

2017 IPN CONFERENCES SHANGHAI, CHINA

SHANGHAI, CHINA
08-09 DECEMBER 2017



Welcome to IPN Conferences 2017

Dear Professor, Dr and distinguished delegates,

Welcome to the IPN Conferences 2017 in Shanghai, China. On behalf of **IPN Education Group**, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality program. For the participants, we hope all of you have a wonderful time at the conference and also in Shanghai, China.

We believe that by this excellent conference, you can get more opportunity for further communication with researchers and practitioners. For the conferences **ICBM 2017, ICE 2017, ICST 2017, AICECE 2017 and AICEBFR 2017** more than 50 submitted papers have been received and 40 papers have been accepted and published finally.

In order to hold more professional and significant international conferences, your suggestions are warmly welcomed. And we are looking forward to meet you again next time.

**Best Regards,
Thank you.**

Yours Sincerely,



Datin MZ Zainab
Director – Conference Management IPN Education Group
Chairman, IPN Conferences 2017 Shanghai, China

Message from IPN Honorary Advisor

On behalf the IPN Education Group, it is my privilege to welcome you to the IPN Conferences Shanghai, China 2017. IPN is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus IPN welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards



Prof. Dr. Abdel Rahman Mohammad Said Al Tawaha
Honorary Advisor IPN Education Group
IPN Conferences 2017 Shanghai, China

About IPN Education Group

The IPN Education Group is a non-profit international association dedicated to the promotion of international education and university cooperation in the field of Business, Art, Social Science, Management, Education, Science, Technology, Engineering and any other related field.

Through the organization of different international events, it brings together institutions, bodies and organizations from different countries of the world for discussion and cooperation. IPN Mission is to promote and enhance the dialogue in education among the institutions devoted to field mentioned above through:

- Promotion of best practice standards in the service of international education.
- The facilitation of relevant forums, training and information exchange.
- Creation and dissemination of knowledge; exert an influence in public policy.
- Production of publications used as a database document for research works, projects and innovation activities held on the international education field.

IPN believes that this is best achieved through international cooperation and promotes the development of closer links among relevant institutions and individuals around the world. IPN supports that such international cooperation can help countries learn from each other and promotes the dissemination of scientific and engineering activities. IPN intends to achieve the mentioned objectives and get an international visibility by the organization of international conferences and by interacting with public and private organisms from all parts of the world.



www.ipneducationgroup.org
www.ipnconference.org

ANNOUNCEMENT

All accepted papers will be published in:

- World Applied Sciences Journal (WASJ) (online issue ISSN: 1818-4952) (ERA JOURNAL)
- Advances in Natural and Applied Sciences (ANAS) (ISSN:1995-0772) (H Index 16)(Scimago Journal)
- International Journal of Administration and Governance (IJAG) (ISSN 2077-4486)(Peer Review Journal)
- Research Journal of Social Sciences (RJSS) (ISSN:1815-9125)(Peer Review Journal)
- Journal of Industrial Engineering Research (JIER) (ISSN:2077-4559)(Peer Review Journal)
- Middle-East Journal of Scientific Research (MEJSR) (H Index 26)(scimago journal)
- Journal of Applied Science Research (JASR) (ISSN: 1819-544X)(Scimago Journal)
- Science International Journal (SI) (ISSN: 1013-5316)(ISI Journal Web of Science)
- International Journal of Advanced and Applied Sciences (IJAAS) (ISI/Thomson Reuters Web of Science Core Collection) (online issue) (ISSN:2313-626X)
- Journal of Engineering and Applied Sciences (JEAS) ISSN: 1816949X (Scopus Journal)
- ADVANCED SCIENCE LETTERS ISSN: 1936-6612: EISSN: 1936-7317(Scopus Journal)

One Best Presenter Award will be selected from each oral session. The Certificate for Best Presenter award will be awarded after presentation session.



