

Volume 01, Issue 16

**2nd International Conference on Social
Science, Applied Sciences, Economics
and Management
(SASE-Dec-2018)
Tokyo Japan
December 29-30, 2018**



SASE – Tokyo Japan

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

December 29-30, 2018

Hotel Mystays Ochanomizu Conference Center

Book of abstracts

Volume 01, Issue 16

© Copyright

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher. Applications for the copyright holder's written permission to produce any part of this publication should be addressed to the publisher.

Disclaimer

Every reasonable effort has been made to ensure that the material in this book is true, correct, complete, and appropriate at the time of writing. Nevertheless, the publishers, the editors, and the authors do not accept responsibility for any omission or error, or for any injury, damage, loss, or financial consequences arising from the use of the book. The views expressed by the contributors do not necessarily reflect those of the TARIJ.

ISBN: 978-969-670-827-8

Office Address:

7-8-1 Hongo, Bunkyo, Tokyo 113-0034

Email: contact@tarij.com

Organizing Committee

- 1. Mr. Metin Gurani**
Conference Coordinator

- 2. Ishida Otaki**
Conference Coordinator

- 3. Hideo Owan**
Conference Coordinator

Contents

DISCLAIMER	3
ORGANIZING COMMITTEE	4
CONFERENCE CHAIR MESSAGE	7
CONFERENCE SCHEDULE	8
CONFERENCE ATTENDEES	10
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES	12
Understanding the impact of Resilience on Academic Burnout-Student Engagement Relationship: A study on Management Students of Delhi-NCR, India	13
Cloud Kitchen: A study on Customer Perception of Electronic Food Ordering	14
A Simulation Study of a Biological Control of Cassava Mealybug by <i>Anagyrus Lopezi</i> and Green Lacewings	15
A Program of Trans-Disciplinary Higher Education in Taiwan	16
Analysis of Consumer Attitudes Towards Luxury Goods in Kuwait	17
TRACK B: ENGINEERING AND TECHNOLOGY, COMPUTER, BASICS AND APPLIED SCIENCES	18
An Integrated Agricultural Products Analytics and Direct Transactions for Farmer	19
Diagnosis of Autism Spectrum Disorder from Amygdala MRI Image Using Convolutional Neural Network	20
Selection of Lactic Acid Bacteria Isolated from Thai Traditional Fermented Foods to Use as Starter Cultures Based on Antioxidant Activity and no Histidine Production	21
TRACK C: MEDICAL MEDICINE AND HEALTH STUDY	22
Establishment of the Shari'ah Framework for the Application of Somatic Gene Therapy in Human	23

SCIENTIFIC BOARD	24
CONTACT US	25
VENUE	26

Conference Chair Message

Dr Masayuki Otaki

International Conference on “2nd 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 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 Masayuki Otaki

Conference Chair

SASE- Secretariat, 2018

Conference Schedule

DAY 01 Saturday (December 29, 2018)

Venue: Room 1

9:00 am – 9:15 am	Welcome Reception & Registration
9:15 am – 9:30 am	Opening Ceremony
9:30 am – 9:40 am	Welcome Remarks –Conference Coordinator
9:40 am –9:50 am	Introduction of Participants
9:50 am – 9:55 am	Group Photo Session
9:55am – 10:00 am	Grand Networking Session and Tea Break

DAY 01 Saturday (December 29, 2018)

Session 1 (10:00 am – 12:30 pm)

Venue: Room 1

Track A: Engineering, Technology & Applied Sciences

<i>PEIAB-DEC18-103</i>	An Integrated Agricultural Products Analytics and Direct Transactions for Farmers	Dr. Putsadee Pornphol
<i>PEIAB-DEC18-104</i>	Diagnosis of Autism Spectrum Disorder from Amygdala MRI Image Using Convolutional Neural Network	Yian Seo
<i>PEIAB-DEC18-107</i>	Selection of Lactic Acid Bacteria Isolated from Thai Traditional Fermented Foods to Use as Starter Cultures Based on Antioxidant Activity and no Histidine Production	Usa Panritdam

