

**Tokyo Japan**  
**Volume 01, Issue 15**

**2nd International Conference on  
Current Research in the field of Social  
Sciences, Strategic Management and  
Applied Sciences**

**(CRSMA-NOV-2018)**  
**Tokyo, Japan**  
**November 24-25, 2018**



# **CRSMA–Tokyo Japan**

2nd International Conference on Current Research in the field  
of Social Sciences, Strategic Management and Applied  
Sciences

November 24-25, 2018

Hotel Mystays Ochanomizu Conference Center

**Book of abstracts**

**Volume 01, Issue 15**

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**ISBN:** 978-969-670-826-1

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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**

“Tokyo Academy of Research & Innovation (TARIJ)” 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 honorable 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  
CRSMA Secretariat, 2018

# Conference Schedule

**DAY 01 Saturday (November 24, 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 – 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 (November 24, 2018)**

**Session 1 (10:00 am – 12:00 pm)**

**Venue: Room 1**

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

<b>MRSSM-118-ANI101</b>	Two Decades of Iso 14001: Looking Back And Ahead	Iñaki Heras-Saizarbitoria
<b>MRSSM-118-ANI102</b>	To Study The Influence of Bollywood Movies on Youth's Travel Habits Alongwith Their Propensity to try Local Cuisines Featured in Those Movies	Prathana Jesalvir Joshi
<b>MRSSM-118-ANI105</b>	A Conceptual Framework Enabling Understanding of Customer Satisfaction Drivers F Digitalised Vendor Managed Inventory	Daniella Fjellström & Aihie Osarenkhoe Tove Gioeli
<b>CRSMA-NOV-101</b>	The Effect of Community College Attendance on the Early Career Earnings of Hispanic Males: A Quantile Regression Approach	Christiana Hilmer
<b>CRSMA-NOV-102</b>	On Confirmation Bias in Judged Events at the Olympic Games	Michael Hilmer

**Track B: Engineering, Technology & Applied Sciences**

<b>TKE-4118-101</b>	MPPT Control of Power Converter for Wave Power Generation System	Jaehyuck Kim
<b>MBSAE-NOV18-101</b>	Effects of the Inter Korean Summit to the Presidents of N. Korea, S. Korea, and the USA Evaluated Using Sediment Analysis and Twitter Corpus	Kim Min Seok & Kim Dong Hwan

**Lunch Break 12-00 pm to 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.

<b>Sr. No</b>	<b>Official ID</b>	<b>Name</b>	<b>Affiliation Details</b>
<b>01</b>	<b>MRSSM-118-ANI104A</b>	Håkan Mats Tage Vest.	PhD (Econ), Hanken School of Economics
<b>02</b>	<b>TKS-4118-103A</b>	Mr.SSEBUNY A ISA.	Business Development Manager with, Golden Top Semallen Investments Uganda.
<b>03</b>	<b>TKS-4118-102A</b>	Jerome Carter MD	Wonkwang University, Korea
<b>04</b>	<b>TKM-4118-102A</b>	Dr Fredi Aviv M.D.	Senior Physician Hematology Bone Marrow Transplantation Department Ichilov Medical Center Tel-Aviv Israel

## DAY 02 Sunday (November 25, 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**

# The Effect of Community College Attendance on the Early Career Earnings of Hispanic Males: A Quantile Regression Approach

Christiana Hilmer\*

**Abstract** We examine the effects of two-year college attendance on the labor market outcomes of Hispanic students relative to non-Hispanic students at different points in the conditional earnings distribution. Quantile regression results suggest that within a sample of males drawn from the High School and Beyond survey, Hispanic workers that started at two-year colleges observe a significant earnings premia (relative to whites) at both the bottom and the top of the conditional earnings distribution. The estimated effect is largest at the tenth percentile, which when combined with the fact that Hispanics tend to both disproportionately attend two-year colleges and disproportionately fall in the lower end of the conditional earnings distribution suggests that two-year college attendance might indeed be highly beneficial for Hispanic-Americans. In addition, the earnings of Hispanics that transferred to or started at four-year colleges are not statistically different from otherwise similar whites, providing further evidence that Hispanics, as well as blacks, that attend two-year colleges are able to cut into the wage differential much more so than other types of students.