KEYNOTE SPEAKER:

Keynote 1



Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha, (Ph.D)
Honorary Advisor IPN.org

Keynote 2



Dato' Syed Azuan Syed Ahmad Al-Idrus, D.I.M.P., M.Eng, B.Sc, Dip
Honorary Advisory MDSG
Fellow, Institute of Materials, Malaysia
Fellow, IPN.org
Senior Member, Society of Manufacturing Engineers USA

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IPN Conferences 2017 Shanghai, China, Chairman

Datin MZ Zainab

IPN Conferences 2017 Shanghai, China, Academic Committee

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Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha (Ph.D McGill University)

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INSTRUCTION FOR ORAL PRESENTATION

Devices Provided by the Conference Organizer:

- Laptop (with MS-Office & Adobe Reader)
- Projector & Screen
- Laser Sticks

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

- Regular oral presentation: about 15 minutes (including Q&A)
- Keynote speech: about 40 minutes (including Q&A)

Notice: Please keep your belongings (laptop and camera etc) with you!

During registration:

Original Receipt

Representative / Pass Card with lanyard

Printed Program

Lunch Coupon

Participation Certificate (collected from Session Chair after the session)

Conference Bag



IPN Conferences 2017 Shanghai, China Conference Program

December 08, 2017	Venue: Lobby	1000 - 1200	Registration	
December 09, 2017	Venue: 3F VIP Room	0845 - 0900	Opening Remarks	Opening Remarks
		0900 - 1000	Plenary Speech 1	Keynote Speaker
		1000 – 1030	Group Photo and Coffee Break	
	Venue: 3F VIP Room	1030 – 1230	Session 1	
	Venue: 50F Revolving Restaurant	1230 – 1400	Lunch	
	Venue: 3F VIP Room	1400 – 1600	Session 2	
	Venue:	1600 – 1630	Coffee Break	

Session 1

Time: 1030 - 1230

Venue: 3F VIP Room

Session Chair: **Assoc. Prof. Dr. Cordulo P. Ascaño II**



No	Paper ID	Presenter
1	024-chi	<p>Morphological Leaf Characteristics of Selected Trees and Its Adsorbent Capacity at Particulate Matter (PM₁₀) in Cagayan de Oro City, Philippines</p> <p>Bea Marie T. Estoque, Dexter Jay G. Saberon, Stephanie Rae B. Sac, Gina L. Lacang, Cordulo P. Ascaño II*</p> <p><i>University of Science and Technology of Southern Philippines, Philippines</i></p>
2	004-chi	<p>The Potential of Unknown Microorganisms on growth of Vetiver grass and Bermuda grass and Nutrient Uptake toward Slope Stabilization</p> <p>Noorasyikin, M.N , Zainab, M.</p> <p><i>Universiti Teknologi Mara, Malaysia</i></p>
3	030-chi	<p>Performance evaluation of disposable Microbial Fuel Cell contained drying Bacillus subtilis in an anodic electrode</p> <p>Toshihiro Ozawa, Dang Trang Nguyen, Kozo Taguchi</p> <p><i>Ritsumeikan University, Kusatsu. Shiga, Japan</i></p>
4	006-aicece	<p>The Commuting Paradigm Drift and Shift in Gauteng Province, South Africa: Transport Dimensions and Implications</p> <p>James Chakwizira, Peter Bikam & Thompson A. Adeboyejo</p> <p><i>University of Venda, South Africa</i></p>
5	007-aicece	<p>Using Sequence Mining in Cloud Service to Design the Warning System for Construction Safety</p> <p>Chun-Ling Ho, Tung-Chiung Chang</p> <p><i>Kao Yuan University, Taiwan</i></p>
6	031-chi	<p>Evaluation of heat damage to yeast protoplasts by dielectrophoresis</p> <p>HIROTAKA MORIMOTO, Dang Trang Nguyen, KOZO TAGUCHI</p> <p><i>Ritsumeikan University, Kusatsu, Japan</i></p>