Track B: Business, Economics, Social Sciences and Humanities

<i>MRSSM-128-ANI101</i>	Work Life Balance in College for university teachers- A comparison of UK and Kuwait	Dr. Hama Marfie
<i>SASE-DEC-117</i>	Understanding the impact of Resilience on Academic Burnout- Student Engagement Relationship: A study on Management Students of Delhi-NCR, India	Dr. Shalini Srivastava
<i>SASE-DEC-118</i>	Cloud Kitchen: A study on Customer Perception of Electronic Food Ordering	Dr Richa Misra
<i>SASE-DEC-121</i>	A Simulation Study of a Biological Control of Cassava Mealybug by <i>Anagyryus Lopezii</i> and Green Lacewings	Chontita Rattanakul
<i>SASE-DEC-127</i>	A program of trans-disciplinary higher education in Taiwan	Mingder Yang

Track C: Medical, Medicine, Health Sciences

<i>TKM-4128-105</i>	Establishment of the Shari'ah Framework for the Application of Somatic Gene Therapy in Human	Zakiah Samori
----------------------------	--	---------------

Lunch Break 12-30 pm to 01-30 pm

Closing Ceremony

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
01	TKM-4128-103A	Dr Vincent Dasilva	Prime Anaesthetics, Sydney Australia
02	TKM-4128-104A	Goli Minagar	OBGYN/ woman's health, India
03	TKM-4128-107A	Dr. Julian Doan	Assistant Professor Department of Anesthesiology McGill University Montreal, Quebec, Canada
04	TKM-4128-108A	Sarath Reddy MD	The Brooklyn Hospital Center, New York
05	TKM-4128-109A	Madhavi Reddy MD	The Brooklyn Hospital Center, New York
06	SASE-DEC-134A	Akunne.chijekwu Faith	Hanseu University Phd Lifelong Education, Korea

DAY 02 Sunday (December 30, 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**

Understanding the impact of Resilience on Academic Burnout-Student Engagement Relationship: A study on Management Students of Delhi-NCR, India

Dr. Shalini Srivastava*

Abstract The present research intends to assess the relationship between Academic Burnout-Student Engagement Relationship on Management Students of Delhi-NCR region of Northern India. It further attempts to study the moderating impact of Resilience on Academic Burnout-Student Engagement relationship. The major concern of the present study is to understand the psyche of the budding professionals who are perceiving increased stress and pressure. Descriptive statistics, correlation and moderated regression analysis was used. The study found a positive association between student engagement and resilience, a negative association between academic burnout and student engagement and a moderating impact of resilience on academic burnout and student engagement relationship.

Keywords: Academic Burnout, Student Engagement, Resilience, Management Students, India

Professor Jaipuria Institute of Management, A-32A, Sector 62 Noida
India
*E-mail: Shalini.srivastava@jaipuria.ac.in

Cloud Kitchen: A study on Customer Perception of Electronic Food Ordering

Dr Richa Misra*

Abstract Customer Satisfaction and behavioural intention are most critical determinant in food industry. The study includes structured survey of 100 internet users, more than eighty percent said they prefer ordering food online. The motivating factor for online food ordering is convenience control and user friendly website. The impeding factors are fear of technology and a need of personal interaction while ordering food online.

Keywords: Online food ordering, Site Ease, Convenience, Control, Fear of technology, Need of Interaction

Associate Professor (Decision Science & IT) Jaipuria Institute of Management, Noida, India
E-mail: richa.misra@jaipuria.ac.in

A Simulation Study of a Biological Control of Cassava Mealybug by *Anagyrus Lopezi* and Green Lacewings

Chontita Rattanakul*

Abstract *Anagyrus Lopezi* and green lacewings are recommended as biological control agents for controlling the spread of cassava mealybugs in a cassava field in Thailand. In this study, we investigate the spread of cassava mealybugs when *Anagyrus Lopezi* and green lacewings are released in the field by using Monte Carlo simulation technique.

