

Volume 01, Issue 04

**Annual International Conference on
Social Science, Applied Sciences,
Economics and Management
(SASE-Dec-2017)
Tokyo Japan
December 23-24, 2017**



SASE – Tokyo Japan

Annual International Conference on Social Science, Applied
Sciences, Economics and Management

December 23-24, 2017

TKP Tokyo EKIMAE Conference Center

Book of abstracts

Volume 01, Issue 04

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ISBN: 978-969-670-827-8

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Conference Chair Message

Dr Masayuki Otaki

International Conference on “Annual International Conference on Social Science, Applied Sciences, Economics and Management” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr Masayuki Otaki

Conference Chair

SASE- Secretariat, 2017

Conference Schedule

DAY 01 Saturday (December 23, 2017)

Venue: Room 1

9:00 am – 9:30 am	Welcome Reception & Registration
9:30 am – 9:40 am	Opening Ceremony
9:40 am – 9:50 am	Welcome Remarks – Dr Owan Conference Coordinator
9:50 am – 10:00 am	Introduction of Participants
10:00 am – 10:15 am	Group Photo Session
10:15am – 10:30 am	Grand Networking Session and Tea Break

DAY 01 Saturday (December 23, 2017)

Session 1 (10:30 am – 12:30 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

SA-DEC-104	Effect of Season on a Biological Control of Cassava Mealybug by <i>Anagyrus Lopezi</i> : A Simulation Study	Chontita Rattanakul
SA-DEC-110	Research on Exploration and Exploitation of Expatriate: Antecedent and Follow-up Effect	Pei-Hsuan Lee
SA-DEC-111	Policy Uncertainty and Textual Disclosure	Liangliang Jiang
SA-DEC-116	Guilt or Shame When Involved in Organizational Wrongdoing? Comparisons of Underlying Mechanisms between Korea and the United States	Tai Gyu Kim
SA-DEC-120	Forecasting Profit & Loss Ratios of Public Sector Banks in India	Dr. Roli Pradhan
SA-DEC-124	A Study on Contents Characteristics provided by OTT: Focusing on User Characteristics and Place for Use	Yoojin Shin
SA-DEC-126	The Relationship between TV viewing and video clips usage : Focusing on Entertainment Programming genre	Seo Yun-Jin
SA-DEC-127	Study of Factors Influencing the Use of Clip Video - Focused on the Characteristics of Users	SunHyung Chung
SA-DEC-133	Equity Issuance and Internal Capital Markets	Jungwon Suh
SA-DEC-101	Relationship between the ASEAN equity Indices volatility and trading volume	Corlise Le Roux
SA-DEC-113	Factors Influencing Chinese Consumers' Perceptions Toward Social Media Platforms for Shopping: A Case Study of Wechat	Christina Fanyao Zeng

Lunch Break (12:30 – 01:30 pm)

DAY 01 Saturday (December 23, 2017)

Session II (01:30 pm – 03:30 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track B: Medical Medicine and Health Study

TKM-4127-101	The Effect of Propolis to Amount of Pyramidal Neuron in Cortex Prefrontalis Rat (<i>Rattus Novergicus</i>) Induced by Sodium Nitrite	Zulfikar Loka Wicaksana
TKM-4127-102	The Effect of Giving Propolis on the Number of the Pyramidal Neuron in Cal Hippocampus Region of Rat (Rattus Norvegicus) Induced by Sodium Nitrite	Fishella Aprista Rahmanti
TKM-4127-103	Spiritual Medicine in the Multi Perspective of Religion	Syaefudin Ali Akhmad
TKM-4127-104	Effect of BCCAO Duration and Animal Models Sex on Brain Ischemic Volume After 24 Hours Reperfusion	Rizky Rizani
TKM-4127-105	Analysis of Fitness for Teachers used for Learning Students Faculty of Medicine Islamic University Indonesia based on Antropometry Approach	Alin Julda Qonita
TKM-4127-106	The Giving Effect of Soursop Leaf Water Extract Subchronic (<i>Annona Muricata</i>) Towards the Bax Expression on the Gaster Glandular and Non Glandular Mucosal Epithelium of Rat (<i>Rattus Norvegicus</i>)	Yusa Muhammad Thoriq
TKM-4127-107	A Qualitative Investigation of the Health Belief in Human Rabies Post Exposure Prophylaxis	Supaporn Somrup

Tea Break (03:30 – 03:45 pm)

DAY 01 Saturday (December 23, 2017)

Session III (03:45 pm – 05:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

ITSBM-127-ANI103	A case study to Retailer 's inventory models for cross-border e-commerce	Ling Huang
ITSBM-127-ANI104	Country culture and firm financing choices: An evidence from emerging markets and developing economies	Hsiu-Hsia Chou
TKS-4127-101	The Influence of R & D Person's Passion Type on Innovation Behavior: The Mediating Effects of Positive and Negative Moods	Tsung Yao Chen

Track C: Engineering and Technology, Computer, Basics and Applied Sciences

TKE-4127-101	Structural Analysis of an SUV Seat Track Segment: Accident Characteristics under Frontal Oblique Crash Simulation	Sutartip Wittayapiyanon
ITETCAS-127-CEAS106	Two Parallel Protective Circuits for Protecting Telecommunication Equipment	Sukasem Watcharamaisakul
ITETCAS-127-CEAS101	Mechanochemical Synthesis of SiC Nanoparticles	Sangwon Seo

Closing Ceremony

List of Conference Attendees

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1	SA-DEC-124A	Minjeong Ham	Graduate School of Information, Yonsei University
2	SA-DEC-127A	Gimun Yang	Graduate School of Information, Yonsei University
3	TKM-4127-109A	Kavita Kasana	Maryland Medical Practice Australia

DAY 02 Sunday (December 24, 2017)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.