Session 2

Time: 1400 - 1600

Venue: 3F VIP Room

Session Chair: **Assoc. Prof. Dr. Robert Stanisławski**



No	Paper ID	Presenter
1	022-chi	Motivators of Open Innovation Use in Micro, Small and Medium-sized Enterprises Robert Stanisławski, Grzegorz Szymański <i>Lodz University of Technology, Poland</i>
2	028-chi	Peer Review and Public Procurement - One Target, Two Cultures Inara Opmane, Rihards Balodis <i>University of Latvia, Riga, Latvia</i>
3	020-chi	Customer Loyalty and Beyond – A Swedish Retail Case Study Malin Sundström, and Christine Lundberg <i>University of Borås, Sweden</i>
4	005-aicebfr	The trade implication of a Chinese ETS Xianming Meng , Mahinda Siriwardana <i>University of New England (UNE) Armidale, Australia</i>
5	029-chi	The Moderating Effect of Social Intelligence on Effectual Thinking and Venture Performance: A Study in Malaysia Small Medium Enterprise *Muhd Yusuf, D.H., Hj. Din, M.S., PhD Jusoh, M.S., PhD <i>University Malaysia Perlis (UniMAP), Malaysia</i>
6	023-chi	The use of marketing innovations among SMEs Szymański Grzegorz, Stanisławski Robert <i>Lodz University of Technology, Poland</i>

Conference Venue



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Note



List of Abstract

No	Paper	Abstract
1	004-chi	<p>The Potential of Unknown Microorganisms on growth of Vetiver grass and Bermuda grass and Nutrient Uptake toward Slope Stabilization</p> <p>Noorasyikin, M.N¹ , Zainab, M.²</p> <p><i>¹Faculty of Civil Engineering, Faculty Engineering And Build Environment Universiti Teknologi Mara, Segi University, Shah Alam, Malaysia, Kota Damansara, Malaysia</i></p> <p><i>*corresponding author: shecan83us@gmailcom</i></p> <p><i>²Faculty of Civil Engineering Universiti Teknologi Mara, Shah Alam, Malaysia email: zaina556@salam.uitm.edu.my</i></p> <p>Abstract: Laboratory experiments were conducted on soils to evaluate nutrient level toward growth of Vetiver grass and Bermuda grass in this study. Besides that, identification of microorganisms on root matrix system of Vetiver grass and Bermuda grass also were carried out. There are many sub-works have been implemented in order to determine the microorganisms species. It was found that the appearance of Bacillus, Azotobacter, Aspergillus and Penicillium in the root matrix system gave effect toward growth of both grasses. Although both soils consist low category of nutrient level, the grasses were found able to grow well. The results of nutrient level were found almost similar either toward poorly grown or well grown. The findings indicated that the appearance of microorganisms in the root matrix system is possibility one of the parameter influence the growth of grasses.</p>
2	020-chi	<p>Customer Loyalty and Beyond – A Swedish Retail Case Study</p> <p>Malin Sundström ^{*1}, and Christine Lundberg²</p> <p><i>¹ Swedish Institute of Innovative Retailing, University of Borås, Sweden</i></p> <p><i>*Corresponding author: Malin Sundström, Swedish Institute of Innovative Retailing, University of Borås, Sweden. Tel: +46-732305934, E-mail: malin.sundstrom@hb.se; malin.sundstrom@ellos.se</i></p> <p><i>² School of Hospitality and Tourism Management, University of Surrey, UK</i></p> <p>Abstract: Retailers' experiences with customers are that they have become more disloyal (Hagberg et al, 2016), while frustration grows among those who want to achieve true customer value and not only a</p>

