

Tokyo Japan
Volume 01, Issue 08

**International Innovation forum for
Business Sustainability and Economic
Development
(BSED-April-2018)
April 21-22, 2018**



BSED–Tokyo Japan

International Innovation forum for Business Sustainability and
Economic Development
Tokyo, Japan

April 21-22, 2018

Hotel Mystays Ochanomizu Conference Center

Book of abstracts

Volume 01, Issue 08

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ISBN: 978-969-670-830-8

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Organizing Committee

- 1. Mr. Metin Gurani**
Conference Coordinator

- 2. Mr Leon Yap**
Conference chair

- 3. Hideo Owan**
Conference Coordinator

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Conference Chair Message

Dr Ishida Otaki

International Conference on “International Innovation forum for Business Sustainability and Economic Development” 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 Ishida Otaki

Conference Chair
BSED-Secretariat, 2018

Conference Schedule

DAY 01 Saturday (April 21, 2018)

Venue: Room 1

09:00 am – 09:10 am	Welcome Reception & Registration
09:10 am – 09:20 am	Opening Ceremony
09:20 am – 09:30 am	Welcome Remarks – Mr Owan – Conference Coordinator TARIJ
09:30 am – 09:40 am	Introduction of Participants
09:40 am – 9:50 am	Group Photo Session
09:50am – 10:00 am	Grand Networking Session and Tea Break

DAY 01 Saturday (April 21, 2018)

Session 1 (10:00 am – 12:00 pm)

Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

ISITE-APRIL-101	Modeling and Solving Multi-Manned Assembly Line Balancing Problems With Resource Constraints	Chen Yin-Yann
ISITE-APRIL-103	Ant Colony Optimization Solutions for Path Planning of Logistic Vehicle	Prof Wei Chien
ISITE-APRIL-105	Using Support Vector Machine to Analyze the Physiological Characteristics of Patients with Bipolar Disorder	Hao-Chun Lu
ISITE-APRIL-108	Military Aviation Risk Assessment Web Application	Flt.Lt. Sarun Savetsi
ISITE-APRIL-109	Analysis of User Behavior of Video Social Media	Hsu, Wan-Ting
BD-APRIL-105	Modelling Cultural Diversity Management to Enable Innovativeness in Organization	Dovile Jankauskaite
BD-APRIL-110	Executive's Steady Compensation and Firm's Economic Success: The Impact of Government Subsidization of Chinese Corporations	Homayoon Shalchian
BD-APRIL-111	The Performance Management of Evaluating the Journalists in the Market-Oriented Newspapers from Mainland China	Yu-Li Wang
BD-APRIL-113	Innovation in the Classroom: Process and Intervention	Mani Ram Sharma

Lunch Break (12:00 – 01:00 pm)

Closing Ceremony

List of Conference Attendees

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

Sr. No	Official ID	Name	Affiliation Details
1	ISITE-APRIL-106A	Gp.Capt. Pranee Mooklai, WRTAF	403 Squadron, Royal Thai Air Force, Thailand
2	ISITE-APRIL-107A	Gp.Capt.Jarassri Jindarattanawong, WRTAF	403 Squadron, Royal Thai Air Force, Thailand
3	BD-APRIL-113A	Mr.Sandeep Khaitu	Department of English St.Xavier's School Kathamndu Nepal
4	BD-APRIL-113B	Mr.Ras Bahadur Gharti	Department of English St.Xavier's School Kathamndu Nepal

DAY 02 Sunday (April 22, 2018)

City History and Discussion Session

The purpose of the second day conference will be for the participants to learn more about the local history and culture, or get to know the other participants better. Therefore,

Option 1: City History and Culture Tour: All the participants are free to organize your own group tours together and get to know each other better.

Option 2: Discussion Session: All the participants are free to make group discussions on behalf of your same research interest and get a chance to cooperate in the future Research.

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

Modeling and Solving multi-manned Assembly Line Balancing Problems with Resource constraints

Yin-Yann Chen*

Abstract In this paper, we propose a mixed integer programming model for the resource constrained assembly line balancing problem (RCALBP) with multi-manned workstations. Resources refer to machines or tools (such as jigs and hand tools) in the production line. The objective is to minimize the number of workstations, the number of operators, and the number of resources, in order to obtain the optimal allocation of tasks, operators, machines, and resources. To prove the necessity of adding resource constraints in the ALBP, we used case-related information and solved the multi-manned ALBP with and without resource constraints. Results showed a large difference between the two configurations. Although ignoring resource constraints when allocating tasks could reduce the complexity of the problem, the resulting configuration led to a high cost of setting resources. The findings of this study can be used as reference for the decision in planning the allocation of tasks, workstations, and operators in the industry.

