

**2018 5th International Conference on Advances and
Management Sciences
(ICAMS 2018)**

**2018 7th International Conference on Education and
Management Innovation
(ICEMI 2018)**

Torino, Italy / February 11-13, 2018

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Table of Contents

Conference Venue	3
Introductions for Publications	4
Instructions for Presentations	5
Paper List	6-9
Introductions for Keynote Speakers	10-13
Time Schedule	14-16
Oral Presentations	17-38
Poster Presentations	39
Listener List	40
Call for Papers	41-43
Note	44-45

Conference Venue

Best Western Hotel Luxor Turin

Best Western Hotel Luxor - Corso Stati Uniti 7 - 10128 - Turin (TO) - GPS: lat. 45.06136 - long. 7.67483

Tel: +39 011 5620777

Fax: luxor.to@bestwestern.it



The Venaria Royal Palace and the House of Savoy, Art, splendour and history of a European court Just 100 m from the Hotel you'll find the Venaria Royal Palace terminus.

FROM THE AIRPORT

From the Torino Airport - Caselle

- Follow the signs for the centre (Torino centro) along the Strada dell'Aeroporto and continue straight on into Via Stampini. At Largo Grosseto, turn left into Corso Potenza → Continue straight on → Turn left into Corso Tassoni → Cross Piazza Bernini and continue straight on into Corso Ferrucci → Turn left into Corso Vittorio Emanuele II → At Largo Vittorio Emanuele II (central obelisk), continue straight into Corso Galileo Ferraris → Turn left into Corso Stati Uniti → Stop at number 7.

FROM THE TRAIN STATION

FROM "PORTA NUOVA" Railway Station'

- Walk out to the ticket hall and leave the station on the left hand side → Cross Via Sacchi and turn left → Walk two blocks to Corso Stati Uniti. Turn right and stop at number 7

FROM THE TURIN-MILAN MOTORWAY

- At the motorway exit, keep to the right and drive along Corso Vercelli → ·Cross Piazza Rebaudengo, keep to the right and drive along Via Cigna → ·Keep driving straight on as far as the crossroads with Corso Regina Margherita → ·Keep driving straight on along Corso Valdocco and then Corso Palestro → ·Turn left onto Via Cernaia → ·Turn right onto Corso Galileo Ferraris → ·At Largo Vittorio Emanuele II (central obelisk), turn right onto Corso Galileo Ferraris → ·Turn left onto Corso Stati Uniti and stop at number 7.

FROM THE TURIN-PIACENZA AND TURIN-SAVONA MOTORWAYS

- Take the bypass (tangenziale) → ·Leave the bypass at the Stupinigi exit → ·Keep driving straight on into Corso Unione Sovietica → ·Keep driving straight on, the road becomes Corso Turati and later Via Sacchi → ·Just before the station you will meet Corso Stati Uniti. Turn left and stop at number 7.

Introductions for Publications

All accepted papers for the Birmingham conferences will be published in those proceeding/journals below.

2018 5th International Conference on Advances and Management Sciences ([ICAMS 2018](#))



Journal of Advanced Management Sciences ([JOAMS](#))

ISSN: 2168-0787

DOI: [10.18178/joams](https://doi.org/10.18178/joams)

Abstracting/ Indexing: Ulrich's Periodicals Directory, Google Scholar, Crossref, Engineering & Technology Digital Library and Electronic Journals Digital Library

2018 7th International Conference on Education and Management Innovation ([ICEMI 2018](#))



International Journal of Innovation, Management and Technology ([IJIMT](#))

ISSN: 2010-0248

DOI: [10.18178/IJIMT](https://doi.org/10.18178/IJIMT)

Abstracting/ Indexing: Google Scholar, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest, etc.



International Journal of Information and Education Technology ([IJIET](#))

ISSN: 2010-3689

DOI: [10.18178/IJIET](https://doi.org/10.18178/IJIET)

Abstracting/ Indexing: EI (INSPEC, IET), Cabell's Directories, DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest.

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

Laptops (with MS-Office & Adobe Reader)
Projectors & Screens
Laser Sticks

Materials Provided by the Presenters:

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

Duration of each Presentation (Tentatively):

Keynote Speech: 40 Minutes of Presentation, 5 Minutes of Q&A
Regular Oral Presentation: about 15 Minutes of Presentation and Q&A

Instructions for Poster Presentation

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenters:

Home-made Posters
Maximum poster size is A1, portrait direction
Load Capacity: Holds up to 0.5 kg

Best Presentation Award

One Best Oral Presenter will be selected from each presentation session, and the Certificate for Best Oral Presentation will be awarded at the end of each session on Feb. 12, 2018.

Dress Code

Please wear formal clothes or national representative clothing.

Paper List

Paper ID	Paper Title	Page
S1-MS007-A	Research on Intellectual Property Management of Industrial Enterprises Based on Divisor Maximization - Gray Relational Grade <i>Chen Wei and Liu Fang</i>	17
S1-MS103-A	Empirical Analysis of Influence of Venture Capital on the Growth of Small and Medium-sized Enterprises <i>Fayan Mei and Han Guoyuan</i>	17
S1-MS104-A	An Analysis of Enterprise's competitiveness and technological innovation Efficiency Based on The Linear Regression Model <i>HanLei Xu and XinYu Liu</i>	18
S1-MS107	Portfolio Optimization by Fuzzy Interactive Genetic Algorithm <i>Masato Sasaki, Anas Laamrani, Mitsuo Yamashiro, Chalew Alehegn and Ariel Kamoyedji</i>	18
S1-MS112	The Impact of Organizational Culture and Leadership Style on Job Satisfaction and Employee Performance <i>Romi Ilham</i>	19
S1-MS108	Environmental Performance Analysis of Mining Companies in Indonesia with SEM-PLS <i>Moch Bisyr Effendi</i>	19
S1-MS024	Team Managers Representation and Classification Method based on the System of Organizational Terms. Results of the Research <i>Olaf Flak, Kinga Hoffmann-Burdzińska, Cong Yang</i>	20
S1-MS113	The Role of Green Product Development in Building Relationship in Supply Chain <i>Maciej Urbaniak</i>	20
S1-MS114-A	Forms of Cooperation between Organic Food Distribution Companies and their Suppliers in Context of Environmental Management <i>Piotr Cezary Sosnowski</i>	20
S1-MS116-A	The Relationship Management with Final Clients Effectiveness in Organic Supply <i>Joanna Klosińska</i>	21
S1-MS121-A	The Supplier Development in the Organic Supply Chain Management <i>Marta Raźniewska</i>	21
S2-MS204	An Analysis on Education for Children with Disabilities: A Qualitative Study on Head- Teachers, Teachers and Conductor-Teachers Perception Towards Inclusion in Hungary <i>Ambuj Sharma and Anna Dunay</i>	23

S2-EM0001-A	A Learning and Diagnosis System to Supporting Flipped Classroom Pedagogy in Software Engineering Education <i>Yen-Ting Lin and Yi-Chun Lin</i>	23
S2-EM0005	Improvement of Project Activities in University by Applying the Method of Project Management and Fundamental Competencies <i>Masahisa Shinoda</i>	24
S2-EM0011	Information and Communication Technology (ICT) as a Tool of Differentiated Instruction: An Informative Intervention and a Comparative Study on Educators' Views and Extent of ICT use <i>Zoi Karatza</i>	24
S2-EM0013	How Does Politics Affect the Higher Education in Pakistan? <i>Naveed Sultana and Zubair Munawar</i>	25
S2-EM1005-A	Teachers' Coping in Regular Classes Which have Integrated Special-needs Children: In Secular Schools, Religious Schools, and Ultra-Orthodox Schools <i>Idit Gliko</i>	26
S2-EM1006	Innovation and Practice of Electronic Circuits <i>Hua Fan, Weijian Chen, Jin Zhang, Yulan Li, Xingning Ye, and Quanyuan Feng</i>	26
S2-MS202	Role of Demand Forecasting and Lead Time on Waste in Supply Chain: A Case Study in Diyala Health Sector-Iraq <i>Waleed A. Al-Zaidi, Asaad J. Al-Karawi and Ahmed Kh. Al-Zuhairi</i>	27
S2-MS017	External and Internal Factors Influencing Socially Responsible Behaviour of SMEs: Evidence from Singapore <i>Alexander Wollenberg and Hanxin Liang</i>	27
S2-EM1003-A	Digit Ratio (2D:4D) and Muscle Power in Taiwanese Children <i>Cheng-Chen Hsu and Mei-Chich Hsu</i>	25
S2-MS106-A	The Comparative Study of the Competitiveness of China's 15 Port Alongside the "Belt and Road" <i>Wei Kang and Pengfei Zhao</i>	28
S3-MS118-A	The Application of P2P Model in the Relationship Marketing of Industrial Enterprises ——A case study of industrial enterprise A <i>Yunchang Li</i>	29
S3-MS110-A	Econometric Model Analysis of Consumer Price Index of Urban Residents in China <i>Tianhui Li</i>	29
S3-MS111	The effect of Corporate Governance on the financial performance of listed companies in Amman stock exchange (Jordan) <i>Hasan Mansur and Dr. Anita Tangle</i>	30

