and create the attractive advertisement to everyone. That is, focusing on the appropriate target should be preferable for companies. Recently, the consumers various data not only the information of consumers and the purchase history data, but also the sense of purchasing value data and the view history data of advertisement is accumulated; therefore, the statistical analysis of the relationship between consumers' information, the advertisement viewing histories, and the purchase history data can help the targeting of the new product development and the design of the appropriate advertisement. In this research, we propose new analytics that is a combined model of the clustering approach using the latent class model for targeting of customers and analyzing the effect of the item choices by consumers using the logit model. Moreover, for showing the example of application of the proposing method, we analyzed the data of lactic acid bacteria beverages is analyzed.

Keywords: Logit Model, Advertisement, Statistical Analysis

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A Study on Prediction Model of Internet Advertisement Effect Depends on the Budget Based on Long Short Term Memory Model

Yuki Horita^{1*}, Haruka Yamashita²

Abstract Recently, in the advertising business, digital advertising has grown greatly. Compared to the traditional advertisements such as television commercials, advertisement in newspapers or magazines, digital advertising has a feature of the customization of advertisement for each viewer. Therefore, using the information of viewers' access log, place the attractive advertisement on the internet for each viewer is realized. However, since there are huge number of viewers and there is huge amount of access log; analog approach for the advertise optimization is difficult. Recently, in the advertising business, advertising agents enters between an advertising client and an advertising provider and decide the optimal advertising spots and also the design of advertisement. There is a specific issue for the advertisement agents that how much budget enables the advertisement effects. Therefore, the prediction method for the advertisement results using the information of budget is required. In this research, we method of LSTM (Long short-term memory), which is a kind of deep learning approaches. We analyze the internet advertisement real data provided by an advertising agency in Japan. LSTM is a method that can learn long-term time series data that cannot be learned by the conventional Neural Network (NN) based models. The data to be used in this analysis is time series data. Moreover, the data includes attributes that are not time series, but considered to be contribute the improvement of the accuracy. We build a framework that apply the NN to LSTM. Through the analysis, we show the effectiveness of the analysis of advertisement data based on LSTM.

Keywords: LSTM, Deep learning, Internet advertisement, Prediction Model

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Analysis Model for Viewer Rating of Drama Programs Based on the Hidden Markov Model

Haruka Yamashita^{1*}, Leona Suzuki², Yano Yusuke³, Yohei Saotome⁴

Abstract In recent years, a wide variety of video contents via the internet are distributed, and we can watch various programs for free. In Japan, it has become difficult for TV production companies to create popular TV programs and as a result, the trend is that people are watching less TV. Therefore, how to create programs that match the preferences of viewers has become a major issue for the TV production companies. On the other hand, in Japan, the popularity of TV programs is evaluated by a viewer rating which is calculated from the data of the real time TV viewing history for each person who is selected by sampling. Viewer rating is expected to support the decision making for the program arrangement and to utilize for the new program production. In this research, we focus on TV dramas, which are said to be one factor for the unfamiliarity of TV programs and a prediction model of viewer rating based on the Hidden Markov Model is constructed. Hidden Markov models are widely used for constructing prediction models from time series data. However, if it is applied to such data whose data greatly differ depending on the program attribute or the user attribute, it is difficult to estimate a preferable model, because the Hidden Markov Model assumes time series data in a single population. In this research, we assume that user attribute, program attribute and hidden Markov model co-occur under the latent variable and propose a new analysis model to express this relationship. Moreover, the proposed model is applied to actual audience rating data, a prediction model of audience rating is constructed, and then strategy for improving the viewer rating are discussed. We confirm the applicability of the proposed method to real data through the analysis.

Keywords: Hidden Markov Model, Production

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Analysis of Entrepreneurship in the Border Integration Area Colombo – Ecuatoriana in the Framework of Post-Conflict

Martha Lida Solarte Solarte^{1*}, Claudia Magali Solarte Solarte². Gloria Alicia Rivera Vallejo³

Abstract The paper is the result of the research entitled "Entrepreneurship in the Colombo - Ecuatorian border integration zone in the post-conflict framework", whose general objective is to analyze productive entrepreneurship as a facilitator for the post-conflict reintegration process in Colombia since the successful experiences in the creation of Ecuatorian companies. The study was carried out under the positivist paradigm, quantitative approach, empirical analytical method and type of descriptive research. The population and sample object of study is conformed by the reincorporated ones of the border zone Colombo - Ecuatorian; who was characterized by being part of the reintegration process. Similarly, the characteristics of sustainability, management of financial resources, culture, value system, objectives, physical health, economic income and social relations of popular and solidarity economy (EPS) organizations in the province of Carchi, Ecuador were investigated. and finally, the successful experiences in inclusive and sustainable entrepreneurship of Carchi Ecuador were analyzed to serve as a model to create companies for the reincorporated post-conflict.

Keywords: Border, Solidarity Economy, Management

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Social Innovation as a Social Fabric Strategy in a Rural Community in the Municipality of Obonuco.

Gloria Alicia Rivera Vallejo^{1*}, Juan Carlos Estrada Alava²

Abstract The article is the product of the research entitled "Improvement plan for the strengthening of productive activities in the village of Obonuco", municipality of Pasto, located in the north-west of the city, fifteen minutes from downtown and in the foothills of the volcano galles. The area was formerly dedicated to agricultural activities and currently has the indigenous quillacinga council duly recognized. The main objective of the research was to contribute to the understanding and mitigation of unemployment and underemployment in the Obonuco corregimiento, generating potential social innovation projects; for which we worked from quantitative and qualitative because, initially, it was necessary to make a statistical recognition of some economic indicators, which were complemented from the qualitative with the aim of recognizing ethnographic characteristics of the inhabitants of this area with deep roots indigenous people and in a situation of ambivalence against the pace of life of the city that is very close. Finally, we sought to analyze the value chain of social innovation in order to examine what factors could originate synergy for the local development of the corregimiento contributing to the transformation and quality of life of the community.

Keywords: Social Innovation, Value Chain, Transformation

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Albania - Constitutional Guarantee And Constitutional Court

Dr. Ana Dhamo^{1*}

Abstract In the present conference I want to treat the theme related to the theme of the constitutional guarantee and the Constitutional Court in the Republic of Albania. In comparative constitutional law constitutional guarantees are grouped into two types: basic guarantees and procedural guarantees. The former are those guarantees that constitute the conditions or instruments for the very existence of fundamental rights and freedoms. The latter are closely linked to legal guarantees, which are provided by both common law and constitutional division. In this paper I will refer to the treatment of constitutional guarantees throughout the history of the Republic of Albania. The treatment of constitutional guarantees and the Constitutional Court will begin with the Basic Constitutional Provisions of 1991 and will continue by analyzing the current Constitution of the Republic of Albania. The paper also aims to convey the message that the Constitution of the Republic of Albania needs to be revised by referring to the chapter of constitutional guarantees in order to guarantee as far as possible all the individual rights and freedoms enumerated by the Constitution itself. The constitution expressly regulates cases where it may lead to the temporary cessation of human rights. During times of severe crisis, when the state has to resort to extraordinary measures, because of "state of emergency", "state of war", "natural disaster".

Keywords: Constitution, Albania, Constitutional Guarantee, State of Emergency

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