**Track A: Business, Economics, Social Sciences and
Humanities**

Effect of Season on a Biological Control of Cassava Mealybug by *Anagyrus Lopezi*: A Simulation Study

Supassorn Aekthong¹, Chontita Rattanakul^{2*}

Abstract *Anagyrus Lopezi* has been used as a biological control agent for controlling the spread of cassava mealybugs in a cassava field in Thailand. In this study, we investigate the effect of season on the spread of cassava mealybugs when *Anagyrus Lopezi* are released in the field by employing cellular automata and Monte Carlo simulation technique.

Keywords: Cassava Mealybug, *Anagyrus Lopezi*, Cellular Automata, Seasonal Effect

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Research on Exploration and Exploitation of Expatriate: Antecedent and Follow-up Effect

Liang-Hung Lin¹, Pei-Hsuan Lee^{2*}, Ching-Yi Wu³, Yo-Ling Ho⁴

Abstract Employees are important asset of an organization in the current *knowledge economy*. Thus, the issue on their behavior should be more emphasized and discussed. This study researches how self-exploration/self-exploitation come into being and their follow-up effect based on exploration/ exploitation in organization. The former discusses the effect of self-exploration/self-exploitation due to personality traits and organizational structure, the results of which were then used to discuss whether organizational structure would affect expatriates' adjustment to foreign assignment. We used multiple regression analysis to test the relationship between self-exploration/self-exploitation, personality traits, organizational structure and expatriates' adjustment to foreign assignment. Additionally, the mediation effect of self-exploration on the relationship between personality traits and expatriates' adjustment to foreign assignment. Through this empirical research, we provide insights into human resource management and future research. Our study used questionnaires to investigate expatriates working in financial industry telecommunications industry electronics manufacturing industry and electronics supply. 228 copies of questionnaire were recollected in total, effective samples are 215 copies, and the recollection rate of effective questionnaire is 94.3%. At last, we analyze the results by multiple regression analysis. Our findings indicate that Extraversion, Openness and Decentralized organization has a significant positive impact on self-exploration. Besides, our study also found that Extraversion, Openness, Agreeableness and self-exploration has a significant positive impact on overseas adaption. However, self-exploration only has part of mediation effect between personality trait and overseas adaption.

Keywords: Self-Exploration/Self-Exploitation, Personality Traits, Organizational Structure, Expatriates' Adjustment to Foreign Assignment

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Policy Uncertainty and Textual Disclosure

Liangliang Jiang*

Abstract We analyze the importance of policy uncertainty to textual disclosure in the U.S. over the 1995 to 2015 period. We focus on three distinct textual disclosure dimensions, namely, length, readability, and tone. Economic theory provides opposing predictions on the direction of the role that policy uncertainty plays in textual disclosure. On one hand, managers may strive to improve transparency when policy uncertainty is greater. On the other hand, managers may try to exploit this situation to extract rents. Consistent with a market view prediction, we find that policy uncertainty increases textual disclosure length, lowers readability, and increases the tone of uncertainty and negativity. Our findings suggest that textual disclosure exhibits a systematic component related to policy uncertainty. Our results are robust to specifying alternative textual disclosure measures and adding various controls. Our core evidence also continues to hold in an instrumental variable framework. Additionally, we find that the length effect is exacerbated by high institutional ownership and post-SOX filing, but the readability effect is mitigated by tough external monitoring evident in high analyst coverage and the presence of Big 4 auditors. In another set of results consistent with expectations, we find that tone becomes more uncertain and negative if firms have high government policy sensitivity or high stock price synchronicity amidst policy uncertainty. In additional tests, our results suggest that textual disclosure that is consistent with the market expectations enjoy cheaper equity financing costs.

Keywords: Textual Disclosure; Policy Uncertainty

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Guilt or Shame When Involved in Organizational Wrongdoing? Comparisons of Underlying Mechanisms between Korea and the United States

Tai Gyu Kim*

Abstract Moral emotions as exemplified guilt and shame are important self-regulation properties at work in the organizational wrongdoing context. Although individuals differ in the intensity and pattern of moral emotion experience from organizational wrongdoing involvement, moral emotion at work has little attention in the field of organizational studies and even less attention to its underlying mechanisms. The current study investigates the individual and cultural differences in ways that moral emotions are experienced. Drawn from self-discrepancy (Higgins, 1987) and self-construal theories (Markus & Kitayama, 1991), we hypothesize that moral identity and national culture contribute to the individual variances in moral emotion experience. We found that the intensity and pattern of moral emotion experience vary depending on the centrality of moral identity as well as national culture within which moral emotions are embedded. This study contributes to unpacking the hidden mechanism that accounts for individual differences in moral emotion experience from organizational wrongdoing.