S3-MS022	The impact of marketing on share performance: evidence from Syria <i>Musaab M. Mousa and Sagi Judit and Zeman Zoltan</i>	30
S3-MS119	Risk Model and Quality of Audit Committee Towards Quality of Financial Reporting in Indonesia <i>Nanang Shonhadji</i>	30
S3-MS101	Herd Behavior and Indonesian Financial Crisis <i>Rohmad Fuad Armansyah</i>	31
S3-MS301-A	The Role of Regulatory Focus in Commitment from the View of the Investment Model <i>Monica Kim and Taekyun Hur</i>	31
S3-MS120-A	Analysis of the Influence of Financial development on Urban and Rural Income Gap—Based on data from 1990 to 2106 in Hubei Province <i>Hongyang Yu</i>	32
S3-MS117	Prediction of Purchase Behaviours Based on Customer Demand Value Using Factorization Machines <i>Yuya Miyamoto and Michiko Tsubaki</i>	32
S3-MS201	A Study on Type Classification of Employees and Sales Support Analysis based on Similarity of Sales-purchase Bayesian Network Structure <i>Wataru Ogawara, Michiko Tsubaki and Jun Takashima</i>	33
S3-MS031-A	A Decision Support System for Revenue Model Selection of Mobile App Services: An Instance-based Decision Tree Approach <i>Szu-Hao Huang and Yen-Cheng Lee</i>	33
S4-MS003-A	Using Markov chain Monte Carlo technique to construct confidence bounds for yield index <i>Ting-Ying Huang and Chien-Wei Wu</i>	34
S4-MS004-A	Developing a Variables SkSP-2 Sampling Plan Based on Process Capability Index for Product Acceptance Determination <i>Pei-An Wang and Chien-Wei Wu</i>	34
S4-MS009-A	An Investigation on Interval Estimation of the Modified Process Capability Index for Weibull distributions <i>Szu-Chieh Chuo and Chien-Wei Wu</i>	35
S4-MS016-A	Developing a Quick Switching Sampling System Based on the Third-Generation Capability Index <i>Jhen-jia Jhu and Chien-Wei Wu</i>	35
S4-MS018-A	A Curve Fitting Approach for Assessing Process Performance with Gamma Distributions <i>Yu-Chao Lin and Chien-Wei Wu</i>	35

S4-MS012-A	A STRONG-based Framework for Quantile-based Simulation Optimization with Efficient Simulation Experiments <i>Wei-Li Liu and Kuo-Hao Chang</i>	36
S4-MS013-A	A Response-surface-based Algorithm for Simulation Optimization with Correlated Outputs <i>Hui-Yu Yang and Kuo-Hao Chang</i>	36
S4-MS014-A	An Optimization Framework for Conditional-Expectation-based Simulation Optimization <i>Hsing-Yu Lin and Kuo-Hao Chang</i>	36
S4-MS006	Risk Management in Construction Projects <i>Hadyan Fahad Al-Ajmi and Emmanuel Makinde</i>	37
S4-MS011-A	Reliability Analysis of National Power System in Consideration of Different Energy Allocation <i>Pei-Yi Huang and Yi-Feng Hung</i>	37
S4-MS115-A	Lot Sizing Problems Using Tabu Search and Linear Programming <i>Pei-Yi Huang and Yi-Feng Hung</i>	38
		38

Introductions for Keynote Speakers



Prof. Xavier Cartaña Alvaro
United International Business School (UIBS), Spain

Mr. Xavier Cartaña Alvaro is a Chemical Graduate and Master in Commercial and Marketing Management. Since more than 26 years, he works in the Chemical Industry and at this moment he works for a very well known Chemical Multinational Company as an EMEA Key Account Manager. His career has led him to specialize increasingly in the commercial management of multicultural behaviors and their staffs at international levels. He also works as a teacher and consultant since more than 20 years, in many different Business Schools and also pays specific seminars and workshops worldwide in marketing and commercial and personal skills fields. At this moment he is active as Industrial Marketing Specialist Teacher at United International Business School (UIBS).

Speech Title: What B2B marketing is? What the main differences between B2B and B2C Marketing are?

Abstract: Business-to-business marketing (or B2B marketing) involves the sale of one company's product or service to another company. The B2B market is the largest of all the markets, and exceeds the consumer in terms of revenue and profit. B2B marketing shall be used by companies that make products that consumers have no practical use for. Although, it is also used by companies selling products and services bought by consumers and other businesses alike.

B2B marketing techniques rely on the same basic principles as consumer marketing, but are executed in a different way. While consumers choose products based not only on price but on popularity, status, and other emotional triggers, B2B buyers make decisions on price and profit potential alone.

These B2B and B2C marketing differences are crucial to develop a marketing strategy and tactics. B2B sales prospects are very different from B2C. B2B sales prospects are found in small vertical markets require consultative selling and take longer to sell. B2B versus B2C marketing comparisons are important to understanding when choosing the most effective marketing approach for industrial business. Not understanding and realizing these differences could cause to waste a lot of time and money in our business marketing decisions.

This speech will give main references to compare B2B and B2C marketing attributes and their differences affecting small business marketing. Knowing the marketing differences between B2B and B2C are just the beginning steps to achieving success.



Prof. Wojciech Cellary
Poznan University of Economics and Business, Poland

WOJCIECH CELLARY received the M.Sc. (1974), Ph.D. (1977) and Dr. Hab. (1981) degrees all from the Technical University of Poznan (Poland). In 1989 he received the title of Professor. From 1974 to 1992 he was with the Technical University of Poznan, from 1987 to 1991 serving as the scientific director of the Institute of Computing Science. From 1992 to 1996 he served as the vice-president responsible for research of the Franco-Polish School of New Information and Communication Technologies. In 1996 he joined the Poznan University of Economics. Currently he is head of the Department of Information Technology. He has been a visiting professor at the following universities: University of Nancy I, University of Nancy II, University of Paris-Sud, University of Paris-Dauphine, France, University of Genova, University of Ancona, Italy, United Nations University in Macao and United Nations University in Guimaraes (Portugal). He has lead numerous industrial projects on the development of hardware and software of computer systems and their applications in telecommunications, the computer industry, the electric power industry, and education. The projects were supported by Polish, French and American industry, Polish Ministry for Research and Higher Education, as well as UE Framework Programmes. He is co-author of 3 European patents. He served as a consultant to the Polish Ministries of: Science, Education, Telecommunications, Interior, Administration, Digitization and Regional Development, Polish Parliament and Senate, as well as many research institutes and governmental projects. He has been a main organizer of 50 scientific national and international conferences and he has been a member of the program committees of additional 350 conferences. He is author or co-author of 10 books, an editor or co-editor of 10 books, author of 22 chapters in books, and over 150 articles in journals and conference proceedings. Currently his department is specializing in Virtual/Augmented Reality and Internet of Things.

Speech Title: Education of Managers for Emerging Cyber-Physical World

Abstract: The presentation starts from the observation that our coexisting physical and digital worlds are now merging into a seamless cyber-physical world. In this new world, labor markets will change. On one pole, new technologies will dominate, eliminating human workers: cloud computing, big data analysis, internet of things, and robots. On the other pole, talented people will be required able to develop and adapt new technologies to market requirements, and to deploy them. The central part of the labor market devoted to services provided by humans will be under pressure from both sides. These changes will particularly impact managers. Two challenges are formulated: (1) How to enhance supply of talented people able to contribute to the development of the cyber-physical world? (2) How to improve quality of services provided by humans in the cyber-physical world? The answer to both these challenges is proper IT education, seen not only as a way to improve IT skills necessary to use software tools, but also as a pedagogical methodology that assures proficiency required from inhabitants of the cyber-physical world independently of their profession. T-shaped education, with IT as its disciplinary component, is indicated as an approach to achieve this goal.



Prof. Alexander Wollenberg
St. George's University, Grenada

Alexander Wollenberg is Professor of Business and Management at St. George's University in Grenada, West Indies. He obtained his PhD from National University of Singapore in 2011 specialising in innovation management of high-tech companies in emerging economies. His MA is in International Relations completed at Waseda University in Tokyo, Japan in 2003. He is currently on the Editorial Advisory Board of IGI Global Publishing and a Member of IEDRC and the Academy of International Business (AIB). His research interests include economic development and integration, as well as consumer behaviour in emerging markets.

Speech Title: The Future of Regional Integration and Technological Innovation: Managerial and Strategic Implications

Abstract: The global economy has undergone rapid changes post-World War II marked by rapid technological change and a projects towards regional economic integration in many parts of the world. The present-day European Union (EU) has evolved into the largest single most highly integrated bloc from what first started as an industrial cooperation and an economic union in the 1950s. Despite its flaws and imperfections, the work-in-progress of The European Union has served as a role model for regional integration models across the world and lowered the costs of doing business as well as brought many people and minds closer together. As a result of technological innovation, we have seen a sharp rise of technological capabilities not only in terms of new products and services, but also innovative business models based on e-commerce, resulting in lower costs to consumers, more opportunities for entrepreneurs and people in search of income streams, changes in marketing strategies, and constant adjustments to regulatory frameworks. What will be future implications of these developments from a human and managerial perspective?



Prof. Vilmante Kumpikaite-Valiuniene
Kaunas University of Technology, Lithuania

Vilmante Kumpikaite-Valiuniene is a professor of the department of Management and a head of International migration research center of Economics and Business School at Kaunas University of Technology, Lithuania, the EU. She gained Bachelor's degree in Personnel Management in 1997, Master's degree in Quality Management in 1999 and PhD in Management and Administration in 2004 (all at Kaunas University of Technology, Lithuania). Her major field of studies is emigration's reasons. She worked as engineer and a consultant in "Telebaltikos konsultacija" in Kaunas (Lithuania) in 1998-2002 and a DIRECTOR of educational international company "CET BALTICA" in 2006-2010. She is an author and coauthor of more than 70 scientific publications. Prof. Vilmante Kumpikaite-Valiuniene is a fellow of International Economics Development and Research Center (IERDC), a member of Academy of Management (AOM), European Academy of Management (EURAM), European Group for Organizational Studies (EGOS), a member of committees and a key speaker in International conferences. Her research interests include international migration, intercultural differences, human resource training and development, modern learning/teaching methods and moral values in business.

Speech Title: Information Technologies for Developing Entrepreneurial Skills of Students

Abstract: Information technologies enable us to obtain information, which is the raw material of information society, at any time and any place. In addition to this, it acts as an intermediary in producing new information. IT became one of the most important intermediaries for the youth in the last decade. Therefore, it becomes crucial to implement its usage for the study process.