Keywords: Cassava Mealybug, *Anagyrus Lopezi*, Green Lacewing, Monte Carlo Simulation

Department of Mathematics, Faculty of Science, Mahidol University, Thailand
*E-mail: chontita.rat@mahidol.ac.th

A Program of Trans-Disciplinary Higher Education in Taiwan

Mingder Yang^{1*}, Yi-Ping Chen², Yu-Chun Hsu³

Abstract Contrast to the major department instituted based on a single or narrow expertise in most colleges worldwide, recently inter-disciplinary programs are getting more attention in higher education. A multi-year program of trans-disciplinary education to integrate society, humanity, and science has been executed to cultivate to trans-disciplinary talents based on a major professional learning in Taiwan. Through Problem-Based-Learning (PBL) courses, this trans-disciplinary education is processed to solve cross-boundary and top-priority issues in society and countries. This trans-disciplinary education program tries to cultivate college students being able to engage to real world problems, such as, extreme weather, aging population, poverty, environment conservation, and so on, which the new generation will face to in the future world from either global or local aspect. However, such real problems or issues are often complicated, critical, and urgent, this trans-disciplinary education program provides college students a great opportunity to learn and apply trans-disciplinary knowledge instead of requirement to just memorize the theories and taking tests in lecture. This article briefly describes the process and progress of the trans-disciplinary education program in Taiwan, including course design and arrangement, teaching aid workshops, and outcome.

Keywords: Inter-Disciplinary, Higher Education, Problem-Based-Learning, Trans-Disciplinary

^{1,3} National Chung Hsing University, ² Da-Yeh University, Taiwan

*E-mail: mdyang@nchu.edu.tw

Analysis of Consumer Attitudes Towards Luxury Goods in Kuwait

Dr. Hama Marfie*

Abstract Luxury goods can be defined as goods that "lower the utility rate to the price, while the rate of insubstantial utility increases to the price" (Nueno and Quelch, 1998). Such goods compete in the market based on the identity of the brand identity. The brand name and know-how are Brand Awareness and Perceived Quality (Phau and Prendergast, 2000). Although luxury goods until the eighteenth century were available to the aristocratic class alone (Ormaechea and Sanchez.2013), today they are not limited to that class, but are available to many privileged income consumers (Hennings et al.2012). The luxury goods market has been growing steadily since the 1990s, with the market reaching about \$ 1 trillion in 2010 (Truong.2010). The luxury clothing market alone is worth 240 billion US dollars (Tungate.2012) of the booming markets in Kuwait, where the luxury goods market in the Gulf Cooperation Council (GCC) was estimated between \$ 6 and \$ 10 billion in 2014 with an Annual growth rate of 11% since 2009 (Robinson 2015). It includes products such as yachts, automobiles, clothing, watches, beauty tools, leather products and gifts Although Jackson 2004 classifies luxury products into four categories: clothing, perfumes, cosmetics, watches, jewelry, wines and spirits, (not available in Kuwait for religious reasons). It is noteworthy that both Chevalier and Mazzalovo 2008 have made use of the classification proposed by Jackson 2004 to include luxury goods as well as luxury cars, hotels, tourism, aviation, home furnishings and private banks, all of which are available in Kuwait. Analysis of consumer's attitude towards luxury goods is important, as this is the first step in building a marketing strategy that should be based on segmenting the market into specific categories that are easy to meet their needs. Marketing programs based on an inaccurate forecast of different consumer categories are no longer effective programs because they may eventually target the consumer who does not purchase the product. Although it is important to analyze consumer attitudes towards luxury goods, there is hardly any scientific research conducted in this field in Arab countries. Therefore, we aim to identify the impact of many demographic and demographic factors on the behavior of the Kuwaiti consumer in terms of goods and welfare.

Keywords: Consumer, Luxury, Research

College of Business Studies, Kuwait

*E-mail: busager87@gmail.com

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

An Integrated Agricultural Products Analytics and Direct Transactions for Farmers

Dr. Putsadee Pornphol¹, Urairat Makchan², Suphamit Chittayasothorn³

Abstract It is now recognized that the Internet has made connectivity at the global level possible. Data transfer and migration from all over the world can be done quickly. Network technology is a technology that plays an important role in the operation. Every organization pays attention. Trading has been changed to the form of E-commerce that allows customers to quickly access the desired goods, reducing the role of the middleman. However, E-commerce is still a business for some people who have knowledge in using technology in doing business, while some groups, like farmers, still need to sell their goods through intermediaries who buy products to sell to the real market or sell products to middlemen who sell their goods online. This problem has led to the research of online marketing that will enable farmers who produce products and consumers to trade directly. Both parties can compare the buying and selling price of the product from the central government price or the middle price set by the private market. This is beneficial to both producers and consumers. This paper presents a research on the development of online market information system for Thai farmers to sell their products directly to consumers by using web search engine to retrieve the price data that the government and private markets set up online to show the producers and consumers before setting the selling price and considering the buying price. The important benefit of this research, in addition to raising revenue for the producers and reducing costs to consumers, is using the obtained data to analyze for the support of decision making by public and private agencies to specify the agricultural areas suitable for the geography and economy of the country.

