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Economy, Artificial Intelligence & Social
Sciences
(KEAS-May-2018)
May 19-20, 2018

TARIJ

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Book of abstracts

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Organizing Committee

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2. **Mr Leon Yap**

   Conference chiar

3. **Hideo Owan**

   Conference Coordinator

Contents

Conference Chair Message

Dr Ishida Otaki

International Conference on "International Conference on Knowledge Economy, Artificial Intelligence & Social Sciences" 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
KEAS-Secretariat, 2018

Conference Schedule

DAY 01 Saturday (May 19, 2018)

<u>Venue: Room 1</u>

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 – 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 (May 19, 2018)
Session 1 (10:00 am – 12:30 pm)
Venue: Room 1
Track A: Engineering, Technology & Applied Sciences

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IEAS-MAY-111	High temperature and radiation operation of Pt-floating gate AlGaN/GaN Heterostructure FET sensors	Hyungtak Kim
TKE-358-101	Hand Gesture Tracking in VR E-Learning Materials with Leap Motion	Tainchi Lu

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

DAY 01 Saturday (May 19, 2018)
Session 2 (01:30 am – 03:30 pm)
Venue: Room 1
Track B: Business, Economics, Social Sciences and Humanities

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ITSBM-058-ANI105	Populism in Indonesia: Populism on the Government of Hasto Wardoyo from 2011-2016 in Kulon Progo District	Mahmuddin Sirait
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C: Medical Medicine & Health Sciences

TKM-358-101	Comparison the occurrence of Non-Thyroidal Illness Syndrome between Polycystic Ovarian Syndrome and Single ovarian Cyst	Foad Alzoughooll

Closing Ceremony

DAY 02 Sunday (May 20, 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

Relationship Between Total Quality Management and the Quality of Work

Apiwat Krommuang[*]

Abstract Abstract This research aims to study whether total quality management affects quality of work in Thailand's organizations. This research will help business design their operating system for their employees and also serves as a guideline to improve the business appropriately in in order to compete with present-day business conditions. Samples were collected from 420 respondents. Results showed that total quality management had a positive effect on the quality of work. There were 4 independent variables on total quality management that influenced quality of work. The most influential factors were Teamwork ($\beta = .319$), Customer focus ($\beta = .189$), Management commitment ($\beta = .150$) and Employee involvement ($\beta = .136$) respectively. However, it could not be statistically concluded that Process management, Strategic planning, Continuous improvement and Human resource management factors had an influence towards quality of work.

Keywords: Total Quality Management, Quality of Work, Thai Office Staff.

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Analysis of Thailand's cut orchid exportation using the Constant Market Share model

Poramate Asawaruangpipop[1*], Opal Suwunnamek[2]

Abstract Thailand's cut orchids have shown significant export revenue to the country. However, the export situation to the world market and especially in 3 major importing countries between 2007 and 2015 showed fluctuation. Percentage of export value tended to decline about 2.41% a year. This paper is therefore aimed to analyze the change in market share, and effects causing the change of Thai cut orchids in major markets, namely, USA, Japan, and China, between 2007 and 2015, using Constant Market Share Analysis (CMS). The consideration on the effects of change was divided into 2 periods of time, the first period, measuring the change for the period 2007-2009 compared with the period of 2010-2012, and the second period of 2010-2012 compared with the period of 2013-2015. The result showed that the change of export value from Thailand to Japan increased 4542.26 million baht in the first period, but declined to 7,038.44 million baht in the second period. The change of export value to USA was increased 7,394.37 million baht in the first period, and reduced 206.09 million baht in the second period. As in the Chinese market, the change of export value in the first and second period increased 4,050.39 and 4,593.78 million baht, respectively. The main cause of change in export value from Thailand to these 3 countries was from competitiveness effect. The picture was not positive in Japan and USA as the percentage of change from competitiveness effect was 232.58% and 110.74% reduced, respectively, while showing a good performance in Chinese market.