The aim of this presentation is to introduce examples of different information technologies means' usage in class for developing students' entrepreneurial skills.



Time Schedule

Day 1: Registration: Feb. 11, 2018 (Sunday)

10:00-17:00	Arrival and Registration (Venue: Lobby)
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- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Your paper ID will be required for the registration.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on Feb. 12, 2018.

Day 2: Conference: Feb. 12, 2018 (Monday)

Time	Opening Remarks & Keynote Speeches Venue: Gioberti Meeting Room
9:00-9:05	<p style="text-align: center;">Opening Remarks</p>  <p style="text-align: center;">Prof. Xavier Cartaña Alvaro United International Business School (UIBS), Spain</p>
9:05-9:50	<p style="text-align: center;">Keynote Speaker I</p>  <p style="text-align: center;">Prof. Wojciech Cellary Poznan University of Economics and Business, Poland</p> <p style="text-align: center;">Title: Education of Managers for Emerging Cyber-Physical World</p>
9:50-10:10	<p style="text-align: center;">Coffee Break & Group Photo Venue: Gioberti Meeting Room</p>

10:10-10:55	<p style="text-align: center;">Keynote Speaker II</p> <div style="text-align: center;"></div> <p style="text-align: center;">Prof. Alexander Wollenberg St. George's University, Grenada</p> <p>Title: The Future of Regional Integration and Technological Innovation: Managerial and Strategic Implications</p>
10:55-11:30	<p style="text-align: center;">Keynote Speaker III</p> <div style="text-align: center;"></div> <p style="text-align: center;">Prof. Vilmante Kumpikaite-Valiuniene Kaunas University of Technology, Lithuania</p> <p>Title: Information Technologies for Developing Entrepreneurial Skills of Students</p>
11:30-12:05	<p style="text-align: center;">Keynote Speaker IV</p> <div style="text-align: center;"></div> <p style="text-align: center;">Prof. Xavier Cartaña Alvaro United International Business School (UIBS)</p> <p>Title: What B2B marketing is? What the main differences between B2B and B2C Marketing are?</p>
12:05-13:00	<p style="text-align: center;">Lunch Venue: Ristorante Giovanni</p>

Oral Presentations		
13:00-18:00	Venue: Gioberti Meeting Room	Venue: Massena Meeting Room
13:00-15:45	Session I Theme: Business Management and Supply Chain Management	Session II Theme: Education and Social Management
15:45-16:00	Coffee Break	
16:00-18:45	Session III Theme: Economics and Marketing	Session IV Theme: Quality and Risk Management
19:00	Dinner Venue: Ristorante Giovanni	

Authors' Presentations

Session I

13:35-15:45, Feb. 12, 2018
Venue: Gioberti Meeting Room

Theme: Business Management and Supply Chain Management

Session Chair: **Prof. Alexander Wollenberg**
St. George's University, Grenada

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
<p>MS007-A 13:00-13:15</p>	<p>Research on Intellectual Property Management of Industrial Enterprises Based on Divisor Maximization - Gray Relational Grade Chen Wei and Liu Fang School of Economics and Management, Harbin Engineering University, China</p> <p>Abstract—Based on the characteristics of industrial property management and the characteristics of intellectual property management, this paper constructs the evaluation index system of intellectual property management of industrial enterprises including development, operation and protection of "3-dimension -12 index". This paper evaluates the overall development level of intellectual property management of industrial enterprises in China from 2009 to 2015 and compares them with the development of intellectual property management in eastern, central, western and northeastern China. The results show that the overall level of intellectual property management in China's industrial enterprises is on the rise, and the level of intellectual property management in the eastern region is relatively high, and the level of intellectual property management in the northeast region is relatively low. Finally, the corresponding countermeasures are put forward to enhance the overall development level of intellectual property management of industrial enterprises in China.</p>
<p>MS103-A 13:15-13:30</p>	<p>Empirical Analysis of Influence of Venture Capital on the Growth of Small and Medium-sized Enterprises Fayan Mei and Han Guoyuan Harbin Engineering University, China</p> <p>Abstract—Venture capital is the incubator and booster for developing small and medium-sized industries. As a form of capital, venture capital plays an important role in the modern financial investment system. In the process of growth of small and medium-sized enterprises, venture capital has realized the organic combination of technology and finance. Not only can the venture capital obtain the investment income of the project itself, but more importantly, it can promote industrial upgrading and change the mode of economic growth, and affect the development of small and medium-sized enterprises, even the national economy.</p> <p>In modern economic society, small and medium-sized enterprises construct an important factor of GDP growth and they are also the dominant force and main carriers promoting the development of modern society. In spite of this, the small and</p>

	<p>medium-sized enterprises in China still have some obstacles at present such as the shortage of capital. It requires a great many improvements among the aspects of talents, funds and management. The emerging venture capital can make up for this deficiency and provide the SMEs with both capital and management methods. Thus it can be seen that it is necessary to apply venture capital into small and medium-sized enterprises.</p>
<p>MS104-A 13:30-13:45</p>	<p>An Analysis of Enterprise's competitiveness and technological innovation Efficiency Based on The Linear Regression Model HanLei Xu and XinYu Liu Harbin Engineering University, China</p> <p>Abstract—linear regression model has been widely used in many fields such as society, economy and technology. The competitiveness of the enterprises with a variety of factors of technology innovation and enterprise efficiency, this article selected a firm's internal r&d, enterprise's economic support, the government investment as evaluation indexes, use SPSS software to clarify the linear regression model in the competitiveness of the enterprises and the influence factors of technology innovation efficiency. The result shows that although the government and the enterprise itself invest a lot, the effectiveness of the enterprise's competitiveness and technological innovation efficiency is not significant. The internal R&D investment and the economic support of the enterprise have obvious positive impetus to the enterprise's competitiveness and technological innovation efficiency. The efficiency of government input is relatively low. Therefore, we should increase the internal R&D investment and economic support to improve the competitiveness of enterprises and the efficiency of technological innovation.</p>
<p>MS107 13:45-14:00</p>	<p>Portfolio Optimization by Fuzzy Interactive Genetic Algorithm Masato Sasaki, Anas Laamrani, Mitsuo Yamashiro, Chalew Alehegn and Ariel Kamoyedji Ashikaga Institute of Technology, Japna</p> <p>Abstract—In this paper, we present a Portfolio optimization method based on Interactive Genetic Algorithm and a Fuzzy satisfaction function. Portfolio optimization is a formal mathematical approach to making investment decisions across a collection of financial instruments or assets. We will be using the classical approach, known as modern portfolio theory (MPT), that involves categorizing the investment universe based on risk (standard deviation) and return, and then choosing the mix of investments that achieve a desired risk versus return tradeoff. Genetic algorithms are stochastic search algorithms inspired by biological phenomena of genetic recombination and natural selection. They simulate the evolution of string individuals encoding candidate solutions to a given problem. Genetic algorithms proved robust and efficient in finding near-optimal solutions in complex problem spaces. They are usually exploited as an optimization method, suitable for both continuous and discrete optimization tasks. We present in our proposed method an Interactive Genetic Algorithm, since it is difficult to introduce a fitness function for this kind of problem, and we will exploit instead the user/expert knowledge by interacting with our method. Finally, we will discuss and evaluate the proposed solutions by using a Fuzzy satisfaction function, that takes into account the investor's subjective preference toward risk and/or return.</p>

<p>MS112 14:00-14:15</p>	<p>The Impact of Organizational Culture and Leadership Style on Job Satisfaction and Employee Performance Romi Ilham STIE Perbanas Surabaya Indonesia, Indonesia</p> <p>Abstract—The purpose of this study is to determine the impact of organizational culture and leadership style on job satisfaction and employee performance. This research is based on primary data, and the sample in this research is lecturer STIE Perbanas Surabaya which is engaged in education. The statistical method used in this research is Structural Equations Modeling - Partial Least Square (SEM-PLS) with 36 samples. The dimensions used in leadership style are participative style, nurturant style, authoritarian style, bureaucratic style and task oriented. The dimensions used in organizational culture are integration approach, differentiation approach, and fragmentation approach. Dimensions used in job satisfaction are satisfaction with salary, promotion, colleagues, supervisor and job supervisor. And the dimensions used in employee performance are subject knowledge, assessment skills, student-lecturer relations, organizational skills, communication skills, subject relevance and utility (meaningfulness) of assignment. The results showed that organizational culture dimension had positive impact on employee performance, leadership style had positive impact on employee performance, job satisfaction had positive impact on employee performance, organizational culture had positive impact on job satisfaction, leadership style had positive impact on job satisfaction and leadership style had positive impact on organizational culture. So the research findings prove that organizational culture and leadership style is an important element that greatly affect employee performance and job satisfaction.</p>
<p>MS108 14:15-14:30</p>	<p>Environmental Performance Analysis of Mining Companies in Indonesia with SEM-PLS Moch Bisyr Effendi STIE Perbanas Surabaya Indonesia, Indonesia</p> <p>Abstract—This study aims to determine the pattern of relationship of environmental performance, environmental disclosure and financial performance. Environmental performance measured by using PROPER, Environmental disclosure measured based on the use of 34 items disclosure by G3 GRI (2006) and financial performance measured by using ROA, ROE and NPM indicators. The sample of this research is mining company listed in Indonesia Stock Exchange in 2011-2015. The statistical method used in this research is Structural Equations Modeling - Partial Least Square (SEM-PLS). The analysis used in SEM-PLS is the outer model (Confirmatory Factor Model, Explanatory Factor Analysis) and Inner Model with bootstrapping methods. Outer model in this study using Confirmation Factor Analysis (CFA). CFA results indicate that indicators that are able to measure the financial performance of mining companies in Indonesia is ROA and ROE. Meanwhile, environmental disclosure and environmental performance variables are not analyzed using Confirmatory Factor Analysis because they are measured with one indicator. Results of this study indicates that hypothesis 1 is accepted. In other word, environmental disclosure has a positive effect to financial performance. Hypothesis 2 is accepted, environmental performance has a positive effect on the disclosure of the environment. Moreover, hypothesis 3 is accepted, environmental performance has a financial performance. Hypothesis 4 is accepted, that is, environment disclosure has a mediation effect on the relationship of environmental performance and financial performance.</p>

