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BOOK OF ABSTRACTS

IMSS-19

**3rd International Business Management
& Social Sciences Conference
October 26-27, 2019**

Organizaed by



**ACADEMIC RESEARCH AND SOLUTIONS
SOCIEDAD LIMITADA**

TABLE OF CONTENTS

Scientific Committee	vi
Organizing Committee	vii
Conference Schedule	x
TRACK A: ENGINEERING & APPLIED SCIENCES	13
Effects of dolphin-assisted therapies on brain cortex in children with Spastic Cerebral Palsy	14
Fractal characterization of brain cortex activity in children with Spastic Cerebral Palsy and Autism Spectrum Disorder in dolphin-assisted therapies	15
Adopting the Hadoop Architecture to Process Satellite Pollution Big Data	17
TRACK B: SOCIAL SCIENCES & BUSINESS MANAGEMENT	18
Revisiting the Relationship between Economic Development and Social Justice: Evaluating the Progress of the Sustainable Development Strategy in Egypt	19
The Impact Of Demographics On Employee Engagement And Perceptions Of Leadership Style	20
LOCAL POLICY NETWORK FOR LOCAL DEVELOPMENT Encouraging the Strength of Network in Local Tourism Development in Indonesia	21



COMMUNITY BASED-ORGANIZATION: Can It Empower People? Implementation Network of the Food Diversification Policy In Indonesia	22
Population as a National Power: Censuses of the Early Republican Period of Turkey	23

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IMSS-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. T.I.K.



IMSS-19

Venue: Salles Hotel Pere IV

PROGRAM SCHEDULE



Conference Schedule

DAY 01 Saturday (October 26, 2019)

Venue: Sallès Hotel Pere IV

09:00 am - 09:30 am	Welcome Reception & Registration
09:30 am - 09:40 am	Welcome Remarks - Dr. Perez M. - 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 (October 26, 2019)

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

Tracks: Social Sciences & Engineering

Point of Discussion	Presenter
Local Policy Network For Local Development Encouraging the Strength of Network in Local Tourism Development in Indonesia	Muh. Irvan Nur Iva
Community Based-Organization: Can It Empower People? Implementation Network of the Food Diversification Policy In Indonesia	Alwi
The Analyse of Single Party Period's Population Censuses through the Press in the Context of the Construction of Nation-state	Alanur Cavlin , Aytul Tamer Toruna
Revisiting the Relationship between Economic Development and Social Justice: Evaluating the Progress of the Sustainable Development Strategy in Egypt	Heidi Aly Fahmy
Fractal Characterization of Brain Cortex Activity in Children with Spastic Cerebral Palsy and Autism Spectrum Disorder in Dolphin-assisted Therapies	Dr. Jesus Jaime Moreno-Escobar
Adopting the Hadoop Architecture to Process Satellite Pollution Big Data	Badr-Eddine Boudriki Semlali
The Impact Of Demographics On Employee Engagement And Perceptions Of Leadership Style	Dr Roger Muller

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



2nd Day (October 27, 2019)

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



TRACK A: ENGINEERING & APPLIED SCIENCES

Effects of dolphin-assisted therapies on brain cortex in children with Spastic Cerebral Palsy

Jesus Jaime Moreno Escobar^{*z}, Oswaldo Morales Matamoros^{*z}, Erika Yolanda Aguilar del Villar^{*x}, Ricardo Tejeida Padilla^{yz}

Abstract In particular, certain types of disabilities such as Childhood Cerebral Palsy (CCP) have both physical and alternative therapies. Among the alternative therapies are delphinotherapy, which is a technique that consists in the interaction of the human being with dolphins (usually of the bottlenose species), where a therapist also intervenes; through which we try to improve the quality of life of both children and adults who suffer serious health problems, especially chronic diseases and psychological[1]. In the present study, the Electroencephalogram (EEG) signal recorded during a session of Dolphin Therapy in children with Spastic Childhood Cerebral Palsy (S-CCP) is evaluated. The intervention group has 5 children with spastic hepatic / diaplegic PCE while the control group has 3 children within the age group of 5 to 17 years of age who receive Delphinotherapy for 15 minutes measuring their activity before, during and after this type of therapy[2]. Both groups were treated for 5 days a week, every six months. The EEG data are analyzed to determine the Alpha-Peak Frequency (APF), the Sensor-Motor Rhythm (SMR), the mu-wave suppression and the Power Spectral Density (PSD) of all the bands. The results show a decrease in SMR and mu-wave suppression in the intervention group compared to the control group, indicating a positive / greater improvement in the performance of motor activities. Therefore, from this study, he concludes that Dolphin therapy combined with conventional physiotherapies improve motor activity in children with spastic S-CCP. es the motor activity in children with spastic CP[3], [4].