Keywords: Organizational Wrongdoing, Moral Emotions, Moral Identity, National Culture

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Factors Influencing Chinese Consumers' Perceptions Toward Social Media Platforms for Shopping: A Case Study of Wechat

Christina Fanyao Zeng^{1*}, Yoo-Kyoung Seock²

Abstract With the significant increase in the number of online shopping consumers, China's e-commerce market has grown rapidly within just a few years. The popularity of social media and the information shared on social media platforms have greatly helped Chinese consumers make better shopping decisions about products, brands, and services. According to Kemp (2014), more than 600 million active users in China use social media platforms, ranging from blogs and microblogs to social networking sites. The purpose of this study was to investigate the relationships between social media characteristics—interactivity, informativeness, and source credibility—and Chinese consumers' perceived usefulness of social media platforms, and in turn, their electronic word-of-mouth intentions. An online questionnaire was developed and distributed through WeChat to Chinese consumers age over 18 who are WeChat users. Out of a total of 543 valid questionnaires received, 502 questionnaires, excluding questionnaires from those who did not have public accounts, were analyzed. Descriptive statistics, correlation analyses, factor analysis, multiple regression and bivariate regression analyses were implemented to test potential relationships among the variables. According to the result of factor analysis, social media characteristics were composed of two factors in this study: interactivity and source credibility. Informativeness was eliminated from the original three factors of social media characteristics. Significant relationships between characteristics of social media and consumers' perceived usefulness were identified in this study. The results also revealed that consumers' perceived usefulness of social media platforms for shopping does significantly influence their electronic word-of-mouth intentions. Significant direct impacts between social media characteristics and electronic word-of-mouth intention were also found in this study. The results of this study provide strategic implications to social media managerial team to attract more subscribers on their social media sites. Kemp, S. (2014, April 14). Understanding Social Media in China in 2014. Retrieved from <http://www.socialmediatoday.com/content/understanding-social-media-china-2014>

Keywords: Social media, WeChat, Consumer perceptions, Word-of-mouth

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Equity Issuance and Internal Capital Markets

Jungwon Suh*

Abstract This study examines whether multidivisional firms' internal capital markets allocate equity issue proceeds efficiently and whether they supply sufficient capital to businesses that typically issue equity actively. Multidivisional firms do not issue equity as often as stand-alone firms do, and their propensity to issue equity declines with the number of their segments (a proxy for coinsurance). The primary destination of equity issue proceeds appears to be core or large segments, but not necessarily high-Q segments. Equity issue proceeds flow relatively little to segments that run "equity-dependent business"—defined as the type of business that will use equity issuance intensely if it is run by a stand-alone firm. As a result, equity-dependent business within multidivisional firms is underinvested relative to stand-alone firms or other segments. A significant portion of the "conglomerate discount" can be attributed to the extent of multidivisional firms' equity-dependent business. Taken together, there is little evidence that internal capital markets allocate equity issue proceeds efficiently. Internal capital markets fail to provide adequate financial support to equity-dependent business—e.g., businesses characterized by high market-to-book, fast growth and uncertainty—resulting in a loss of value.

Keywords: Internal capital market, equity issuance, diversification discount, conglomerate, corporate investment

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Forecasting Profit & Loss Ratios of Public Sector Banks in India

Dr. Roli Pradhan^{1*} Dr. Rajdeep Singh Khanuja²

Abstract Banking system, being the most important fundamental of the overall economic system of any country plays a major role in mobilizing nation's savings and in channelizing them into high investment primacies and better be pronounced as the kingpin of the chariot of fiscal progress. Evaluation of the financial performance of the banking sector is an effective measure and indicator to check the steadfastness of the economic activities of the country. In spite that the Private Sector Banks after entering the Indian market has completely changed the picture of the Indian Financial Service Market. But the fact also remains that the Public Sector Banks have enjoyed monopoly for a long period and all the work done by the Public Sector Banks during that period has created gigantic challenges for the Private Sector Banks. However, in the current scenario, there exists huge competition even with the Foreign Banks thus, Indian Banks need to be very effective in fighting these challenges in the near future. Looking into this perspective, this research has given a ratio analysis model targeting regulation for undulating factors and also proposes certain options which may prove as "yard-sticks" for analyzing the risks in the economy at an early stage. The research provides the stakeholders of the banking system, ways of adopting counter active strategies for sound positioning of the banks and in-turn stabilizing the economy. In this paper, an attempt to evaluate profit-loss of public sector banks, six key financial ratios have been used. The present study adopts an analytical and descriptive research design.