<p>MS024 14:30-14:45</p>	<p>Team Managers Representation and Classification Method based on the System of Organizational Terms. Results of the Research Olaf Flak, Kinga Hoffmann-Burdzińska, Cong Yang University of Silesia in Katowice, Poland</p> <p>Abstract—The purpose of this study is to present the system of organizational terms as a theoretical foundation for representation of team management, introduce non-participating, long-term observation method of team management together with online management tools and show the example of using this method to represent and classify team managers in the field of management participation. In the research 41 students took part and they were recorded by online management tools in TransistorsHead research platform. Data collected during the research let present the contribution of the proposed method into team management classification. As the examples of team manager classes there were used participative and authoritarian management styles</p>
<p>MS113 14:45-15:00</p>	<p>The Role of Green Product Development in Building Relationship in Supply Chain Maciej Urbaniak Faculty of Management University of Lodz, Poland</p> <p>Abstract—The aim of this paper is to define the role of environmental management in the processes of research and development conducted by the partners in the supply chain. The publication describes the emerging trends related to the requirements of international companies (especially Original Equipment Manufacturers - OEMs) on reducing suppliers' negative impact of new products on the environment. Increasingly, these requirements are taken into account during the initial assessment and periodic suppliers. The expectations that international companies have of suppliers include an ever wider range of implementations of the concept of environmental management contained in the ISO 14000 series of International Standards. These expectations include: the implementation of an environmental management system (in accordance with the guidelines of ISO 14001), the implementation of LCA (ISO series 14040), and the use of environmental labels and environmental statements (as required by series 14040). OEM companies are not limited to placing stringent requirements on suppliers. Many multinationals offer their suppliers special programs to support the implementation of environmental management.</p>
<p>MS114-A 15:00-15:15</p>	<p>Forms of Cooperation between Organic Food Distribution Companies and their Suppliers in Context of Environmental Management Piotr Cezary Sosnowski University of Lodz, Poland</p> <p>Abstract—Forms of cooperation between organic food distribution companies and their suppliers in context of environmental management One can observe a growing importance of environmental aspects of supply chain management. It results in development of forms of cooperation between companies, that are supposed to strengthen the control over the supply chain. It concerns also supplier relationship management. In order to develop effective relationship with supplier taking into account environmental issues, the specific tools might be advantageous. Tools, such as supplier assessment taking into account environmental issues, joint environmental initiatives with suppliers and supplier development</p>

	<p>programs are becoming increasingly important in business.</p> <p>The purpose of this paper is to identify the tools used by companies operating in organic supply chain in order to manage relationships with suppliers from environmental point of view.</p> <p>Used research methods are following: the literature analysis and Computer Assisted Telephone Interview research conducted on group of organic food distribution companies.</p> <p>The literature analysis concerns Polish and foreign publications in the field of environmental management, environmental criteria, cooperation between producers and suppliers in organic food supply chain, environmental issues and the links between the above and the supply chain management.</p>
<p>MS116-A 15:15-15:30</p>	<p>The Relationship Management with Final Clients Effectiveness in Organic Supply Joanna Klosińska University of Lodz, Poland</p> <p>Abstract—One of the main pillars of supply chain management is the management of relationships with final customers as well as separate participant issues (links). In order to develop an efficient relationship with a final client, entrepreneurs decide on making the selection of tools to help "creating" a loyal customer. The aim of this article is to identify what indicators are used in B2C by distributors in organic supply chain management, with what frequency and how they evaluate their effectiveness. The study was conducted in 2017 on distributors from rapidly growing organic food market in Poland. The following, scientific methods were used: Computer Assisted Telephone Interview, Individual In-depth Interview and literature analysis. There are several tools in this area, such as broadly defined customer relationship management, including social media and content marketing, just to name a few. The situation in the markets makes it necessary to compete by taking care of customer satisfaction and choose solutions effective enough to bring long-life term clients. However, measuring loyalty requires careful alignment. This is a concept generally understood, but complex in its nature. Ultimately, every company should choose the indicator that best suits its needs based on the objectives, resources, competition, industry, etc. Measuring effectiveness is essential as it gives an answer to the question: what action programs to apply to clients and how to modify the features of the offer. There are several main indicators like CLR (Customer Loyalty Ratio), NPS (Net Promoter Score), TRI*M - Management - Monitoring - Measurement, etc., but companies can also implement their own indicators or use individual combination. The result of the research will be to identify which indicators are practically used in the industry with respect to the final consumer, and how the respondents perceive their effectiveness.</p>
<p>MS121-A 15:30-15:45</p>	<p>The Supplier Development in the Organic Supply Chain Management Marta Raźniewska University of Lodz, Poland</p> <p>Abstract—The Global Supply Chain Forum model defines the supplier relationship management as a process focused on supplier relationship development, co-created by employees representing various business functions in the company and substantially influencing the value delivered to clients and other stakeholders. In the wake of supply chain performance excellence the supplier development concept is prominent. Its aim is to improve supplier's performance, including providing incentives for better</p>

	<p>performance, sharing knowledge, competence and technology, providing necessary capital, involving suppliers in product design, training along with others.</p> <p>The aim of this article is to identify the specificity of supplier development concept in organic supply chain management. The following aspects are taking into consideration: the motives, challenges, main tools and their impact on suppliers and distributors performance. The main research questions are as follows:</p> <ul style="list-style-type: none">- Do distributors attempt to improve supplier's performance?- How organic distributors encourage their suppliers to develop?- What are the biggest challenges in supplier development for the distributors?- What is the process of implementing supplier development?- What is the significance of supplier development for both: the distributors and their suppliers? <p>The study were conducted in 2017 on distributors from rapidly growing organic food market in Poland. The following, scientific methods were used: Computer Assisted Telephone Interview, Individual In-depth Interview and literature analysis. As a result, the model for implementing supplier development, with the main steps and corresponding tools is presented.</p>
15:45-16:00	Coffee Break

Session II

13:00-15:45, Feb. 12, 2018
Venue: Massena Meeting Room

Theme: Education and Social Management

Session Chair: **Prof. Masahisa Shinoda**
Kanazawa Institute of Technology, Japan

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
<p>MS204 13:00-13:15</p>	<p>An Analysis on Education for Children with Disabilities: A Qualitative Study on Head-Teachers, Teachers and Conductor-Teachers Perception Towards Inclusion in Hungary Ambuj Sharma and Anna Dunay Szent Istvan University, Hungary</p> <p>Abstract—The purpose of this study is to gain some insights into the challenges faced by academic workforce in special/segregated and inclusive schools in Hungary and to investigate their perceptions of identifying barriers to inclusion. Paper also examined through in-depth literature review the barriers to successful implementation of inclusive education in any society. Fourteen semi-structured interviews (in English and Hungarian languages) were carried out in five schools in Budapest city, Hungary and the sample compromised of head-teachers, teachers and conductor-teachers. Two teachers with disabilities also participated in this study Main results show (a) professional barriers faced by teachers at schools, (b) different barriers to successful inclusive education. This study also provides an overview on gender occupation imbalances within teaching profession. The importance of “people first language” in context to people with disabilities is discussed. Recognizing limitations, the literature on successful implementation of inclusive education is more focused on western European countries and qualitative research on teachers’ perception towards children with disabilities in Hungary is limited. This study concluded with recommendations for future studies.</p>
<p>EM0001-A 13:15-13:30</p>	<p>A Learning and Diagnosis System to Supporting Flipped Classroom Pedagogy in Software Engineering Education Yen-Ting Lin and Yi-Chun Lin National Pingtung University, Taiwan</p> <p>Abstract—In recent years, many institutions indicated that software developments are important to nations, societies, and individuals. With regard to higher education in Taiwan, relevant departments of science and engineering have designed and conducted appropriate programming courses for students. Therefore, the students can obtain the programming skills during their learning processes. However, to develop well software, students not only need to own programming skills but also have to apply the concepts of software project developments. This implies the importance of the software engineering course for the science and engineering students. In Taiwan, most software engineering courses were conducted by using traditional teaching strategy. Most students can only recite and understand the relevant knowledge with regard to</p>

	<p>software engineering after they learned. In other words, the students cannot effectively and efficiently apply software engineering knowledge to address the relevant software development problems in practice. As mentioned above, this study applied a learner-centered teaching strategy, named Flipped Classroom, in software engineering course. Moreover, a flipped classroom learning and diagnosis system was also developed to facilitate students' self-learning, discussions, and thinking in and out of class. To evaluate the proposed approach, a quasi-experimental design was employed in a higher education software engineering course. The experimental group students learned with the proposed approach, while the control group students learned with the conventional classroom approach. The experimental results showed that, in comparison with the conventional classroom pedagogy, the proposed approach significantly improved the students' learning achievement, learning motivation, learning attitude, and problem solving ability. Moreover, it was also found that most students showed positive perceptions toward the usage of the proposed system.</p>
<p>EM0005 13:30-13:45</p>	<p>Improvement of Project Activities in University by Applying the Method of Project Management and Fundamental Competencies Masahisa Shinoda Kanazawa Institute of Technology, Japan</p> <p>Abstract—A method to improve a quality of both product and process of each project in university is introduced. Special ideas and tools should be required to success projects, since students are beginners for project activities. The method of project management well known as PMBOK (Project Management Body Of Knowledge) GUIDE, that is widely used in business world, is applied to improve project activities in this study as a methodology for the processes of projects. In addition, achievement abilities are also important to proceed with projects. To satisfy this requirement, an idea of “Fundamental Competencies for Working Person” is also tried to apply in this study. Using the above method and idea, useful tools to improve the project activities and systematize a style to success the projects are described.</p>
<p>EM0011 13:45-14:00</p>	<p>Information and Communication Technology (ICT) as a Tool of Differentiated Instruction: An Informative Intervention and a Comparative Study on Educators' Views and Extent of ICT use Zoi Karatza American Community Schools of Athens (ACS Athens), University of Athens, University of Thessaly and Piraeus University of Applied Sciences, Greece</p> <p>Abstract—The differentiated instruction / differentiated classroom has been the subject of numerous studies and discussions regarding its application in today's classrooms. Consequently, the differentiation of the teaching approach would not be unrelated to essential characteristic of our generation, namely the use of technology and its tools in any everyday activity. Nowadays, it is widely realized and accepted that both of the concepts of differentiated instruction and the educational use of Information and Communication Technology (ICT) are necessary for the modern educational practice and for that reason the present dissertation focuses on linking these two issues. The purpose of this research is to study educators' views on the use of ICT to differentiate their instruction and explore their extent of ICT use.</p>