Keywords: Line balancing, multi-manned workstation, resource constraint

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Ant Colony Optimization solutions for path planning of logistic vehicle

Luo Jun-Qi¹, Wei Chien^{2*}, Xu Jia-Xin³, Liang Xi-Qiu⁴

Abstract In recent years, online shopping has greatly promoted the development of the logistics industry, logistics path planning has become a hot research topic among many researchers. Although path planning has been discussed by several previous studies, some real logistics conditions are not considered like obstacle and road slope. This paper presents a novel proposal to solve the problem of path planning for logistic vehicle based on Ant Colony Optimization(ACO) algorithm in the environment which exists obstacle. There are two kinds of environment in the path planner application, one is a single obstacle placed between the starting point and the terminal point in a known map which is recognized, then uses the ACO to find an optimal path with the capability to avoid impact with the obstacle for a logistics vehicle. The other works in the model with multi-obstacle and the same map as before to explore whether the best path solution can be found successfully by the ACO algorithm. Through experimental evaluations, the AOC can be verified to solve the path planning problem closing to the real environment.

Keywords: Ant Colony Optimization, Optimal Path Planning, Logistic Vehicle, Obstacle Avoidance

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Using Support Vector Machine to Analyze the Physiological Characteristics of Patients with Bipolar Disorder

Hao-Chun Lu^{1*}, Fang-Yu Lin², Han-Chao Li³

Abstract In this study, we use Support Vector Machine to analyze the bipolar disorder patients for finding out the specific physiological characteristics of patients where the data are collecting from National Health Insurance in Taiwan from 1995. Because there is still lack a comprehensive analysis for the cluttered patient data and result in the inability of bring the value of the data itself into play. Therefore, in this paper, this study analyzes the bipolar disorder patient data and finds out the specific physiological characteristics of patients. Those characteristics should help the physicians to effectively treat the patients for these specific physiological traits.

Keywords: Bipolar Disorder, Support Vector Machine, Mental Illness.

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Military Aviation Risk Assessment Web Application

Flt.Lt. Sarun Savetsil^{1*}. Squadron Leader Racharak Tassanatailak²
Flying Officer Chakraphan Wimontrairat³

Abstract This paper describes the conversion of a traditional military aviation risk assessment paper form used in the 403 Squadron (SQN), Royal Thai Air Force (RTAF) into a web application which can be accessed anywhere, anytime on any platform. The three primary objectives for the conversion are to reduce time in the assessment process, to reduce human error while evaluating the result, and to gather data for the future analytical use. Since the deployment is a normal routine for the squadron, robust, continuous and easy to use are the main reasons driving this project. The aid of computer software is proved to be more effective, more accurate and less time consuming than the previous usage of man power based on feedbacks from the 403 SQN pilots in a single year time span after implementing this project into the SQN standard operating procedure (SOP). The procedure requires all pilots to complete the risk assessment process via this application before each sortie. The result of this project mainly helps promote an aviation safety regulated by the RTAF aviation safety center. Beside this benefit, data collected from this application indicates an interesting relationship between airfield surrounding factors, the time of year, and pilot workloads in each month in term of a frequency of the probable mishap leading trend. Such relationship will be analyzed in the next phase of this project. The detail of the next phase is briefly described toward the end of this paper.

Keywords: Web Application, Risk Assessment, Aviation

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Analysis of User Behavior of Video Social Media

Hsu, Wan-Ting^{1*}, Tung, Wei-Feng²

Abstract Video social media have become increased sharply on the Internet since various sharing platforms and video technology's advancement consistently (i.e, Google YouTube). Furthermore, YouTuber is a kind of new jobs that is getting popular to especially attract more and more young generation (i.e., Millennials). To understand the influenced factors of videos' watching performance is significant to further understand the video performances and help to the conductions of video sharers themselves and video social media platforms. Wixom and Todd (2005) proposed a theory of enhanced TAM that can be used to verify the users' satisfaction and performance on video social media. This study is to collect and analyze the social big data of videos from one of world-wide biggest video sharing platforms. This study is to investigate the verifications user satisfaction according to Wixom & Todd (2005), and attempts to augment the influence factors of social community to propose a more complete research model to explore these influenced factors and behavior of user satisfaction that can inspect the effects of online video platform with a new recommendation technology. Based upon community quality and content quality as user satisfaction, this study uses Python's third-party library "BeautifulSoup4" as a crawler program to obtain real data on YouTube's community quality and content quality. The expected result of the study is that there is a positive effect of user satisfaction on community quality and content quality in the video social media with the enhanced recommendation technology, and it is important to explore the significant characteristics of watching performance to further understand the relationships among the certain audiences, YouTubers, and video social media.