Keywords: Banking System, Fiscal, Yard-Sticks, Ratio Analysis, Public Sector Banks

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A Study on Contents Characteristics provided by OTT: Focusing on User Characteristics and Place for Use

Yoojin Shin^{1*}, Minjeong Ham², Sang Woo Lee³

Abstract The OTT service is not popular in Korea unlike developed major countries including US. Although the number of users has increased significantly in recent three years, the proportion of free users is much higher than that of paying users and the OTT service providers has not achieved remarkable profits. The previous studies proposed structural problems of Korean media market as the cause of such poor performance: the facts that the paid-broadcasting market is cheap, that illegal video is still distributed, and that the small size of domestic market that is making the production of contents provided exclusively by OTT are preventing OTT from widespread development. The major reasons of poor performance of OTT in Korea presents in this study are that the OTT service providers did not acquired the contents appealing to users thus failed in attracting them and that the users perceived charged fees as burdensome one because they use inevitably the assigned data other outdoor places other than house, workplace, or school unless the Wifi is not available, leading to reluctance to use OTT service. The customers want to use contents they prefer through OTT service without limitation of time and space, however the domestic OTT service providers failed in reflecting these needs of consumers in their service operation. This study investigated what the popular contents in OTT services displaying growth trend in recent three years is, the differences in preferred contents by demographic characteristics of users, where the OTT services are used mostly, and whether this service is used at various places demonstrating the most important strength of OTT service of being independent from time and space. The results of this study are expected to provide implications for service providers to determine problems to be solved and develop strategy for growth of OTT service market.

Keywords: OTT service, Media, Paid-broadcasting, Contents, User Characteristics, Place for use

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The Relationship between TV viewing and video clips usage: Focusing on Entertainment Programming genre

Chae-Ju Oh¹, Yun-Jin Seo²

Abstract Within the era of transmitting traditional media contents to new media platform, it is crucial to analyze the pattern of user's mobile contents usage in terms of broadcasters' production strategies. The present paper suggests users' preferences of entertainment contents by examining viewing frequency of Naver video clips that had been offered by broadcasters. Firstly, for the TV original broadcasts, a survival · audition type had the highest viewer rating, and for the video clip, a real variety show type and a survival · audition type had the highest number of views and of subscriptions. Infotainment had the lowest number of subscriptions, views, and rating. Secondly, Pearson's correlation among real-time rating of original broadcasts, the number of views of and the number of subscriptions of video clips, was analyzed. The analyzed result showed that there is a significant correlation among them. Thirdly, when the factors that affected the number of subscriptions and of views of video clips were investigated, the number of subscriptions was significantly influenced by broadcast on weekends, broadcast during prime time, broadcasting period and viewer rating. In addition, the number of views was significantly influenced by broadcast during prime time, appearance of idols, viewer rating, survival-audition types and infotainment types. This study presented the factors affecting users' viewing patterns in a new media platform environment of a video clip, which is expected to be useful for helping broadcasters establish their strategies to provide contents suitable for users' preference in the future.

Keywords: video clip, entertainment program, format, viewer rating, views, subscriptions

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Study of Factors Influencing the Use of Clip Video - Focused on the Characteristics of Users

Gimun Yang^{1*}, Sun Hyung Chung², Sang Woo Lee³

Abstract According to Zenith Optimedia-a market research firm in UK- the world advertisement market is expected to reach 628 billion dollars in 2018 which is 4.2% up from the previous year. Among digital advertisements in 2010, PC advertisement accounted for 99%. The mobile advertisement share (114.6 billion dollars) is expected to grow as equivalent as that of PC advertisement (116.5 billion dollars) in 2018. The portion of mobile advertising is expanding not only in the media advertising market but also in the video advertising market. Although mobile video advertisement market is expected to grow 49% during the same period, video advertisement market of wired device such as PC will drop 1.5%. Although the time to watch videos on mobile from three years ago has exceeded the time spent watching videos on a PC, the ad market has only recently changed. Therefore, the mobile ad market is expected to grow steadily. In line with this trend, traditional media companies around the world have mainly emphasized long-lasting video or premium content, such as TV, but have recently been able to distribute short-form video content, often referred to as clips or snack cultures Investing in related companies has begun to increase. A similar trend emerged in South Korea. For instance, television programs released by state-run broadcasting stations or cable channels are edited short and provided by clip forms. Web drama or entertainment programs relatively shorter than previous programs are also offered via the Internet. As the demarcation among media platforms such as TV, mobile, and conventional or new media becomes vague, 'content' value in the domestic market is expected to rise. This study will examine how television programmers strive to maximize profits by re- re-editing on-air contents according to the rising demands on clip video service, and identify the characteristics of users. Moreover, this study aims to see why people use clip video, identify factors that influence the process, and propose how to set up appropriate strategies for program directors in case of providing clip video service.