Keywords: Dolphin Therapy, Child Cerebral Palsy, Electroencephalogram, Alpha-Peak Frequency, Sensor-Motor Rhythm.

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Fractal characterization of brain cortex activity in children with Spastic Cerebral Palsy and Autism Spectrum Disorder in dolphin-assisted therapies

Oswaldo Morales Matamoros^{*z}, Erika Yolanda Aguilar del Villar^{*x}, Jesus Jaime Moreno Escobar^{*z}, Ricardo Tejeida Padilla^{yz}

Abstract In 2000 in Mexico, there were 2.3 million people with some disability: 44% due to sequels of fractures, 23% due to congenital malformations, 15% due to sequelae of cerebral vascular disease, 7% due to cranio-encephalic trauma, 5% due to infantile cerebral palsy. and 6% due to congenital deafness. For 2010, it was 5.6 million, implying an enormous expenditure in health for consultations, surgeries, therapies, technical aids, etc., to attend the cases of disability; This has forced us to find the causes of this brutal growth. Infantile Cerebral Palsy (ICP) and Autistic Spectrum Disorder (ASD) have alternative therapies such as delphinotherapy, which involves the interaction of the human being with dolphins (bottlenose) and the intervention of a therapist to try to improve the quality of life for both children and adults who suffer serious health problems, especially chronic diseases and psychological. David Cole attributes to the sound of the dolphin ultrasonic frequencies that stimulate the central nervous system of the patient, which induces the liberation of hormones linked to the relaxation and mitigation of pain. Delphinotherapy arrived in Mexico in 1992, providing therapies to children 2 years of age and older and adults up to 80 years of age; The sessions are attended by doctors and psychologists[1]. In this work it is proposed to characterize the dynamics of the ultrasonic and infrasound waves emitted by dolphins and the neuronal signals of the treated patients; Ultrasonic and infrasound waves generate endorphins and other substances that help improve the connection between neurons and encourage the functioning of both cerebral hemispheres, resulting in improvements in the immune system, in motor coordination, in mood, social contact and in the language of the patient treated[2]. In this way, we apply the fractal geometry and the kinetic theory of the growth of rough interfaces to determine the structure function of the fluctuations of the ultrasonic and infrasound waves that the dolphins emit, in order to determine if these waves display long-term correlations with the neuronal signals of the patients treated and thus scientifically demonstrate the efficiency and effectiveness of delphinotherapy.

Keywords: Dolphin Therapy, Child Cerebral Palsy, Autistic Spectrum Disorder, Electroencephalogram, Fractal Geometry.

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Adopting the Hadoop Architecture to Process Satellite Pollution Big Data

Badr-Eddine Boudriki Semlali^{1*}, Chaker El Amrani¹, Guadalupe Ortiz²

Abstract The important growth of industrial, transport and agriculture activities, has not led only to the air quality and climate changes issues, but also to the increase of the potential natural disasters. The emission of harmful gases, particularly: The vertical column density of CO, SO₂ and NO_x, is one of the major factors causing the aforementioned environmental problems. Our research aims to contribute finding solution to this hazardous phenomenon, by using remote sensing technique to monitor air quality which may help decision makers. However, RS data are not easy to manage, because of their huge size, high complexity, variety and velocity, Thus, our manuscript explains the different aspect of the used satellite data. Furthermore, this article has proved that RS data could be regarded as big data. Accordingly, we have adopted the Hadoop big data architecture and explained how to process efficiently RS environmental data.

Keywords: Component; Remote Sensing; Satellite Sensors Data; Big Data Architecture.

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TRACK B: SOCIAL SCIENCES & BUSINESS MANAGEMENT

Revisiting the Relationship between Economic Development and Social Justice: Evaluating the Progress of the Sustainable Development Strategy in Egypt

Dr. Heidi Aly Fahmy, ^{1*}, Heba Youssef M. Hashem²

Abstract Egypt has announced its Sustainable Development Strategy in 2016 with targeted indicators to be achieved by the year 2030. The indicators are related to three dimensions: Economic, Social and Environmental. At nearly the same time, the government also launched an ambitious economic reform program with the IMF to guide on the achievement of the announced targets by the intended time. The paper uses an analytical framework to assess how much progress has been achieved in the dimensions of economic development and social justice. The results of our analysis show that the progress on the economic level far suppressed that of the social level. Despite of the optimistic expectation of fulfilling the economic targets, the achievement of the social objectives is still doubtful. This conclusion supports the existing trade-off in the literature related to the relationship between economic and social objectives in general and between economic growth and social justice in particular.

Keywords: Economic Development.