Keywords: Video Social Media, User Satisfaction, Behavioral Intention to Use, Social Big Data Analysis

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Modelling Cultural Diversity Management to Enable Innovativeness in Organization

Dovile Jankauskaite

Abstract Many researchers agree, that cultural diversity has positive influence on an organization – encouraging creativity, adaptivity, problem solving, knowledge transfer, creating conditions for innovative ideas and perspectives, however it also increases probability of conflicts, loss of trust as well as other challenges. Therefore, Ikegami et al (2017) equates cultural diversity to Schrödinger ‘s cat – a dual state of existence, at the same time it is an asset to an organization and a challenge. Cultural diversity is currently receiving increasing research intensity. There have been various studies conducted analysing opportunities created by cultural diversity on various levels: group, organization, country, or a combination of the latter three. Also, widely analysed are cultural diversity influences on organization and relation between cultural diversity and innovation. The aim is to investigate how to enable innovativeness in an organisation while managing cultural diversity. Firstly, cultural diversity management and relation to organizational innovation are discussed; secondly, the cultural diversity management models are analysed.

Keywords: Cultural Diversity, Organizational Innovativeness.

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Executive's steady Compensation and Firm's Economic success: The impact of government subsidization of Chinese corporations.

Danlu Bu¹, Homayoon Shalchian^{2*}, Rong Huang³, Fang Hu⁴

Abstract Government subsidization has become a common source of financing for companies in China during the past two decades (Bu and Yu, 2012). Further, substantial increases in executives' compensations have led to rather disproportional pay-gaps between the executives and the employees, and the issue seems to be particularly severe in Chinese state-owned enterprises (Chen and Li, 2001; Chen et al., 2003). In this paper, we pursue a double objective. First, we examine the effect of government subsidization of Chinese corporations on the executives' compensation, employees' wages and the pay-gap between the executives and employees. Our first purpose is thus to verify whether Chinese executives use their discretionary power and the government subsidies to increase their own compensation. Second, we examine the effect of the pay-gap caused by subsidization on the firm's economic success. Our findings suggest that the compensation of the executives in subsidized firms has shown a significantly higher growth relative to that of the employees. Our results also suggest that the impact of a government subsidy on the pay-gap was relatively larger and more significant among Chinese state-owned enterprises relative to private corporations. Finally, our results show that the pay-gap associated with government subsidy has a negative impact on firm's economic performance and the impact seems to be more significant among state-owned enterprises relative to private firms.

Keywords: Compensation, Subsidization, Corporations

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The performance management of evaluating the journalists in the market-oriented newspapers from mainland China

Yu-Li Wang*

Abstract The press system in mainland China has been categorized under the "Soviet Communist Press Theory". The launching of the Reform and Opening up policy in 1978 also caused the media reform in China. Chinese government deploys a "two hand strategy" which is commercialized for media industry, but strictly control in the news sector. Although there has no institutional change in the press system, the newspapers employ the market-oriented business model. This study meant to explore the newspaper's performance management towards the journalists, the "secondary data analysis" and "in-depth interviews" methods were employed. Six journalists and directors from three market-oriented newspapers, two former journalists from market-oriented magazine and six scholars were interviewed during Nov. 10, 2016 to Nov. 19, 2016. The results showed that the newspapers adopted the "low basic salary" and "high performance bonus" system. Many news organizations employed the quantitative evaluation system. The advantage of this system is that it motivates journalists to increase their production. On the other hand, due to the minor differences among different level of basic salary, the journalists started pursuing more news to earn their performance bonus which has been criticized as "struggle for penny". Few newspapers adopted the "senior journalist system", few qualified journalists signed the contract with annual salary track. It is a good way to retain an excellent journalist for covering the in-depth reports. This study suggests that the performance management reduces the influence of internal supervisors by paying more attention to the "impact indicator" by considering external audience's responses. Also, the unspoken rules of the "red envelopes" or "transportation allowance" should be taking seriously in order to maintain the professional ethical values.

Keywords: Journalist, Mainland China, Market-Oriented Newspaper, Performance Management

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Innovation in the Classroom: Process and Intervention

Mani Ram Sharma^{1*}, Mr.Sandeep Khaitu², Mr.Ras Bahadur Gharti³

Abstract We live in a busy world with sudden distractions and many things to think about. The rapid speed of science and technology keeps our world in constant motion. Students leaving the classroom after being taught by the teachers are thinking about a thousand things: Did I understand what teacher taught? but, when they come into the classroom. We teachers expect them to be ready to learn, ready to receive information and retain it. There is a question that how can learners do this with so much in their learning process. It is obviously with the use of innovation in the classroom. It fosters them (students) to learn innovatively to establish learner's autonomy. This article outlines the role, need and process of innovation in the language classroom and teaching.

Keywords: Distraction, Retain, Foster, Inventively, Learner's Autonomy,

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Scientific Board for Business, Economics, Social Sciences and Humanities

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