Keywords: Factors, Advertisement, Research

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Exploring the associations between supervisor and subordinate cognitive styles and leader-member exchange using fuzzy set qualitative comparative analysis

Alper Ertürk*

Abstract Over the past decades, increasing number of evidence suggest that leadership is no longer described as an individual characteristic, but rather is presented in various models as dyadic, shared and relational complex social dynamic (Avolio, 2007; Avolio et al., 2009). Among those models, leader-member exchange (LMX) theory has drawn considerable attention from researchers (e.g., Gerstner & Day, 1997; Graen & Uhl-Bien, 1995; Ilies, Nahrgang, & Morgeson, 2007). LMX represents the quality of exchanges between the leader and his/her followers, beyond the formal task and work requirements (Liden, Bauer, & Erdogan, 2004; Sparrowe & Liden, 1997). Congruence between supervisors and subordinates' cognitive styles, defined as the way how people process information to guide their behaviour is an important factor in promoting social exchange between supervisors and subordinates. Since processing information is ambiguous and complex flow, cognitive styles are continuous, fuzzy and complex structure in nature and are psychological and perceptual variables which cannot be directly measured by any scale. However, how these joint influential processes may influence LMX has not been addressed by using fuzzy approaches in the literature. In order to test the hypotheses, dyadic data was collected from supervisors and their subordinates working in financial departments of public and private companies in Turkey. Data is analyzed using fuzzy set qualitative comparative analysis (fsQCA). The main methodological advantage of fsQCA compared to traditional analyses like regression is that fsQCA allows continuous and interval variables in the models by calibrating them, and also helps discovering asymmetrical relations, equifinality, and causal complexity over. Recently, more studies have adopted fsQCA in business, management and psychology sub-disciplines to cope with the limitations of symmetric statistical tools.. On the other hand, fsQCA analysis also reveals that when subordinates are low on all three cognitive style components, high level of LMX can be achieved only if supervisors have high level of creating style.

Keywords: Cognitive styles; leader-member exchange; fuzzy set QCA.

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The Influence of R & D Person's Passion Type on Innovation Behavior: The mediating effects of positive and negative moods

Tsung Yao Chen^{1*}, Huo-Tsan Chang², I-Chieh Hsu³, Min-Chin Miao⁴, Jui-Yu Hsu⁵

Abstract For R & D work, it is important to motivate employees to work hard to reinforce innovation. And different types of passion will affect the individual's innovative behavior. But the mechanism between work passion and innovative behavior is not yet clear. So this study to explore the harmonious passion and obsessive passion and innovation between the behaviors of the mediating process. The purpose of this study is to: (1) to explore the different types of work passion for the impact of innovative behavior; (2) to explore the positive and negative mood in the passion type and innovation between the mediating effect. In this study, the data were collected from R&D engineers and their supervisors making a pair of high-tech industry in Taiwan, respectively to the positive mood and negative mood, to explore the type of work passion affect the path of innovation. And the LISREL software was used to validate the scale with 267 samples. The structural equation model was used to verify the mediating hypothesis. The results show that: (1) there is a positive relationship between harmonious passion and innovation behavior; (2) there is a positive relationship between obsessive passion and innovation behavior; (3) positive mood for the harmonious passion of the innovative behavior of the mediating variables; (4) negative mood is not obsessive passion for innovative behavior of the mediating variables. According to the results of the study, this study proposes the following management implications: (1) to put the passion of the work into the recruiting R&D personnel considerations; (2) to promote R&D personnel in the work of a sense of accomplishment to improve the harmonious passion; (3) to promote and maintain the positive mood of R&D personnel to facilitate innovative behavior.

Keywords: Harmonious Passion, Obsessive Passion, Mood, Innovative Behavior

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Relationship between the ASEAN equity Indices volatility and trading volume

Corlise le Roux¹, Niel Oberholzer²

Abstract The volume-return relationship for the Malaysian Jakarta Composite Index (JKSE), FTSE Bursa Malaysia Index (KLCI), Philippine SEI Index (PSE), Bangkok SET 50 Index (SET50) and Hochiminh SE Vietnam Index (VNI) will be investigated in this study. The study will consider each ASEAN's country local equity market main Index individually, as well as any cross-country effects that may be present. The change in volume will be examined as a proxy for information reflection in the equity price or Index value. The existence of any volume information proxy will result in improved predictions possibilities of expected returns and price return volatility. The methodology applied in this paper is based on the econometric techniques of Granger Causality and GARCH in order to determine the relationship between price and volume of the ASEAN countries on an individual basis as well as cross-country basis. The period of analysis was from 13 April 2011 to 13 July 2017 using a daily frequency. The persistence of the trading volumes on the Index prices was the highest for the SET50, followed by the JKSE. Within the ASEAN markets, Granger Causality was found from the volume of the SET50 to the return of the PSE and the VNI. Granger Causality was also found from the trading volatility of JKSE to KLCI, the PSE and the SET50 as well as from the KLCI to the SET50 and the PSE. The forecasting ability of the returns of the index was compared to the forecasting ability of the returns and volume changes of the index. The forecasts obtained from including the returns and volume changes were improved for the Indices from Indonesia, Malaysia and the Philippines.