Keywords: Thailand's cut orchids, cut orchids, Constant Market Share Analysis

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Desdemona\'s Tragedy: A Familism Perspective

Jing Huang[*]

Abstract The Othello by William Shakespeare develops vibrant and sophisticated female characters and the tragic plots arouse the examination of women's social status. Previous studies have been conducted to analyze the murder of Desdemona with the social status of women in a patriarchal society. However, few studies have been done to research Desdemona's tragedy from familism perspective. The notion of familism involves the priory of familial interests and the aspiration of family perpetuation. This study aims to analyze the embodiment of familism in Othello and proves that the inevitability of Desdemona's tragedy is strongly influenced by familism.

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An Assessment of Smoking and Non-smoking Student Preferences for the Thai Smoking Warning Signs

Peera Tangtammaruk[*]

Abstract The standard no smoking sign or prohibition sign which has a red circle with a red diagonal line through a cigarette picture has been used in schools, universities, as well as public places as a smoking prevention tool in Thailand since 1992. Nevertheless, statistical data indicates that the number of new smokers since 2001 to 2014 has not significantly changed and most of the smokers start this habit between the ages of 15-19 years old. This paper thereby aims to test smoker and non-smoker preference in relation to the standard, current smoking signs as well as other types of signs associated with various behavioral economic principles and psychological ideas. The basic reveal preference approach (RP) and state preference approach (SP) were used in order to test their preference, and the economic binary choices model with the maximum likelihood (ML) estimation was used to measure factors affecting the prevalence of smoking. This paper found that the majority of both smokers and non-smokers preferred Pictorial Health Warning (PHWs) signs which relates to the principle of loss aversion to other types of smoking warning sign. Basically, PHWs is used on the cigarette package which is not often seen by the non-smokers, even the smokers can prevent these PHWs by replacing cigarette packs with cigarette holder cases after buying cigarette packs. However, applying PWHs as a sign posted on school, university, and public places can, to a certain extent, make individuals more concerned about their future losses from smoking. Additionally, this paper found that males, and having friends smoking were two significant factors affecting individual smoking behavior. Finally, we hope that an application of PHWs on the smoking signs grounded on the idea of loss aversion could be further developed as another strategy preventing smoking especially for youths in schools and universities.

Keywords: Smoking Prevention, Youth Smoking, Pictorial Health Warning, Loss Aversion

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Populism in Indonesia: Populism on the Government of Hasto Wardoyo from 2011-206 in Kulon Progo District

Mahmuddin Sirait*

Abstract Not many local leaders in Indonesia are re-elected with good impression, strong support, and high votes. Hasto Wardoyo, a head of Kulon Progo district, Yogyakarta Special Region, was one of the local leaders in Indonesia who got it on the 2017 Kulon Progo election. Hasto Wardoyo got more than 85% of the vote and people participation rate was 79.2% exceeding national target, 77.5%. At the same time, some news shows that Hasto Wardoyo is a leader who are close to the people, using programs related to the public interest such as health insurance, house-upgrading subsidy, etc. To know this phenomenon further, this paper will discuss how Hasto Wardoyo exercise government power during his first reign from 2011 to 2016. This study use a qualitative method with a study case approach that use primary data sources (in depth interview) and secondary data sources (documentary). Using populism as an analytical framework, there are several findings in this paper. First, Hasto Wardoyo exercised his power in the context of poverty which cause the arising of populism in Kulon Progo. Second, Hasto Wardoyo used populism in the form of populist policy and direct communication in his first period reign. Third, Hasto Wardoyo successfully used populism as political strategy which is indicated by Hasto's victory on the 2017 Kulon Progo election. From this findings, I argue that Hasto Wardoyo's populism does not have significant impact on reducing poverty in Kulon Progo, but it is only as a political strategy in maintaining his power.

Keywords: Populism, Hasto Wardoyo, Poverty,Populist Programs, Direct Communication.