		<p>transaction. In the long run, price competition is devastating to the ambition of getting true loyal customers, and there is a need to understand how relevance might be achieved by other means than just a low price. In this study we propose ideas on how loyalty is managed, based on a case study of a Swedish low price destination and their use of a reality shows and social media together with “heroes” representing the company in different ways. Data is collected from interviews with retail managers, and complementary data was collected with the help of Facebook. In order to understand how management interprets loyalty into action and how they achieve relevance, we have chosen literature from a tourism research perspective. One important reason for tourism is the emotional ties that are created between the consumer (audience) and the phenomenon in question. Central to the development of this emotional tie is the audience perceived link to the characters, events, or places featured (Connell, 2004; Kim & Richardson, 2003). Central is also co-creation through participatory cultures, and development of personal relationships (Zwass, 2010). Closely connected to co-creation and participatory cultures is the concepts of fans and fandoms. Fans tend to hold their object of interest in very high regard, which may result in power relationships (Hills, 2002; Sandvoss, 2005). The retail industry can learn from this research by developing emotional links between consumers and for example the brand, which will act as primary motivation for visits. We propose three propositions to better understand and examine loyalty:</p> <ol style="list-style-type: none"> 1) Loyalty requires involvement and emotional ties. 2) Loyalty requires co-creation. 3) Loyalty requires fans and fandom. <p>These propositions are articulated by the retailer Ullared, the largest low-price actor in all the Nordic countries. We illustrate how involvement and emotional ties are built up from reality shows in Swedish television, and we give examples of how co-creation are reached by letting the customers run their own social media groups. Finally, we illustrate how fans are created by the use of employees and customers in a co-mix.</p>
3	022-chi	<p>Motivators of Open Innovation Use in Micro, Small and Medium-sized Enterprises</p> <p>Robert Stanisławski¹, Grzegorz Szymański²</p> <p>¹ Lodz University of Technology/ Department of European Integration and International Marketing, robestan@p.lodz.pl</p> <p>² Lodz University of Technology/ Department of Management Systems and Innovation, grzegorz.szymanski@p.lodz.pl</p> <p>Abstract: The main issue presented in the paper is the use of open innovation (OI) among SMEs. The phenomenon of OI is important as it directly affects the development of these enterprises. With regard to SMEs, open innovation is characterized by certain features which distinguish it from its accepted definition, such as the prevalence of exploration over exploitation. The paper attempts to determine the impact of motivating factors (motivators) on the use of OI among SMEs.</p>

		Two groups of factors were analyzed, i.e. the needs that SMEs wish to fulfill as a result of the use of OI and the benefits they obtain as a result of the application of this paradigm. The aim of the paper is therefore to analyze the main OI "motivators" with regard to Polish SMEs based on the research carried out within the framework of the project financed by the National Center for Science on the basis of decision number DEC-2012/07/B/HS4/03085.
4	023-chi	<p>The use of marketing innovations among SMEs</p> <p>Szymański Grzegorz¹, Stanisławski Robert²</p> <p>¹Technical University of Łódź / Faculty of Organization and Management; grzegorz.szymanski@p.lodz.pl</p> <p>² Technical University of Łódź / Faculty of Organization and Management;; robert.stanislawski@p.lodz.pl</p> <p>Abstract: Open innovations facilitate the process of group generation of ideas. An added value is the opportunity to better understand the expectations and preferences of current and potential buyers. The aim of this study is to identify the popularity of cooperation between innovative SMEs in the field of creating marketing innovations. Despite the rapidly changing environment of today's companies, marketing innovations are still focused mainly on the needs of clients, and the concept of their openness concerns the cooperation with other entities in the area of creating and implementing new solutions with a marketing nature. Novelties on a global scale (in the area of marketing) are implemented extremely rarely. Traditional solutions in the area of marketing are usually expensive, so searching of innovative advertising forms becomes a common phenomenon. However, among innovative SMEs, only one in four companies undertakes the cooperation in the field of creating marketing innovations. Micro and medium-sized enterprises most often initiate and implement a business partnership. Effective cooperation takes time and regularity, as confirmed by the results, where systematic relations are established by more than 37% of enterprises, and multiple relations – 45%. Every stage of the innovation process is the purpose for undertaking mutual pro-innovation activities (50% of medium-sized companies). On the other hand, small and micro-companies focus their attention on the last two phases, i.e. the implementation of commercialization of innovations.</p>
5	024-chi	<p>Morphological Leaf Characteristics of Selected Trees and Its Adsorbent Capacity at Particulate Matter (PM₁₀) in Cagayan de Oro City, Philippines</p> <p>Bea Marie T. Estoque ¹, Dexter Jay G. Saberon ¹, Stephanie Rae B. Sac¹, Gina L. Lacang¹, Cordulo P. Ascaño II ^{1*}</p> <p>¹Department of Environmental Science and Technology, College of Science and Mathematics, University of Science and Technology of Southern Philippines, Cagayan de Oro City, Philippines.</p>