<p>EM0013 14:00-14:15</p>	<p>How Does Politics Affect the Higher Education in Pakistan? Naveed Sultana and Zubair Munawar Allama Iqbal Open University Islamabad, Pakistan Arid Agriculture University, Rawalpindi, Pakistan</p> <p>Abstract—Politics in education is controversial issue in Pakistan. More than half the period of history of Pakistan has been under military rulers who discouraged politics in education. Activities of teachers unions and students unions were kept banned. Democracy could not pick up roots due to the lack of proper education. Democracy without education is hypocrisy without limitations and education without democracy cannot become effective instrument for social change. Functions of education and democracy both are to motivate, to improve and to develop society. Ultimately developed society develops education and democracy. Teacher is the key person who acts as an instrument for social, political and economic change in the society. In every country the major literate force consists of teachers and students. Their role in politics may be investigated properly. Hence the researcher has selected the topic role of politics in education in Pakistan for this study. Following were the objectives of the study: i) to ascertain the percentage (%) of teachers interested in politics. ii) To determine the level of involvement of teachers in politics. iii) To examine the extent of loss of academic standard due to politics of teachers. iv) To investigate the extent of benefits of politics in education to the society. iv) To find out proper solution of the problem. All the teachers working in federal universities were taken as the population of the study. Using random sampling technique 100 teachers from five federal universities were included in the sample. Numbers of male and female teachers were made equal. A questionnaire on 3 point scale was developed and validated by the experts. Data collected through questionnaire were analyzed by using Mean as statistical tool. The results emerged after analysis that majority of male teachers supported that next generation should be made aware of the ground realities of the political situation prevailing in a country and they opined that politically well aware students play positive role in the improvement of the society. Majority of female teachers showed indifferent attitude towards politics in education pleaded for academic excellence. It was recommended that soft, realistic and beneficial political activities should be encouraged in the institutions by the teachers.</p>
<p>EM1003-A 14:15-14:30</p>	<p>Digit Ratio (2D:4D) and Muscle Power in Taiwanese Children Cheng-Chen Hsu and Mei-Chich Hsu Taipei Medical University, Taiwan</p> <p>Abstract—A recent study reported that lower limb explosive power had no correlation with the 2D:4D ratio. However, many studies hypothesized that a lower 2D:4D ratio (reflecting a relative higher testosterone exposure) predicts higher physical fitness. The aim of this study is to replicate the study of explosive power and the 2D:4D ratio in a sample of Taiwanese children. A total of 541 Taiwanese prepubertal children (257 girls and 284 boys aged 9-10 years) participated in this study. This study analyzed the relationship between the 2D:4D ratio and explosive power. Explosive power of the lower limbs was assessed using the standing long jump (SLJ) test. The lengths of the second and fourth fingers of the right hand were measured to calculate the 2D:4D ratio. The SLJ length was correlated with the 2D:4D ratios ($r = -0.144$, $p = 0.015$) in boys. After controlling for age and the BMI, this correlation remained significant ($r = -0.134$, $p = 0.024$). For girls, 2D:4D ratios were</p>

	<p>not significantly correlated with SLJ scores. These results indicate the SLJ distance was negatively correlated with the 2D:4D ratio in boys, but not in girls. These findings might suggest PT exposure is negatively correlated with the explosive power in boys, but not in girls.</p>
<p>EM1006 14:30-14:45</p>	<p>Innovation and Practice of Electronic Circuits Hua Fan, Weijian Chen, Jin Zhang, Yulan Li, Xingning Ye, and Quanyuan Feng University of Electronic Science and Technology of China, China</p> <p>Abstract—The vigorous development of electronic technology imposes new demands on how to cultivate talents for the electronics industry, traditional mode of education has failed to meet the new requirements, in the new century, education has become the focus of the reform, and cross, penetration and integration between basic courses are the key to improve the quality of teaching and the overall quality of students. University of Electronic Science and Technology of China (UESTC) combines circuit analysis and fundamentals of analog circuits as one course electronic circuit, which is one of the most important projects of curriculum reform in 2015, and the curriculum reform follows the principles of strengthening the foundation, updating the structure, penetrating the interdisciplinary and simplifying the courses. According to teaching experience and the actual situation of our university, this paper discusses the principles and ideas of reforms related to the electronic circuit: the results show that the teaching can broaden the knowledge and vision of students, more comprehensive and accurate understanding about analog circuits of students can be achieved, a solid foundation can be formed for the study of follow-up courses, as a result, the students can better adapt to the requirements of learning and challenge of the new era.</p>
<p>EM1005-A 14:45-15:00</p>	<p>Teachers' Coping in Regular Classes Which have Integrated Special-needs Children: In Secular Schools, Religious Schools, and Ultra-Orthodox Schools Idit Gliko Conflict Management & Resolution Program, Ben-Gurion University of the Negev, Israel</p> <p>Abstract—The aim of this study is to explore the situation of teachers teaching special-needs children integrated in regular classes without any aides. More specifically, this study examines how the coping resources of sense of coherence, sense of school community and demographic background, explain job satisfaction levels of teachers from three different sectors of Israeli society: secular, religious, and ultra-Orthodox. Six-hundred-thirty-seven teachers completed self-report questionnaires including Sense of Coherence (SOC) questionnaire, an adapted version of the Sense of School Coherence (SSC) questionnaire COPE questionnaire and Employee Satisfaction Inventory questionnaire. Results showed no significant differences between teachers from different sectors in most coping strategies. However, job satisfaction was significantly higher among teachers in the religious and ultra-Orthodox schools as compared to those in secular schools. Furthermore, significant correlations were found between all the main variables. Additionally, regarding mediation and moderation in the model, significant partial mediation was found in the SSC variable between the variables "level of support" and</p>

	<p>job satisfaction. Furthermore, the variables SSC and "religious coping" mediated between the variables "level of training" and job satisfaction.</p> <p>The variable "sector" was found as a moderating variable only in SSC.</p> <p>The results will be discussed in the context of the unique sectors of society in which the teachers work, and based on Lazarus and Folkman's stress and coping theory (Lazarus & Folkman, 1984) and Antonovsky's salutogenic model (Antonovsky, 1979).</p>
<p>MS202 15:00-15:15</p>	<p>Role of Demand Forecasting and Lead Time on Waste in Supply Chain: A Case Study in Diyala Health Sector-Iraq Waleed A. Al-Zaidi, Asaad J. Al-Karawi and Ahmed Kh. Al-Zuhairi Szent Istvan University, Hungary</p> <p>Abstract—Supply Chain Management (SCM) in the healthcare sector is extremely important since it provides all requirements of patients' service. So, this paper tries to illustrate the role of demand forecasting and lead time on waste. The demand forecasting has to be precise as much as possible to avoid surplus and shortage of medicines and pharmaceutical supplies which cause several kinds of waste like inventory, over-processes, waiting and transportation. So, the main aim of this study is to figure out types of waste which can be created in pharmaceutical supply chain because of demand forecasting and lead time, and present some recommendations to improve the current situation. This study has been conducted by case study in the pharmaceutical supply chain in Diyala province-Iraq by unstructured interviews with 15 drug store and pharmacy directors, and website. The results refer to that using demand forecasting for long-term causes surplus or shortage in some types of drugs and pharmaceutical supplies because of ambiguous future after long time, especially when the security situation is unstable which cause several types of waste in supply chain such as, inventory, over-processes, waiting and transportation which affect health service and economy at the same time, also, lack of use of modern information and communication systems affect visibility, consequently, forecasting accuracy.</p>
<p>MS017 15:15-15:30</p>	<p>External and Internal Factors Influencing Socially Responsible Behaviour of SMEs: Evidence from Singapore Alexander Wollenberg and Hanxin Liang St. George's University/Department of Business and Management Studies, Grenada, West Indies</p> <p>Abstract—Previous literature proves that different factors play particular but impactful roles on firms' CSR engagement. However, literature has seldom investigated the responsiveness of firms under the context of different influences. The purpose of this research is to investigate the influence of external factors and internal factors on firms' CSR engagement from the perspective of companies in Singapore. The study finds that interest in CSR is motivated by government regulation. Limited access to resources is not a constraint factor for small firms to engage in CSR.</p>