Keywords: Relationship, Indices, Volatility

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**Track B: Engineering and Technology,
Computer, Basics and Applied Sciences**

Structural Analysis of an SUV Seat Track Segment: Accident Characteristics under Frontal Oblique Crash Simulation

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Abstract Seat manufacturers for sport utility vehicle (SUV) industry have been developing a number of products that focus on road safety, personalized comfort and quality. The main components of the car's seat structure are seat structure, mounting track, and the structural bracket. Nowadays, SUV seat structures have been designed using lightweight materials with specific strength, for example carbon steel for the mounting track. This work, therefore, simulates and analyzes an SUV's seat using finite element method. The commercial ANSYS software package was used to calculate seat deformation and stress distribution resulting from the frontal oblique crash. Under the simulated accident, the frontal oblique crash was analyzed, focusing on the track seat distance, position, and detent at the seat recline angle of 20 degrees. The frontal oblique crash between 0 and 15 degrees was trail for static force and dynamic motion conditions in left and right sides of the impacts. Additionally, the acceleration in the real-time simulation on the Asia Eva-RID model was also tested. The ECE Acceleration Test of the European Union R17 was used a standard for measuring the deformation and distribution of the SUV seating, the interface between the base seat structure, track segment base, and bolts in sections of the standard grade 10.9 (ASTM A324 grade BD). The results in the forms of stress distribution and displacement are revealed that provide the data for the base seat frame connecting to the track segment base. Ultimately, the stress distribution and the deformation at the track segment were disclosed and discussed.

Keywords: Seat Structure, Track Segment, Finite Element Analysis, Oblique Crash, Seat Back, Simulation, SUV

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Mechanochemical Synthesis of SiC nanoparticles

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Abstract Nanoscale SiC particles were prepared by *mechanochemical* synthesis used high-energy mechanical method in a SPEX 8000 shaker/mill. Si and C-black were mechanically alloyed with the condition of ball to charge ratio of 50:1, 40:1, 30:1, 20:1, 10:1 after 60 min milling within a high-purity argon filled glove box and heat treated at 1400°C for 180 min in Ar. XRD and TEM have been used to characterize the product and the results showed increasing of charge ratio promoted the formation of SiC. Thus, the charge ratio can play an important role for obtaining nanocrystalline phase.

Keywords: Mechanochemical Synthesis, Silicon carbide, Nanoparticles

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Track C: Medical Medicine and Health Study

The Effect of Propolis to Amount of Pyramidal Neuron in Cortex Prefrontalis Rat (*Rattus Novergicus*) Induced by Sodium Nitrite

Zulfikar Loka Wicaksana^{1*}, Fishella Aprista Rahmanti²

Abstract Sodium nitrite is a compound highly used in the processing of food and drink especially as a food preservative. Excess consumption of sodium nitrite can cause hypoxia in the tissue because eritrosit fails to bind oxygen. Pyramidal neurons of prefrontal cortex are susceptible to hypoxia and can cause cell apoptosis. Neuroprotective agent is needed to prevent cell death due to sodium nitrite. Propolis is an agent with potent antioxidant ingredient and known as neuroprotective agent. In propolis there are compounds caffeic acid phenethyl ester (CAPE), chrysin and other flavonoids which have neuroprotective effects by inhibiting ROS in a hypoxic state and have anti-inflammatory effects. This research aimed to know the effect of giving propolis on the number of the pyramidal neuron in prefrontal cortex of rat (*Rattus novergicus*) induced by sodium nitrite. This research is experiment using post-test with control group design. The subjects are rats (*Rattus novergicus*) divided into three groups, the control group induced by sodium nitrite 50 mg/kgBB/day, the treatment group 1 (P1) induced by sodium nitrite 50 mg/kgBB/day and given propolis 100 mg/kgBB/day, and the treatment group 2 (P2) induced by sodium nitrite 50 mg/kgBB/day and given propolis 200 mg/kgBB. Paraffin blocks were made into histologic preparations and stained by HE. The observational results was analyzed using one-way ANOVA and post-hoc test. Using one-way ANOVA, there is a significant difference of pyramidal neuron number in prefrontal cortex of rats between control group (K), treatment group 1(P1), and treatment group 2 (P2) ($p=0,002$). In post-hoc test, there is significant difference between control group with treatment group 1 and treatment group 2. But there is no significant difference between treatment group 1 and treatment group 2. The given of Propolis has a neuroprotective effect so it can prevent the reduction pyramidal neuron number in rat's prefrontal cortex induced by sodium nitrite.

Keywords: Propolis, Sodium Nitrite, Flavonoid, Pyramidal Neurons of Prefrontal Cortex, Pyramidal Neuron

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The Effect of Giving Propolis on the Number of the Pyramidal Neuron in CA1 Hippocampus Region of Rat (*Rattus Norvegicus*) Induced by Sodium Nitrite