**Keywords:** Higher Education, Community College, Hispanic

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# On Confirmation Bias in Judged Events at the Olympic Games

Michael Hilmer\*

**Abstract** We test for the presence of confirmation bias in judged events at the 10 Olympics Games held in the 2000s. Before each of these games, Sports Illustrated magazine predicted the winners of gold, silver, and bronze medals in every one of the events that were to be contested. We collect data on predicted medal winners and actual medal winners for all of the events. We focus our analysis on the 2,322 predicted medals in individual timed and judged events that were not competed in heat or head-to-head formats. We posit that the possibility for confirmation bias should exist only for judged events and not for timed events because races against the clock are not subject to the vagaries of human evaluation. To test this hypothesis, we consider three different event outcome metrics: the difference between predicted place and actual place, whether a predicted medal winner earns any medal, and whether a predicted medal winner earns the exact medal predicted. Across all three metrics, we find athletes in judged events to be significantly more likely to perform closer to their predicted outcomes than athletes in timed events. These results hold when estimated separately for summer and winter games and for males and females. In other words, our empirical results are consistent with judged events in the Olympic Games being subject to confirmation bias.

**Keywords:** Judged, Olympic Games, Hypothesis,

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## Two decades of ISO 14001: Looking back and ahead

Iñaki Heras-Saizarbitoria<sup>1\*</sup>, Olivier Boiral<sup>2</sup>, Erlantz Allur<sup>3</sup>

**Abstract** Close to half million ISO 14001 certificates are in force worldwide, twenty-two years after this standard for Corporate Environmental Management was launched initially in 1996. This contribution contains an in-depth analysis of the global dissemination of the main global reference model for the adoption of Corporate Environmental Management practices, together with a review of the main outcomes of the scholarly literature on the subject. The analysis based on the data provided by the International Organization for Standardization (ISO) evidences a heterogeneous geographical dissemination of the main global standard for Corporate Environmental Management. Similarly, the sectoral distribution of ISO 14001 in Japan, the USA and the EU-27 is also heterogeneous. Regarding the outcomes, the analysis shows that the mainstream scholarly literature tends to overvalue the relevance of the standard to improve the environmental performance of the companies. A set of pitfalls and pervasive effects that can result from the implementation and the certification of the ISO 14001 model such as paperwork, superficial implementation, green-washing and lack of internal motivation are analyzed. Avenues for further theoretical research and practical implications for managers and other stakeholders are discussed.

**Keywords:** Corporate Environmental Management, ISO 14001, Management System Standards, Dissemination, Literature Review.

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# **To Study the Influence of Bollyowood Movies on Youth's Travel Habits Alongwith Their Propensity to try Local Cuisines Featured in Those Movies**

Prathana Jesalvir Joshi\*

**Abstract** Indian film industry ranks number one when it comes to the number of films produced, releasing more than 1000 films in a year. Bollywood is the popular name for Indian Hindi language film industry which produced 364 in 2017. This makes it the largest film producer in the world with a net worth of around 2.28 billion dollars. Grandeur of films increased as the industry progressed with technological and financial strengths. Over decades, this multimillion dollar industry has a well-built presence in national as well as international markets, which caters to range of viewers. Bollywood movies mesmerize audience by painting picture perfect scenarios with marvelous sights and breathtaking locations, thus subtly promoting tourism of the shown locales. Considering this vast reach of Bollywood cinema, the purpose of this study is to investigate/analyze if Bollywood movies have influences on the film viewing youth's travel habits and their propensity to try local cuisines featured in Bollywood movies. This study will also explore the relationship between Bollywood movies and the motivation of the viewers to visit destination featured, and will see how likely are the viewers to choose a destination shown in the film. Additionally, it will also look upon the level of interest a viewer has in watching Bollywood films. For primary research findings, survey and observation methods were used. Samples collected were people aged between 18-26, majorly from India.

**Keywords:** Bollywood films, Travel , Cuisines , Youth , India

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Gandhinagar, Gujarat, India.