		<p>Abstract: The study aimed to give information about the use of trees in helping the environment particularly to the quality of air. Leaves of selected tree species planted along the busy streets in Cagayan de Oro City, Philippines were analyzed in terms of its surface area and its ability to adsorb PM₁₀. Results revealed that <i>G arborea</i> Roxb. exhibits the greatest leaf surface area based from the method UTHSCA software. Further, results of the study showed that among the four plant species sampled and analyzed along the road of Brgy. Kauswagan , the leaves of <i>G arborea</i> Roxb., adsorbed the highest amount of PM₁₀ while in Masterson Avenue, <i>M. calabura</i> Linn. showed the highest rate of adsorption capacity compared to other three species sampled and analyzed. Two- way ANOVA revealed that there are no significant differences between the two busiest streets and among the four species sampled and analyzed.</p>
6	028-chi	<p>Peer Review and Public Procurement - One Target, Two Cultures</p> <p>Inara Opmane, Rihards Balodis*</p> <p><i>Institute of Mathematics and Computer Science, University of Latvia, Raina bulv.29, Riga, Latvia, LV-1459, imcs@lumii.lv</i></p> <p>Abstract: In this position paper, Authors compare Peer Review and Public Procurement Methodologies. Historically, one was designed to ensure the quality of scientific research, the other- to promote market development. Both are aimed to ensure better spending of public money. However, when approaching the application spheres of both Methodologies - R & D linking closer to the business needs and Government Procurement becoming as an innovation engine, the two methods are developed and have a lot of common tasks. The fundamental difference between the two methodologies now is that the referees, experts and decision makers are anonymous and do not have personal responsibility in the case of and opposite Government Procurement practice. The convergence of both methodologies has no fundamental barriers. The authors of the article do not seek rational argumentation but argue for discussion that it is based on the deep roots of the historical methodology of growth, that is historically creating two different professional cultures.</p>
7	029-chi	<p>The Moderating Effect of Social Intelligence on Effectual Thinking and Venture Performance: A Study in Malaysia Small Medium Enterprise</p> <p>*Muhd Yusuf, D.H., Hj. Din, M.S., PhD Jusoh, M.S., PhD</p> <p><i>University Malaysia Perlis (UniMAP), School of Business Innovation & Technopreneurship, 01000, Kangar, Malaysia</i></p> <p>Abstract: The objective of this paper is to explore the potential ability of social intelligence of entrepreneurs to explain the inconsistent relationship between the constructs underlying effectual thinking and the venture performance of SMEs. Effectual thinking is a decision</p>

		making heuristics in uncertain environment while social intelligence has been associated with individual achievement including leadership, sales and marketing. Although studies have found positive influence of effectual thinking on venture performance, the results have been inconclusive. A new instrument to measure all three variables of effectual thinking, social intelligence, and venture performance is proposed based on adoption and adaptation of existing validated scales available in literature.
8	030-chi	<p>Performance evaluation of disposable Microbial Fuel Cell contained drying <i>Bacillus subtilis</i> in an anodic electrode</p> <p>Toshihiro Ozawa, Dang Trang Nguyen, Kozo Taguchi</p> <p><i>Department of Electrical and Electronic Engineering, Ritsumeikan University, Kusatsu, Shiga, Japan</i></p> <p>Abstract: In this study, a simple microbial fuel cell (MFC) was created as a disposable electricity generator. By using multiwalled carbon nanotube instead of carbon sheet to make electrodes, we obtained high performance. MFC generated maximum power density of 0.64μW/cm² and current density of 8μA/cm² at external resistance of 10kΩ.</p>
9	031-chi	<p>Evaluation of heat damage to yeast protoplasts by dielectrophoresis</p> <p>HIROTAKA MORIMOTO, Dang Trang Nguyen, KOZO TAGUCHI</p> <p><i>Science & Engineering, Ritsumeikan University, Kusatsu, Japan</i></p> <p>Abstract: Heat stress has a lot of influence on human and animal cells because it damages the inside of the cells. In this work, we evaluate the heat stress toward yeast protoplasts using dielectrophoresis (DEP). We utilize the frequency-dependent property of cell viability in the DEP. For example, healthy yeast protoplasts can be trapped at about 10 kHz, while the frequency for trapping heat-damaged cells is about 50 kHz. In addition, the advantage of using the DEP is possible to observe the cells without damaging them. To apply this research for human and animal cells in general, since there is not cell wall on human and animal cells we eliminate cell wall on yeast cells by protoplastization. We observe yeast's activity by using fluorescence microscope.</p>
10	005-chi-aicebfr	<p>The trade implication of a Chinese ETS</p> <p>Xianming Meng¹, Mahinda Siriwardana²</p> <p><i>¹UNE Business School, UNE Armidale, Australia xmeng4@une.edu.au</i></p> <p><i>²UNE Business School, UNE Armidale, Australia siriwada@une.edu.au</i></p> <p>Abstract: This paper uses the recent GTAPE database and a CGE modelling framework to simulate the effect of a national ETS of US\$7 per tonne on global trade. The simulation results show that the ETS causes substantial trade creation and trade diversion. Chinese exports and import decrease substantially while the trade between most other</p>