Fishella Aprista Rahmanti^{1*}, Zulfikar Loka Wicaksana²

Abstract Sodium nitrite is a food preservative which can cause hypoxia in the tissues if it is consumed in high amounts. Pyramidal neurons of CA1 hippocampus are susceptible region to hypoxia. Neuroprotective agents are required to prevent cell death marked by decreasing number of pyramidal neuron in CA1 hippocampus region. Propolis or bee glue is a resinous product that has many active constituents act as antioxidant and be able to give neuroprotective effect. The purpose of this study is to the effect of giving propolis on the number of the pyramidal neuron in CA1 Hippocampus region of rat (*Rattus norvegicus*) induced by sodium nitrite.. This is an experimental study with post-test control group design. The subjects were 18 adult rats (*Rattus norvegicus*) Wistar that fulfilled inclusion and exclusion criteria. Subjects were divided into three groups, the control group induced by sodium nitrite, the treatment group 1 (P1) induced by sodium nitrite and given propolis 100 mg/kgBB/day, and the treatment group 2 (P2) induced by sodium nitrite and given propolis 200 mg/kgBB/day. The treatment performed for 60 days. The differences in the mean number of neurons on the entire field of view were analyzed using one-way ANOVA and post-hoc test. The result of this study showed that there is a significant difference of pyramidal neuron number in CA1 Hippocampus between control group, (P1), and (P2) (P=0,000). Pyramidal neuron numbers of CA1 Hippocampus region in P1 and P2 are higher than those in control group. The given of Propolis inhibits the reduction pyramidal neuron number in rat's CA1 Hippocampus region induced by sodium nitrite.

Keywords: Propolis, Sodium Nitrite, Number of pyramidal neurons, CA1 Hippocampus

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Spiritual Medicine in the Multi Perspective of Religion

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Abstract Spiritual healing, also known as healing through prayer and meditation, has been widely studied by various scholars from different religions including Islam, Hindu, Buddhism and Christianity. The term spiritual medicine is increasingly popular with increasing mental disorders, degenerative diseases, metabolic, cancer and social illness such as drug abuse. Religions of Islam, Hinduism, Buddhism and Christianity have almost the same tradition in the spiritual aspect to create purity of self and inner peace through the practice of worship or prayer based on spiritual meditation. The application of spiritual medicine is mostly done to reduce stress and anxiety due to illness suffered by the patient. Spiritual medicine is commonly used to peace building, study self-control, anger management, empathy, affection, calmness, and also to sharpen brain activity and increase well-being. Spirituality refers to the process of improvement done with the aim to restore humans to the true figure as a God creation and have the correct perception about the true image of god based on the holy book of the Qur'an, Torah, gospel and the main figure of world religions such as the Buddha and prophet of Muhammad PBUH. All religions teach the need to ask the Creator to be healthy, prosperous and free from the sufferings of illness. The benefits of spiritual medicine depend on the quality, intensity and frequency or quantity of practices or methods that are practiced by each religious believer. The ultimate goal of spiritual medicine according to Islam is to bring people in the best dying process with blessing dead and getting pleasure of Allah.

Keywords: Spiritual Medicine, Multi Religion, Prayer, Inner Peace

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Effect of BCCAO Duration and Animal Models Sex on Brain Ischemic Volume After 24 Hours Reperfusion

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Abstract Literature study shows, there are several variations regarding BCCAO duration and duration of reperfusion after BCCAO that can cause cerebral ischemia. Duration of BCCAO techniques varies between 10 to 30 minutes, while the duration of reperfusion period ranging between 45 minutes to 72 hours. Differences in the duration of occlusion, duration of BCCAO reperfusion and the sex of animal model could lead to different responses to ischemia conditions. This study aims to determine whether the duration BCCAO and sex of the animal models influences the volume of cerebral ischemia after 24 hours reperfusion. This study uses post-test only study group design. The subjects are 20 females and 20 males Wistar rat that being divided into 8 groups which are male rat with occlusion duration of 5 minutes, 10 minutes and 20 minutes, also the female rat with occlusion duration of 5 minutes, 10 minutes, 20 minutes respectively. BCCAO occlusion then followed by 24 hours reperfusion. Rat decapitation and brain extraction are done after reperfusion. Brain tissue sliced into 2 mm size and stained with 0.05% TTC solution for 30 minutes. Ischemic brain volumes are being observed using Cavalieri method. Statistical data are being analyzed using One Way Anova. There is significant difference in male rat cerebral ischemia volume between 5 minutes and 10 minutes' occlusion ($p < 0.006$). Meanwhile, there is no significant difference at cerebral ischemia volume between 10 and 20 minutes' occlusion group ($p = 0.377$). There is significant difference in female rat cerebral ischemia volume between the 5, 10 and 20 minutes' ischemia group ($p < 0.05$). Post-hoc test showed no significant differences between the male and female rat ($p > 0.05$). Duration of the bilateral common carotid artery occlusion for 5 and 10 minutes affect the volume of cerebral ischemia in male rat after 24 hours reperfusion. The occlusion of bilateral common carotid artery for 5, 10 and 20 minutes also affect the volume of cerebral ischemia in female rat after 24 hours reperfusion. No significant differences of cerebral ischemia volume between the sexes after 5, 10 and 20 minutes' occlusion.