<p>MS106-A 15:30-15:45</p>	<p>The Comparative Study of the Competitiveness of China's 15 Port Alongside the "Belt and Road"</p> <p>Wei Kang and Pengfei Zhao Harbin Engineering University, China</p> <p>Abstract—This paper has constructed city competitiveness evaluation index and selected proper ones among them. Through a comparison of these cities with factor analysis method, we have found Shanghai is more competitive than the other cities. Tianjin, Guangzhou and Shenzhen are relatively competitive, while Haikou, Zhanjiang and Sanya are less competitive. With the method of clustering analysis, these 15 cities are classified into the following categories: First class, Shanghai; Second class, Tianjin, Guangzhou and Shenzhen; Third class, Quanzhou and Ningbo; Fourth class, Xiamen, Yantai, Fuzhou, Qingdao, Dalian, Haikou, Sanya, Zhanjiang and Shantou. These cities, based on the basic state of their social economic and social development, give full play to their coastal geographical advantages attach great importance to the industries with local features and build an investment and cooperation platform of inter connectivity with core competitiveness.</p>
<p>15:45-16:00</p>	<p>Coffee Break</p>

Session III

16:00-18: 45, Feb. 12, 2018
Venue: Gioberti Meeting Room

Theme: Economics and Marketing

Session Chair: **Prof. Xavier Cartaña Alvaro**
United International Business School (UIBS), Spain

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
<p>MS118-A 16:00-16:15</p>	<p>The Application of P2P Model in the Relationship Marketing of Industrial Enterprises ——A case study of industrial enterprise A Yunchang Li Harbin Engineering University, China</p> <p>Abstract—With the promotion of "Made in China 2025" and the inevitable integration of industrialization and informationization, China's industry will have great reform in technology, product, business and industry. Traditional industrial models in manufacturing industries such as civilian and military industries will be replaced by intelligent industries, so intelligent manufacturing becomes a hot spot for industry development. The establishment of P2P platform marketing model will be beneficial to helping industrial enterprises expand their audiences, and it is of great significance to the development of new and high technology. Aiming at the environment, this paper studies how to help A company to build a P2P marketing program that is suitable for its enterprise strategy.</p> <p>In this paper, an improved P2P industrial enterprise marketing network is formed on the basis of peer-to-peer network technology. By the method of AHP and fuzzy comprehensive evaluation method, the marketing network can adapt to A fuzzy evaluation of enterprise, and further through the DEA method to estimate A enterprises an effective production frontier. A theoretical and technical experience in the application of P2P mode in industrial marketing.</p>
<p>MS110-A 16:15-16:30</p>	<p>Econometric Model Analysis of Consumer Price Index of Urban Residents in China Tianhui Li Harbin Engineering University. China</p> <p>Abstract—This paper mainly analyzes the main factors affecting the price index of urban residents, it reveals the current situation and problems of the consumption level of urban residents in china. This paper selects some factors which has influence on urban residents price index such as previous urban residents price index,per-capita disposable income of urban households, the average wage of workers,Engel coefficient of urban households and urban retail price index,analyzing the factors which has influence on consumer price index of urban residents through the establishment of econometric model.</p>

<p>MS111 16:30-16:45</p>	<p>The effect of Corporate Governance on the financial performance of listed companies in Amman stock exchange (Jordan) Hasan Mansur and Dr. Anita Tangle Szent Istvan University, Hungary</p> <p>Abstract—The purpose of this paper is to discuss the effect of corporate governance and financial performance for listed companies in Amman stock exchange; and to less degree to know what is element of corporate governance structure affect more on listed companies' financial performance. This paper is a descriptive research based on analysis of previous western; and Jordanian studies towards corporate governance for listed companies in Amman stock exchange (Jordan). It was concluded that that ownership structure has the highest effect on the financial performance of listed companies in Amman stock exchange. Moreover, the institutional ownership has better affect more than family ownership on the financial performance. The financial performance of listed companies from different sectors (banking, insurance and services) in Amman stock exchange is getting better after the application of corporate governance.</p>
<p>MS022 16:45-17:00</p>	<p>The Impact of Marketing on Share Performance: Evidence from Syria Musaab M. Mousa and Sagi Judit and Zeman Zoltan Szent István University, Hungary</p> <p>Abstract—firm performance is affected by several factors. marketing has been excluded for a long time from the company's evaluation research. So, researchers still have discussed the role of marketing applications on firm performance mostly on long term in the light of marketing-finance interface. The purpose of this research is investigating the impact of marketing activities measured by marketing expenditure on stocks performance measured by stocks value and turnover ratio in Damascus Securities Exchange for a period of seven years (2010-2016) depending on a sample of 7 listed banks. By using regression analysis, the findings show that the significant impact of marketing on stocks value, while the turnover does not affect by marketing expenditure, the findings can be an approach to enhance the performance of listed companies based on marketing action.</p>
<p>MS119 17:00-17:15</p>	<p>Risk Model and Quality of Audit Committee Towards Quality of Financial Reporting in Indonesia Nanang Shonhadji STIE Perbanas Surabaya Indonesia, Indonesia</p> <p>Abstract—Accounting scandal has become a very complex problem in the manufacturing industry. This study aims to determine the effect of the litigation risk, the risk of distrust of investors, the risk of default and the effect of legal expertise of the audit committee on the quality of financial reporting. Data taken from the population of manufacturing companies listed in Indonesia Stock Exchange (BEI). Test Moderated Regression Analysis (MRA) was used to test the research hypothesis. The results of the study informed that the risk of investor mistrust affects the quality of financial reporting, while the litigation risk, default risk and audit committee of legal knowledge does not affect the quality of financial reporting. The results also informed that the legal knowledge of the audit committee as moderating variables that influence the risk of strengthening relations investor distrust of the quality of financial reporting.</p>

	<p>This study contributes to the regulator in Indonesia to make regulations that protect and guarantee investor confidence in the quality of financial information company</p>
<p>MS101 17:15-17:30</p>	<p>Herd Behavior and Indonesian Financial Crisis Rohmad Fuad Armansyah STIE Perbanas Surabaya/Management, Indonesia</p> <p>Abstract—Indonesia is one of an emerging country in Asia. As an emerging country, Indonesian capital market attract the investor from around the world to make investment. Investment require good, clear information and trustworthy to make decision. The information that investor received may vary to other investor. These differences could lead to herd behavior. Good herd behavior will lead to economic growth otherwise will lead to crisis. These research examine the effect of herd behavior of investors to the financial crisis of 2008 and 2013 of the Indonesian capital market. Variables used in this research is financial crisis was measured using Exchange Market Pressure Index (EMPI) and herd behavior measured with LSV formula. The method used is a model of Vector Auto Regression (VAR) with a stationary test phase, co-integration test, VAR estimations, impulse response analysis, analysis of variance decomposition, and causality test. The findings is indicate that investors in Indonesia stock market has irrational behavior that leads to herd behavior, especially during financial crisis furthermore, herding behavior affecting the occurrence of financial crisis in Indonesia. These findings provide knowledge about the effect of herding behavior in financial crisis Indonesia and provide input for academics in the field of behavioral finance management, especially in the development of capital markets and for investors to give feedback on the importance of the behavior of investors in the Indonesian capital market.</p>
<p>MS301-A 17:30-17:45</p>	<p>The Role of Regulatory Focus in Commitment from the View of the Investment Model Monica Kim and Taekyun Hur Korea University, South Korea</p> <p>Abstract—Rusbult's investment model (1980) states that degree of commitment is determined by satisfaction, quality of alternatives, and investment while models of commitment types suggests that three different types of commitment: 1) committing to relationship due to satisfaction and attraction, 2) committing due to cost of relationship dissolution, and 3) committing due to obligation to relationship (Johnson et al, 1999; Adams & Jones, 1999). Based on the finding from Frank and Brandstätter's study (2002) that the principle of approaching positive outcomes and avoiding negative outcomes is the cause of different commitment types, the present study proposed 'modified investment model' through incorporating regulatory focus within investment model to examine the role of motivational orientation as an underlying mechanism in explaining commitment process. Structural equation analysis were conducted based on the data of 268 participants who completed the Promotion and Prevention Scale and the Investment Model Scale. As for the results, promotion orientation increased satisfaction while prevention orientation decreased satisfaction and investment and increased quality of alternatives. Ultimately, promotion orientation was found to increase commitment through increasing satisfaction while prevention orientation was found to decrease commitment through decreasing satisfaction and investment. Thus, the present study found that regulatory focus influences commitment process in different ways. The theoretical implications were discussed in terms of importance of examining the role of regulatory focus in close relationship process and several</p>

	possible future research topics were suggested.
MS120-A 17:45-18:00	<p>Analysis of the Influence of Financial development on Urban and Rural Income Gap—Based on data from 1990 to 2106 in Hubei Province Hongyang Yu Harbin Engineering University, China</p> <p>Abstract—Abstract-With the development of economics and society, finance is at the core of modern economy. It has great effect on economics’ development. In recent years, the financial industry of Hubei province has developed rapidly, and the financial industry is a capital and knowledge-intensive industry, the level of financial development in urban and rural areas is unbalanced. At the same time, the Gini coefficient of Hubei province increases year by year, the gap between rich and poor keeps increasing. This paper, taking Hubei province as an example, based on the historical data of Hubei province from 1990 to 2016, select financial development scale, financial development efficiency, openness, the level of urbanization and regional economic structure index to measure the development of Hubei province. This paper studies the relationship between financial development and urban-rural income gap by establishing VAR model, and puts forward policy Suggestions for improving the financial development level of Hubei province and narrowing the urban-rural income gap.</p>
MS117 18:00-18:15	<p>Prediction of Purchase Behaviours Based on Customer Demand Value Using Factorization Machines Yuya Miyamoto and Michiko Tsubaki The University of Electro-Communications, Japan</p> <p>Abstract—Customer Relationship Management (i.e., CRM) is known to be a critical factor in improving the relationship between customers and the company, thus, it is important for companies to provide the demanded value to customers. Don (1991) has proposed Integrated Marketing Communication (i.e., IMC) as an essential factor to CRM, which indicates the need to integrate all forms of communications including media marketing, direct marketing and advertising, to the provision and consumption of products and services and the communications between customers. In addition, Gronroos (2000) proposed “The Source of Communication Message in Customer Relationship” which extended four sources of communication messages based on Duncan and Moriarty (1997)’s IMC. This includes “Planned Messages”, “Product Messages”, “Service Messages”, “Unplanned Messages” and “Absence of Communication”. “Planned Message” is the result of the planned marketing communication campaign and it is often used in Direct Mail (i.e., DM), televisions, and publications. It is generally an one-sided message from companies, but as for DM, companies could send messages according to individual customer’s needs and it is relatively easy to for companies improve it. Therefore, this paper focuses on the DM included in the “Planned Messages”. Although electronic devices are widely used today, DM continues to play an important role in many corporate communication strategies (Simon and Lynda, 2015). At Canada Post Corporation (2015), DM is said to be more persuasive than digital media, and it is more eady for customers to understand the advertising contents. Also in previous studies on DM distribution, it has been verified that the different types of DM (e.g., the purposes of promotion, the purpose of building customer relationships) lead to different results of purchasing behaviours (Gazquez-Abad, Canniere and Martinez-Lopez, 2011). Migueis, Camanho and Borges</p>