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TRACK B: ENGINEERING & TECHNOLOGY, COMPUTER, BASIC & APPLIED SCIENCES

Waste heat scavenging by thermoelectric nanocomposite

Cheng-Lun Hsin[*]

Abstract Nanostructured thermoelectric materials are promising for future energy conversion and harvesting. Recently, cost-effective and roughened Si nanowire has been demonstrated to be a good candidate. In this work, we report a solution process to synthesize composite nanostructure of Si nanowire and Bi2Te3 nanoparticle by combining solution chemistry reactions. Structural characterization of the composite was identified using X-ray diffraction technique and standard microscopy practices. Bi2Te3 nanoparticles are filled between the nanowires of 30 μm in length and coated on the nanowire surface, supporting mechanical strength for the following micro-machining and fabrication of contact electrodes and chip. The devices were for enhanced body heat energy harvesting applications. Heat conversion of the samples can be up to 0.2 W/cm2 at 180 °C temperature difference and 1 mW at ambient condition. A module was made to test the accumulation of the voltage to achieve a higher output for the purpose of feasible application as the powder source. This approach provides an applicable route to synthesize advanced high performance thermoelectric composite materials for body heat energy conversion near room temperature, as well as the conversion of industrial waste heat into electricity at the temperature range more than 100C, and can be an example as the power for internet of things and waste heat scavenging.

Keywords: Bi2Te3, nanocomposite, thermoelectric

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Study of pH- indicators for arsenic determination after hydride generation

Nuanlaor Ratanawimarnwong[1], Patcharat Ruckchang[2]

Abstract Inorganic arsenic is toxic substance that normally present in surface and groundwater. Long-term exposure to arsenic from drinking-water and food can cause cancer, skin lesions and increased deaths in young adults. For determination of arsenic, hydride generation of arsine gas using sodium borohydride in acidic condition was carried out. Then the gaseous arsine diffused from the reactor through the liner toward an acceptor solution containing mercuric chloride to produce hydronium ion. In this study, two pH-indicators including bromocresol green and methyl orange were employed for monitoring amount of the generated hydronium ion. Absorbance at 616 and 530 nm was monitored by spectrophotometer for bromocresol green and methyl orange, respectively. Linear calibrations were obtained for both indicators in the concentration range of arsenic between 2 ppm to 10 ppm. However, methyl orange was selected for application to real water sample because of their smaller precision and good recoveries between 87% – 101% were achieved.

Keywords: methyl orange, bromocresol green, arsenic, pH-indicator

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Determination of Total Phenolic Compounds Using Colorimetric Method with Paired Emitter-Detector Diodes Detector

Thitirat Mantim[1*], Chonticha Champati[2], Parichat Kankhuntot[3], Kamonwan Loahanapamas[4], Thanatcha Pibanwong[5]

Abstract A cost-effective paired emitter-detector diode (PEDD) detector was used as a colorimetric detector for determination of total phenolic compounds in tea samples. The colorimetric detection of total phenol content is based on a well-known 'Folin-Ciocaltau (FC) reaction' using gallic acid as a standard solution. The blue-colored complex of the FC reaction was detected using an in-house PEDD detector. The in-house PEDD detector was consisted of two red-LEDs at dominated wavelength 660 nm that acting as light source and light detector. In this work, supplied voltage for LED light source, wavelengths of LED, concentration of reagents were investigated. Linear calibration of gallic acid was obtained in the range of 0.2 - 16 mg/L (y = 0.0123x – 0.0013, r2 = 0.9983). The method provides limit of detection at 0.2 mg/L and good precision (%RSD = 3). The developed method was applied for determination of total phenolic content in tea samples.

Keywords: Phenolic Compounds, Folin-Ciocaltau Method, Paired Emitter-Detector Diodes (Pedds)

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Antimicrobial Activity of Type-I Crustin from Penaeus Monodon

Ms.Orawan Piaprad[1*], Suwattana Visetnan[2], Anchalee Tassanakajon[3], Vichien Rimphanitchayakit[4], Suchao Donpudsa[5]

Abstract Type-I crustin is an antimicrobial peptide that whose function is to defense the animal against the microbial infection. It contains a whey acidic protein (WAP) domain at C-terminus and Cysteine-rich (Cys-rich) region at N-terminus. The Type-I crustin from Penaeus monodon (carcininPm2) previously found in the hemocyte cDNA library. It contained an open reading frames of 333 bp encoding 110 amino acid residues. To study antimicrobial its activity, the recombinant protein was synthesized in Escherichia coli expression system. The result showed that Vibrio harveyi 363 was inhibited the growth by the recombinant carcininPm2.