Keywords: Spiritual Medicine, Multi Religion, Prayer, Inner Peace

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Analysis of Fitness for Teachers used for Learning Students Faculty of Medicine Islamic University Indonesia based on Antropometry Approach

Alin Julda Qonita*

Abstract The environment that can affect a human feeling is called comfort. This comfort happens from a feeling of comfort or discomfort, such as the comfort of buildings outside or indoors in every situation that is felt different, both physical and mental comfort.¹ This discomfort occurs because the principle of ergonomics has not been applied in terms of Do the job. After the discomfort happens, the body will get tired. Grandjen (1998) in Pheasant (2003)² says that the factors that affect tired are the physical loading (working period) and mental. The working process or job done by people especially students is practicum in lab. the conceptual of discomfort is a risk indicator that becomes a feedback from body system to detect the possibility of arising problem. The source of these discomforts can be derived from musculoskeletal stress, is muscle, nerve, blood vessel, ligament, joint, pressure loads in the same soft tissues, local health-related changes in chemicals, localized chemical changes related with blood flow disruption and partial ischemia, impaired nerve conduction caused by pressure, and secondary inflammation. The type of this research is descriptive and analytic research. The subject of this study is the anthropometric distribution in the students of the Faculty of Medicine, Islamic University of Indonesia in the academic year of 2016 currently practicum Gastrointestinal block anatomy without any previous intervention. Subject exclusion criterion of this research is as Medical Student of Islamic University of Indonesia force 2016 that is undergoing medical treatment of hip area to toe A total of 164 respondents have filled out questionnaires and measured with anthropometric calculations. The seats in the Anatomy lab are not appropriate with anthropometry standards that causing discomfort in the waist to the legs. There is an effort to cope with the discomfort by moving the legs, changing the sitting position, or changing the position to stand. It should be replaced by anatomical work chairs according to the anthropometry distribution of the respondents because teaching and learning process is needed supports in achieving the expected learning goals. Working chairs of practicum is one component of the facilities needed in achieving learning objectives so that comfortable and inconvenience become important because the environment can affect the human feelings called comfort.

Keywords: Spiritual Medicine, Multi Religion, Prayer, Inner Peace

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The Giving Effect of Soursop Leaf Water Extract Subchronic (*Annona Muricata*) Towards the Bax Expression on the Gaster Glandular and Non Glandular Mucosal Epithelium of Rat (*Rattus Norvegicus*)

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Abstract Soursop plant (*Annona muricata*) compounds annonaceous acetogenins that have anticancer function through cell apoptosis mechanism. Apoptosis effects also occur in normal cells. Soursop plant extracts per oral will contact gaster mucosal cells directly which have physiological apoptosis activity by Bax protein mechanism. To determine whether there is effect of leaf water extract subchronic (*Annona muricata* L.) towards bax expression on gaster glandular and non-glandular mucosal epithelium of rat (*Rattus norvegicus*), whether there are differences in number of gaster glandular and non-glandular mucosal epithelial that is expressed the bax between control and treatment group. 10 Spraque dawley strain female mice divided into treatment and control group. Treatment group was obtained sondage by water extract of soursop leaf (1000 mg/kgweight/day) for 30 days, while control group was obtained sondage by aquadest. The differences of bax expression were tested by T-test. There was a significant difference in the amount of bax expression on the gaster glandular (p 0.038) and non-glandular mucosa (p 0.027) between treatment and control group. There is effect of leaf water extract subchronic towards bax expression on gaster glandular and non-glandular mucosal epithelium of rat. There are differences in number of gaster glandular and non-glandular mucosal epithelial that is expressed the bax between control and treatment group.

Keywords. *Annona Muricata* Leaf, Bax, Gaster

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A Qualitative Investigation of the Health Belief in Human Rabies Post Exposure Prophylaxis

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Abstract Rabies is a zoonotic disease that causes encephalitis in human and death suddenly. Although, Thailand have vaccination for rabies post exposure treatment but there are still reports of human death from rabies so if human rabies exposure in Thailand should receive vaccination for treatment. The purpose of the present study was to investigate the participant's perception of the health belief about human rabies post exposure prophylaxis discontinued. The participants were 12 humans in Chiang Mai province, Thailand, who had been receive vaccination program is discontinued of rabies post exposure in the past a year. This qualitative research regarded the interpretative paradigm. The research instruments include the audiotape and face to face in-depth interview for informal interview. The semi-structured interview intervention includes perceived susceptibility, perceived severity, perceived benefit, perceived barrier, Health motivation and Modifying factor were conducted transcribed and analysed using content analysis. Based on the findings of this investigation, it was concluded, the participant were not cover perception susceptibility there are not follow the doctor recommendations. In some case, there was no opportunity to received vaccine after wound healing better. That shown about perceive severity of most participant if small wound and not present exudation from wound they're not receive vaccination continued in hospital and, or receive vaccine late because not understands of the participant's perceived benefit. The participant's perception barrier prevention some case remembered the first treatment not impressed and afraid for receive vaccination continued. The health motivation it the most important when long time appointments for receive vaccine their want to remind from someone, However the participant have different modifying factor for cues to action. The result from this study can be applied about health information the most important for people especially increase awareness in human rabies post exposure prophylaxis for effectively block pathogenesis cause from disease.

Keywords: Health Belief, Rabies Post Exposure, Qualitative Research

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