	<p>(2017) compared direct marketing reactions at banks using various methods of machine learning. Chen et al. (2016) also described the validity of conducting purchasing behaviour predictions using Factorization Machines in e-commerce. However, none of the previous researches took the value desired by customers into considerations, which is considered important in CRM in terms of the delivery of DM.</p> <p>Therefore, the purpose of this research is to compare the customer sales data of two different types of stores in the confectionery industry, using the framework proposed by Gronroos (2000), and to categorize the customer's pursuit values for each store. This paper proposes the new approach that can promote sales while increasing the value of usage in customers' living, based on devising a method to improve the efficiency of customer direct mail delivery, using Factorization Machines.</p>
<p>MS201 18:15-18:30</p>	<p>A Study on Type Classification of Employees and Sales Support Analysis based on Similarity of Sales-purchase Bayesian Network Structure Wataru Ogawara, Michiko Tsubaki and Jun Takashima The University of Electro-Communications, Japan</p> <p>Abstract—Globalization is one of the most important issues that changes cities. Global business makes cities to need a range of solutions in order to be different from opponents and attract more economical investments. Marketing is a customary topic for economics but global business, attracting more investments and tourists to cities causes the topic an emerging subject for management and planning. This study considers key urban design disciplines and previous attitudes on management marketing to offer a framework for urban design elements on city marketing. This concept introduces city marketing elements in main approaches and dimensions. In order to introduce urban design elements on city marketing, this study uses a laboratory experiment that happened during 19th International Conference on Urban Planning and Regional Development in the Information Society GeoMultimedia, REAL CORP2014, Vienna, Austria.</p>
<p>MS031-A 18:30-18:45</p>	<p>A Decision Support System for Revenue Model Selection of Mobile App Services: An Instance-based Decision Tree Approach Szu-Hao Huang and Yen-Cheng Lee National Chiao Tung University, Taiwan</p> <p>Abstract—This paper proposes an analysis model for assisting the revenue model selection of mobile application services. The proposed system combines novel interdisciplinary techniques, including mobile business ecosystem and decision-tree machine learning methods. For this data-driven study, 109 representative Android apps were collected and represented with feature extraction process based on mobile business ecosystem. A decision tree learning system based on C4.5 algorithm was used to analyze six major business frameworks and generate a selection suggestion of revenue models. The experimental results show several decision tree models and practical evidence in real-world apps. The demonstration also showed that the proposed methods can effectively assist app developers in designing their own business plans by referencing other relevant and successful cases.</p>
<p>19:00</p>	<p>Dinner</p>

Session IV

16:00-18:45, Feb. 12, 2018
Venue: Massena Meeting Room

Theme: Quality and Risk Management

Session Chair: **Prof. Kuo-Hao Chang**
National Tsing Hua University, Taiwan

*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

**After the session, there will be a group photo for all presenters in this session.

ID	Title+ Author's Name
<p>MS003-A 16:00-16:15</p>	<p>Using Markov Chain Monte Carlo Technique to Construct Confidence Bounds for Yield Index Ting-Ying Huang and Chien-Wei Wu National Tsing Hua University, Taiwan</p> <p>Abstract—Process yield has been a standard numerical measure of process performance in manufacturing industry. A new index S_{pk} was proposed to provide an exact measure of process yield for normally distributed processes. However, the sampling distribution of \hat{S}_{pk} is mathematically intractable. In this paper, we integrate the Markov chain Monte Carlo (MCMC) technique into Bayesian models for constructing the credible interval for S_{pk}. To further examine the performance of the proposed MCMC technique and compare with the generalized confidence intervals (GCIs) method, a series of simulations is conducted. The results show that the accuracy of MCMC technique is superior to GCIs approach in terms of coverage rate in most cases, especially for small sample size. Thus, the MCMC technique can provide more accurate and reliable information on assessing the process yield.</p>
<p>MS004-A 16:15-16:30</p>	<p>Developing a Variables SkSP-2 Sampling Plan Based on Process Capability Index for Product Acceptance Determination Pei-An Wang and Chien-Wei Wu National Tsing Hua University, Taiwan</p> <p>Abstract—Skip-lot sampling plan (SkSP) is one type of acceptance sampling plans, and has been commonly used in industry when the quality of product is good from history. With Skip-lot sampling plans, the inspection expenditure can be dramatically decreased due to only a fraction of lots be examined. However, previous skip-lot sampling research mostly are developed for attributes inspection. As a result, this paper aims to propose a variables SkSP-2 sampling plan, based on the well-known process capability index C_{pk} for product acceptance determination. Considering the desired quality level and allowable risks for both suppliers and customers at the same time, two point method is applied through the operating characteristic (OC) curve. On the other hand, the proposed approach is derived from the exact sampling distribution rather approximation, which can provide more trustworthy information. Furthermore, the operational procedure and tabulated parameters of the plan are given as the reference for making decisions on the submitted lots accepted or rejected for practical implementation.</p>

<p>MS009-A 16:30-16:45</p>	<p>An Investigation on Interval Estimation of the Modified Process Capability Index for Weibull distributions Szu-Chieh Chuo and Chien-Wei Wu National Tsing Hua University, Taiwan</p> <p>Abstract—Process capability indices are considered to be one of the useful quality measurement tools for the improvement of quality. However, when the distribution of a process is non-normal, some traditional PCIs including and often lead to erroneous interpretation of the process. In this study, we focus on the modified process capability for Weibull distribution, and use Markov Chain Monte Carlo (MCMC) technique to construct confidence interval. MCMC techniques have already developed for solving many different problems and here we use it to generate the estimate of and calculating the confidence interval. Also, we construct confidence interval for by bootstrap resampling method in this study. Comparing the simulation results of bootstrap resampling method with MCMC technique, MCMC technique performs better than the bootstrap resampling technique in all cases.</p>
<p>MS016 16:45-17:00</p>	<p>Developing a Quick Switching Sampling System Based on the Third-Generation Capability Index Jhen-jia Jhu and Chien-Wei Wu National Tsing Hua University, Taiwan</p> <p>Abstract—Acceptance sampling plan provides rules for making a decision of product acceptance with the preset quality requirement. A variables quick switching sampling (VQSS) system, which consists of normal sampling plan and tightened sampling plan, has been proposed for lot inspection. This system has been shown to reduce sampling costs by switching flexibly according to quality inspections in the past. The VQSS system based on process capability index C_{pk} has been proposed. However, the index C_{pk} doesn't take the proximity of process mean from the target value into account. The third-generation capability index C_{pmk} takes the process yield, target value and process variability into consideration simultaneously. Thus, a VQSS system based on C_{pmk} is proposed in this paper. In order to obtain the parameters of VQSS system, a minimization problem is constructed. The performance of the proposed system is also investigated with operating characteristic (OC) curve and average run length (ARL), and then compared to the traditional single sampling plan.</p>
<p>MS018-A 17:00-17:15</p>	<p>A Curve Fitting Approach for Assessing Process Performance with Gamma Distributions Yu-Chao Lin and Chien-Wei Wu National Tsing Hua University, Taiwan</p> <p>Abstract—Process capability index (PCI) is commonly adopted for measuring the quality of products. It is used to measure whether the process is in-control or not. Production department can also trace and improve the poor performance of a certain process to maintain the quality by analyzing PCIs. The most widely used PCIs are C_p and C_{pk}. The normality assumption is critical to both of the indices. However, the processes are often non-normal in practice. It causes bias and C_{pk} may misrepresent the data. Therefore, transformation techniques and non-normal indices appeared. People transform the non-normal data to normal in order that it could be interpreted by</p>