		countries increases to various degrees. The study concludes that, due to trade linkage, a global action is needed to reduce emission effectively.
11	006-chi-aicece	<p>THE COMMUTING PARADIGM DRIFT AND SHIFT IN GAUTENG PROVINCE, SOUTH AFRICA: TRANSPORT DIMENSIONS AND IMPLICATIONS</p> <p>James Chakwizira¹, Peter Bikam² & Thompson A. Adeboyejo³</p> <p>¹University of Venda, School of Environmental Sciences, Thohoyandou, South Africa. Email: jameschakwiziraauthor1@gmail.com, james.chakwizira@univen.ac.za</p> <p>²University of Venda, School of Environmental Sciences, Thohoyandou, South Africa Email: pbikam@yahoo.com; peter.bikam@univen.ac.za</p> <p>³Ladoke University of Technology, Nigeria Email: thompsonadeboyejo@yahoo.com</p> <p>Abstract: South Africa's extreme spatial fragmentation, with large numbers of poor people dependent on public transport living far from the urban core, poses a severe challenge for access to work. The 2003 National Transportation Survey (Department of Transport, 2005, pp. 1-20) revealed that about 24 percent of workers in Gauteng spend more than an hour travelling to work, with 31 percent of households spending more than 10 percent of their income on transport. South African cities are evolving in the direction of being more multimodal or polycentric, which makes it more difficult to provide an efficient public transportation system. This paper based on a desktop survey and insights from key stakeholders confirm that commuting paradigm drifts manifest themselves in Gauteng as traffic congestion, long commuting trips, high commuting costs, spatially extensive and sprawled transportation network systems. To respond to the multiple transport dimensions and implications, the paper recommends that a repertoire of practical and innovative strategies and measures be implemented such as expanding the bus rapid transport (BRT) Rea Vaya beyond the current phases, expanding the Gautrain line as well as the implantation of transit orientated development (TOD) as part of converting Gauteng province into a smart transportation and commuting region in South Africa.</p>
12	007-chi-aicece	<p>Using Sequence Mining in Cloud Service to Design the Warning System for Construction Safety</p> <p>Chun-Ling Ho¹, Tung-Chiung Chang²</p> <p>¹Department of Information Management, Kao Yuan University, Taiwan Email: clho@cc.kyu.edu.tw</p> <p>²Department of Civil Engineering, Kao Yuan University, Taiwan Email: tung@cc.kyu.edu.tw</p> <p>Abstract: In the era of knowledge economy, to establish adaptive management and warning system can enhance performance depends on the foundation with using technology for decision makers and management team. In view of the fact that the labor force of the middle-aged and elderly people in Taiwan is increasing year by year, the</p>

		<p>manpower of the construction industry is gradually becoming middle-aged, which will be associated with the aging of the body of the phenomenon. The elderly workers in the construction safety education and its relative safety experience in warning services should be taken seriously. Therefore, this study takes the construction safety as the core and focuses on the warning design of the dynamic working safety for the warning index and pattern by the cloud service.</p> <p>In order to enhance the safety of pre-working and working safety, the study will collect the initial data of safety training history in the iWork cloud service, and carry out real-time data analysis and sequence mining to find out the warning mode of affecting safety behavior. Sequence mining will use the concept of the phenomenon in monitoring, and extract the events in order to establish the relationship between the time sequence and then establish the exact rule of sequence calculation. It is in order to adapt to the middle-aged workers in the construction warning service with security model.</p>
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