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# A Conceptual Framework Enabling Understanding of Customer Satisfaction Drivers of Digitalised Vendor Managed Inventory

Daniella Fjellström<sup>1\*</sup>, Aihie Osarenkhoe<sup>2</sup>, Tove Gioeli<sup>3</sup>, Anna Backer-Meurke<sup>4</sup>

**Abstract** Aim and research question: This work responds to calls for more studies on customer satisfaction drivers associated with Industrial Vending Solutions (a unique form of vendor-managed inventory) implementation. It identifies key drivers of customer satisfaction and positive service quality perception as well as trust and commitment indicators for business-to-business industrial vending systems by asking: How is the customer's perceived service quality impacted by the supplier's execution of the IVS dimensions and what customer satisfaction drivers can be derived? Through an explanatory approach, qualitative data on multiple cases was gathered. 14 in-depth semi-structured interviews were held with customers. We draw upon the consumer satisfaction paradigm to analyse post-usage satisfaction with application service providers' services. Solution characteristics of industrial vending systems impact service quality perception through compliance with customer requirements. Customer satisfaction drivers were identified for the investigated industrial vending system, the most important being efficiency, user-friendliness and timeliness. Further, the presence of trust in customer-supplier relationships positively impacts trust and commitment intentions. A conceptual framework builds on knowledge on customer satisfaction which managers can incorporate into the value promise design, product development and marketing strategies.

**Keywords:** Service Quality, Value Co-Creation, Commitment, Trust, SMEs

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

# Effects of the Inter Korean Summit to the Presidents of N. Korea, S. Korea, and the USA Evaluated Using Sediment Analysis and Twitter Corpus

Kim Min Seok<sup>1\*</sup>, Kim Dong Hwan<sup>2</sup>

**Abstract** North and South Korea is the only country in the world that is divided, or in a ceasefire. One of the major factors that are interfering with unification is nuclear weapons. Because of Earth's environment, nuclear weapons can seriously damage the Earth's remaining environment. Therefore, the world has combined to deny the usage of nuclear weapons. The only country that hasn't joined to sign the contract. North Korea has been treating others using nuclear weapons. The diplomacy relationship between North Korea and the USA, South Korea have been inconvenient. Donald Trump and Kim Jong-un have criticized each other through media several times. An unexpected event happened on April 27th. North Korea suddenly changed attitude towards the world. The first event was the inter-Korean summit. This summit is special because North Korea has declared to destroy all the nuclear weapons, related laboratories, and factories to on go the process of denuclearization. Donald Trump has praised the summit himself wishing luck and posted a tweet online saying the Korean ceasefire must and will end. Sediment analysis on Twitter was conducted by Python coding and Independent Sample T-Test, Mann-Whitney U Test, Kruskal-Wallis Test was used to show the difference in means. This research aims to figure out whether the results of Sedimental Analysis can affect the offline world.

**Keywords:** Sediment Analysis, Twitter Corpus, Inter-Korean Summit

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# MPPT Control of Power Converter for Wave Power Generation System

Jeong –Min Chang<sup>1</sup>, Jaehyuck Kim<sup>2\*</sup>

**Abstract** The oscillating water column (OWC) wave power generation system consists of an OWC chamber, a turbine, a generator, and a power converter. The power converter controls the generator to convert the kinetic energy of an irregularly varying wave to electric energy. The power converter comprises a rectifier that converts the three-phase AC voltage, which is the output of the generator, into DC, and an inverter that converts the three-phase AC voltage into an AC voltage of a frequency and magnitude required by the grid. In this paper, we present a control scheme to achieve the maximum power point tracking (MPPT) of the turbine employed in OWC wave power generation system. A mathematical modeling and dynamic simulation a permanent magnet synchronous generator as well as a power converter for the OWC wave power generation is carried out.

**Keywords:** Maximum Power Point Tracking (MPPT), Oscillating Water Column (OWC), Power Converters, Power Conversion System (PCS), Permanent Magnet Synchronous Generator (PMSG), Wave Power generation.

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## Venue



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