	<p>C_{pk}. Moreover, people also proposed some PCIs for non-normal data, such as $C_p^{WV}, C_{pk}^{WV}, C_p^{WSD}, C_{pk}^{WSD}, C_s$, to reflect the true quality. However, there is seldom a relation between non-normal indices and quality condition. In this paper, we proposed a curve fitting method for modifying process capability index. A correction factor is obtained by this method and thus revising the PCIs. The results show that the proposed method could help the decision makers to make a decision. An example is presented to illustrate the results.</p>
<p>MS012-A 17:15-17:30</p>	<p>A STRONG-based Framework for Quantile-based Simulation Optimization with Efficient Simulation Experiments Wei-Li Liu and Kuo-Hao Chang National Tsing Hua University, Taiwan</p> <p>Abstract—Quantile is an important alternative to expectation in some problems which enables risk control. STRONG-Q integrates efficient quantile-based factor screening into the framework of STRONG, which is a newly-developed Response-Surface-based framework for large-scale quantile-based simulation optimization problems. Due to the limitation of resources and computation abilities, it is significant to enhance the efficiency and reduce the number of observations of STRONG-Q. In this paper, we proposed an improved framework based on STRONG-Q to achieve our goals by using efficient experimental scheme that consists of efficient designs and checking the strong consistency of quantile regression. In addition, a sequential design framework and an assignment strategy for random number streams are also involved to obtain computation gains, which are able to reduce the number of observations.</p>
<p>MS013-A 17:30-17:45</p>	<p>A Response-surface-based Algorithm for Simulation Optimization with Correlated Outputs Hui-Yu Yang and Kuo-Hao Chang National Tsing Hua University, Taiwan</p> <p>Abstract—Response Surface Methodology (RSM) is a metamodel-based optimization method and has been widely used in simulation optimization. The goal of RSM is to obtain the relationships between input variables and response variable, also known as output variable; then it can obtain the optimal response. When using RSM, outputs from a simulation system are assumed to be independent. In reality, however, outputs are usually correlated with each other. It is difficult to find out the true relationships between input variables and responses because a new output may depend on not only input variables but also previous outputs. In this study, we propose an automated algorithm for simulation optimization with correlated outputs. The algorithm combines the traditional RSM framework with the autoregressive (AR) model to eliminate the correlation between simulation outputs. Therefore, it is able to find out the true relationships and obtain the optimal solution.</p>
<p>MS014-A 17:45-18:00</p>	<p>An Optimization Framework for Conditional-Expectation-based Simulation Optimization Hsing-Yu Lin and Kuo-Hao Chang National Tsing Hua University, Taiwan</p> <p>Abstract—Conditional value at risk (CVaR) is one kind of widely used risk measurement in the practice risk management. This paper looks into the optimization</p>

	<p>of CVaR. Monte Carlo method is employed to estimate the CVaR. We propose a new algorithm, called Adaptive Global and Local Search for Conditional Expectation (AGLS-CE), which is a gradient free method. In this algorithm, we implement the concept of neighborhood; use both local search and global search to find the optimal solution. In addition, the Latin hypercube sampling (LHS) is used in certain region to determine the sample points rather than random sampling. Furthermore, we also apply Importance Sampling (IS) to reduce the amount of the simulation observations when estimating CVaR. In the end, a numerical study shows the efficiency and efficacy of the proposed method.</p>
<p>MS006 18:00-18:15</p>	<p>Risk Management in Construction Projects Hadyan Fahad Al-Ajmi and Emmanuel Makinde Kuwait Oil Company, Ahmadi, Kuwait</p> <p>Abstract—Risk is involved in any construction projects. Management of risk is the key for a successful project. Risk management is useful for both client and contractor. Risk management goes into three main processes and they are; Risk identification, Risk assessment and Risk response. Implementation of the process of risk management before the start of any phase of the project will lead to less impact on cost, time and quality of the project. Project risk mitigation will reduce dispute between the contractor and the client as well reduce the risk for both contractor and client. Therefore, a well-prepared contract can list all risks associated with a project and assign suitable mitigation for these risks. The objective of this paper to identify all risks that the contractor or client may face during the execution of a project. The risks will be identified and analyzed based on experience and necessary mitigation for the identified risks will be presented. In this paper, project risks are classified into three categories based on project phases which are FEED and tendering risk, execution risk and commissioning and operation risk. All the major risks under each category are identified, assessed and mitigations assigned to each of the risks. It should be emphasized that risk management is an excellent tool to manage the risk in each phase of a project. Applying the risk management technique on projects will enhance project performance and efficiency in terms of cost, time and quality for both the client and contractor.</p>
<p>MS115-A 18:15-18:30</p>	<p>Lot Sizing Problems Using Tabu Search and Linear Programming Pei-Yi Huang and Yi-Feng Hung National Tsing Hua University, Taiwan</p> <p>Abstract—Lot-sizing is one of the most important and difficult problem in production management. Due to the difficulty of this problem, many existing proposed solution approaches were developed under various simplifying assumptions, which hence make these techniques not application in certain practical environment. This paper proposes a tabu search method integrated with an exact linear programming (LP) model for lot-sizing problems. In this study, each batch has its start time and end time, which are modeled as continuous decision variables in the LP model. In our problem, a batch can be completed in the same period or cross over multiple periods. The relationships between batch start/end times and time period end points are explored in tabu search and, given a relationship, the corresponding LP problem can be determined and solved. The objective of minimizing inventory, backorder and setup costs is adopted. The computational experiment using randomly generated problem instances shows the</p>

	effectiveness of the proposed method.
MS011-A 18:30-18:45	<p>Reliability Analysis of National Power System in Consideration of Different Energy Allocation Hsiang-Hua Yu, Kuo-Hao Chang and Hsin-Wei Hsu National Tsing Hua University, Taiwan</p> <p>Abstract—The significance of power supply issue becomes greater to modern society. The reliability of electricity system not only affects our life, but also has great influence on the manufacturing process flow and development of company. In Taiwan, when it comes to the indicator of evaluating power outage, there is only “Percent Reserve Margin” as our main indicator. However, it was a controversial indicator with respect to estimating power outage in the past. As a result, we followed international power company’s method, applying probability method and Monte Carlo simulation method to estimate loss of load expectation which is an indicator for evaluating power outage in general. An empirical study is conducted in this paper to show the performance of the proposed method is promising and our methodology is useful in risk control under several circumstances. We can not only find out the best energy allocation for national power system but also provide a good indicator for decision makers via proposed method.</p>
19:00	Dinner

Poster Presentation

<p>MS028</p>	<p>The Discrimination Criterion for Initial Product' Minimum Viable Degree in New Product Development Xirong. Gao and Fei. Deng School of Economics and Management, Chongqing University of Posts and Telecommunications, China</p> <p>Abstract—In view of the importance of initial minimum viable product in lean product development model, it was urgently needed to systematically build a discriminant criterion for initial products' minimum viable degree, accordingly serving to promptly respond to rapidly changing market demands at the least cost. Firstly, the minimum viable degree index system for initial products was established with the method of literature analysis and expert investigation. Secondly, the index weights were evaluated based on the analytics hierarchy process. Finally, the discriminant criterion for initial products' minimum viable degree was determined by fuzzy comprehension evaluation method. These methods proposed in this paper were verified to be practically operable in an example, and could be used for supporting the design of minimal viable products.</p>
<p>MS302-A</p>	<p>The characteristics physico-chemical of properties with contaminated soil using industrial waste and MICP microorganisms as an immobilizing agent Seong Yeol Yun, Hyeon Kyu An, Seung Bae Oh, Jai-Young Lee The University of Seoul, South Korea</p> <p>Abstract—This study is focusing to investigate of immobilizing agent using industrial waste and MICP(Microbial Induced Calcite Precipitation) microorganisms. The physico-chemical properties were observed when immobilizing agents were applied to contaminated soil. The components of heavy metals(copper, nickel, cadmium, lead) in contaminated soil were analyzed by the ICP-AES. MICP microorganisms were identified as cellular fatty acid composition. The precipitation of MICP microorganisms were analyzed SEM/EDS. Experiments were performed to control waste and MICP microorganisms. It also was considered with XRD and XRF in mineralogy. Especially, the concentration of heavy metals, pH, ORP and electrical conductivity in contaminated soil leachate were compared with control, waste and MICP microorganisms. As the result of this study, Cd, Cu, Ni and Pb in treated contaminated soil decreased to 12%, 68%, 34% and 86%, respectively, compared with untreated contaminated soil. In conclusion, this research could be an appropriate method to recycle industrial waste and immobilize heavy metals in contaminated soil.</p>

Listener List

L1	Chien-Wei Wu, National Tsing Hua University, Taiwan
L2	Kuo-Hao Chang, National Tsing Hua University, Taiwan
L3	Lowe Gerald C.
L4	Dr. Boonchai Hongcharu, National Institute of Development Administration, Thailand
L5	Jai-Young Lee, The University of Seoul, South Korea
L6	Prof. Eunju Hwang, Gachon University, South Korea
L7	José Martín-Gil García University of Almeria, Spain
L8	Angel Carreño Ortega University of Almeria, Spain
L9	Ayaka Sasaki Waseda University, Japan

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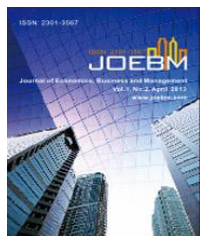
Accounting	Economic Methodology	Finance & Investment
Patent Counseling & Prosecution	Financial Services	Financial Technology
Capital Markets	Covered Bonds	ITC Litigation
micro-loans and credit facilities	Mortgage	Patent Litigation

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Option B: Journal of Economics, Business and Management (JOEBM, ISSN: 2301-3567, DOI: 10.18178/JOEBM) as one volume, and will be included in Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest; etc..

Submission Deadline: March 15, 2018

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1. Please log in the **Electronic Submission System** to submit your paper; **(.pdf only)** (<https://cmt3.research.microsoft.com/ICIBM2018>)
2. Send your abstract or full paper to the conference e-mail address: icibm@iedrc.net.

Contact Us

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2018 The 2nd International Conference on E-Education, E-Business and E-Technology (ICEBT 2018) will be held in **Grand Gongda Jianguo Hotel, Beijing, China** during **July 05-07, 2018**. ICEBT is organized by IEDRC and supported by Beijing University of Technology. (<http://www.icebt.org/>)

Call for Paper (More topics about the conference, please view: <http://www.icebt.org/cfp.html>)

AV-Communication and Multimedia	Authoring Tools and Content Development	Virtual enterprises and virtual markets
Blended Learning	Collaborative Learning	Computer-Aided Assessment
Critical Success Factors in Distance Learning	E-learning in Electrical, Mechanical, Civil and information engineering	Interdisciplinary Programs for Distance Education

Important Dates

Submission Deadline	March 15, 2018
Notification Date	April 05, 2018
Registration Deadline	April 25, 2018
Conference Dates	July 05-07, 2018

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Submission Deadline	March 30, 2018
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Registration Deadline	May 10, 2018
Conference Dates	August 02-04, 2018

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2. Send your abstract or full paper to the conference e-mail address: iceme@iedrc.org

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