Keywords: Type-I crustin, Penaeus monodon, antimicrobial activity

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Hand Gesture Tracking in VR E-Learning Materials with Leap Motion

Tainchi Lu[1]* Pohong Chen[2], Chiruei Zeng[3], Hongpao Lin[4]

Abstract Over the past few decades, software and hardware of virtual reality (VR) progress rapidly due to the fact that so many relevant companies spend a lot of time and money to developing VR headsets and their applications. In this paper, we accomplish sophisticated E-learning materials in order to facilitate students to learn about physics experiments. We provide more realistic and plausible virtual scenes and take advantage of HTC Vive glasses to increasingly attract students to invoke themselves in physics materials. Students can either take two default Vive controllers to carry out VR interactions or directly use their hand gestures to manipulate user interfaces and implement virtual experiments intuitively. In addition, we corporate a Leap Motion with a HTC Vive to track user's hand gestures without hand-holding Vive controllers. Students are able to implement physics experiments without suffering from any possibly dangerous events and risks. As a result, we expect that the learning feedbacks will be established to enable students to learn better, which is a positive cycle.

Keywords: Virtual Reality, E-Learning Material, Human-Computer Interaction, Hand Gesture Tracking, Physical Computing

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TRACK C: MEDICAL MEDICIEN AND HEALTH STUDY

Comparison the occurrence of Non-Thyroidal Illness Syndrome between Polycystic Ovarian Syndrome and Single ovarian Cyst

Foad Alzoughool[1*], Manar Atoum[2], Rana Abdelqader[3], Hani Masalha[4], Abdel-Rahman Alkharabsheh[5].

Abstract The association between the thyroid disorders and ovarian health function is a subject of debate, as thyroid disorders can interact with the ovaries through both autoimmunity pathways and a direct effect on ovarian function. Although there seem to be no correlations between the causes of hypothyroidism and PCOS or single ovarian cyst, these diseases have many characteristics in common, such as chronic anovulation by decreased serum sex hormone binding globulin and increased serum testosterone, luteinizing hormone (LH) and cholesterol. In addition to insulin resistant and alterations in lipids and metabolic parameters. The aim of this study was to assess the thyroid gland functions and determine the subclinical thyroid dysfunction in two groups of women who suffer from either PCOS or single cyst. In 115 patients of women within reproductive age (18-45 years), include 58 patients with PCOS and 57 patients with an ovarian cyst, we assessed the thyroid function by measuring the serum levels of TSH, FT3, and FT4 hormones using electrochemiluminescence immunoassay (ECLIA). We defined our patients on a subclinical thyroid dysfunction using free T4 and TSH levels based on expert reviews. Euthyroidism was defined as TSH of 0.45 to 4.49 mIU/L; subclinical hypothyroidism as TSH of 4.5 to 19.9 mIU/L; and subclinical hyperthyroidism as TSH< 0.45 mIU/L, with normal free T4 level. Non-thyroidal illness syndrome (NTIS) was defined as a low serum free T3 (FT3) level below 2.3 pm/ml, with low or normal FT4 and TSH serum levels. Among PCOS patients, Fifty-six patients (96%) showed euthyroidism, 2 of them (3.4%) subclinical hypothyroidism, no subclinical hyperthyroidism was detected. 9 (15.5%) of patients were diagnosed with Non-thyroidal illness syndrome. On the other hand, All Patients with single ovarian cyst were shown euthyroidism, 26 (45.6%) of them were diagnosed with Non-thyroidal illness syndrome. No correlation was detected between any of assessed hormones and the diameter of ovarian cyst. According to the result, all patients with PCOS or Ovarian cyst should be screened for thyroid dysfunction, in particular, Non-thyroidal illness syndrome.

Keywords: Polycystic Ovarian Syndrome, Single ovarian Cyst, Non-Thyroidal Illness Syndrome, Thyroid

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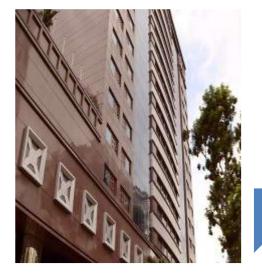# Contact Us

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