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The Impact Of Demographics On Employee Engagement And Perceptions Of Leadership Style

Dr Roger Muller

Abstract This study investigated whether demographics have an impact on employees' engagement and their perceptions of leadership styles. The African leadership style of Ubuntu and servant leadership were explored. A quantitative research design was utilised and yielded 428 usable questionnaires through non-probability convenience sampling. Nine hypotheses were formulated and tested using the one-way analysis of variance (ANOVA) statistical technique. The empirical results revealed that employees' age, position in the organisation, organisation size, and main activity of the organisation significantly influenced employee engagement. The organisation's years in existence influenced employees' perceptions of the survival dimension of Ubuntu leadership and Servant leadership. The main activity of the organisation further had a significant influence on all the dimensions of Ubuntu leadership (survival, spirit of solidarity, compassion and dignity and respect) and Servant leadership. Based on the findings, it is recommended that managers consider the age of employees when managing the job resources and job demands of employees. Furthermore, it is recommended that organisations explore means to improve workplace flexibility and perceived schedule control for employees involved with direct labour. Employees in medium-sized organisations exhibit significantly higher levels of employee engagement when compared to employees in small organisations. It is therefore recommended that smaller organisations increase job variety by exploring job design concepts of job enlargement, job enrichment and job rotation. Significantly more servant leadership behaviours are perceived by employees in organisations that are five to nine years old, when compared to organisations that have been in existence for 20 years or more.

Keywords: ANOVA, Demographics.

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LOCAL POLICY NETWORK FOR LOCAL DEVELOPMENT Encouraging the Strength of Network in Local Tourism Development in Indonesia

Muh. Irvan Nur Iva^{1*}

Abstract Public policy is a very complex process that requires the involvement of all stakeholders to solve public problems and meet public needs that are wicked problems. This shows the importance of local policy network for wicked problems in local development, especially local tourism development. The main purpose of this study is 1) to describe the implementation of local tourism development policy, and 2) to explain the role of local governance in the determination and implementation of local tourism development policy in Indonesia. The research strategy used is a case study to explain the role of local governance in the implementation network of local tourism policy. Based on the matching patterns and time series techniques, the implementation of local tourism development policy has not been effective. The same thing is that the role of local governance in local tourism development has not been effective. This is because the government bureaucracy still dominates this role without involving other stakeholders in local tourism development. Therefore, the government needs to build a local tourism network as a forum for the togetherness of stakeholders in determining and implementing local tourism development policy.

Keywords: Local policy network, Local tourism development, Policy implementation network, and Local governance.

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COMMUNITY BASED-ORGANIZATION: Can It Empower People? Implementation Network of the Food Diversification Policy In Indonesia

Alwi

Abstract One of the main tasks of the government is to prosper its citizens, especially those who are poor. It carried out this task through a "tool" called the community empowerment policy. Policy implementation is not a simple process but a process that involves all stakeholders where they have different interests to realize the stated policy goals. The main objective of this study is to describe the role of community-based organizations and to explain the role of local bureaucracy in the implementation of food diversification policy. This study uses a case study strategy to explain the network implementation of this policy. Based on matching patterns and time series techniques, the community-based organization has not been effective in empowering the family economy through food diversification. The same thing is that the local bureaucracy has not effectively implemented a food diversification policy in Indonesia. This is caused by stakeholders have not carried out effective cooperation in the implementation of this policy. Therefore they need to build a synergy to implement a food diversification policy.

Keywords: Policy implementation network, community based-organization, food diversification policy, and empowerment policy.

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Population as a National Power: Censuses of the Early Republican Period of Turkey

Alanur Cavlin

Abstract The aim of this study is to present the function of the censuses during the construction of Turkish nation-state by analyzing the single party period Turkish press. From foundation in 1923 to 1946, the country led by single party regime and the dominant policy was to develop nation-state structure. After 1923 the need to know and manage the size and ethnic&religious structure of population gained importance. The first census conducted in 1927 as one of the most important establishment projects of young Turkish Republic was a government level indicator for awareness of this need. Therefore, for Turkey learning the size of human resources was an imperative necessity for the planning of future policies. In this paper, the role and importance of censuses on construction of nation-state will be analyzed by assessing written and visual materials in newspaper which are the primary sources of this era. The Turkish, Greek, Armenian and Jewish newspapers of early republican period of Turkey will be analyzed within the scope of 1927, 1935, 1940 and 1945 censuses. Beside the Turkish newspapers, the analysis of minority newspapers is crucial for understanding the point of view of minority intellectuals towards the establishment of nation-state. In this paper, historical comparative analysis approach will be used. Following the literature review, written and visual material in newspapers during pre and post census period will be interpreted by qualitative analysis. The qualitative content analysis is performed by Nvivo qualitative data analysis software. The main objectives of this study is; (1) to discuss the function of censuses in process of establishment of nation-state in Turkey, (2) to reveal the role of media in delivering the messages of government, (3) to analyze the manner of opposition towards censuses within the scope of criticism towards the government and reactions .

Keywords: Homogenisation, history of population, Turkey, population census, press of Turkey, nationalism.

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