Keywords: Information Systems, Web search engine, Database, Farmer, Crops, E-commerce,

Digital Technology-Phuket Rajabhar University, Thailand
*E-mail: putsadee.p@pkru.ac.th

Diagnosis of Autism Spectrum Disorder from Amygdala MRI Image Using Convolutional Neural Network

Yian Seo^{1*}, Kyung-shik Shin²

Abstract Autism Spectrum Disorder (ASD) is a group of developmental disabilities with restricted patterns of behavior, and impairments in social interaction and communication. Amygdala is a set of two almond-shaped groups of nuclei located in the temporal lobes of the brain involved in learning, decision-making, and emotions. The study has found out that 6 to 7-year-old children with ASD have bilateral enlargement of later obasal subregions of the amygdala and that subregional alterations are even associated with deficits in social and communicative behavior of ASD children. Therefore, comparison of the size of amygdala can be performed for diagnosis of ASD. To diagnose ASD, several criteria and scales are used such as Diagnostic and Statistical Manual of Mental Disorders IV (DSM-IV). In reality, these tests cannot be the only sources for diagnosis as it is difficult to apply diagnostic process on a child and heuristically comparing the size of amygdala from MRI photographs can be inaccurate. However, as Convolutional Neural Network (CNN), extracting features from images data for prediction, classification, segmentation, and detection purposes, can be used to train the classifier to compare the size and shape of amygdala from MRI image. Therefore, in this study, we propose to use a pre-trained CNN to classify MRI images of ASD group and normal group. This study has contributions in that it can be used as a major cross-check tool for the diagnosis of ASD, which can help doctors and specialists, and it has the significance of suggesting a new means of diagnosing ASD.

Keywords: Convolutional Neural Network, Amygdala, MRI image

Department of Big Data Analytics-Ewha Womans University Seoul,
South Korea

*E-mail: yiansseo@gmail.com

Selection of Lactic Acid Bacteria Isolated from Thai Traditional Fermented Foods to Use as Starter Cultures Based on Antioxidant Activity and no Histidine Production

Usa Panritdam^{1*}, Duangporn Kantachote², Thomas Haertle³, Yvan Choiset⁴, Hanitra Rabesona⁵

Abstract Four strains of lactic acid bacteria (LAB), isolated from various Thai traditional fermented foods, were investigated on free radical scavenging activity of 2, 2-diphenyl-1-picrylhydrazyl (DPPH) and 2, 2-Azino-bis-3-ethylbenzothiazoline-6-sulfonic Acid (ABTS). Antioxidant activity by all isolated LAB in intracellular cell free extracts (ICFE) was higher than in intact cells. The LAB strains FF and FB, isolated from fermented foods (fish and sliced beef), their (ICFE) showed the highest radical- scavenging activity for DPPH and ABTS at 65% and 60%, respectively for the former strain. The detection of amino acid decarboxylase of LAB were investigated by growing on decarboxylase medium and quantitatively evaluated by confirmation of amine forming capacity using an HPLC procedure. In this work, all tested LAB strains were tyramine producer; however, the weakest strain was FF followed by strain FB. In contrast, all of them did not produce histamine. Based on 16S rRNA genes, strain FF was identified as *Lactobacillus fermentum*, while strain FB was *Lactobacillus plantarum*. Both are potential starter cultures for producing fermented meat sausages.

Keywords: Antioxidant, Histamine, *Lactobacillus Fermentum*, *Lactobacillus Plantarum*, Tyramine

^{1, 2} Department of Microbiology, Faculty of Science, Prince of Songkla University, Hat-Yai, 90112, Thailand, ^{3, 4, 5} UR 1268 Biopolymères Interactions Assemblages, Équipe Fonctions et Interactions des Protéines, INRA, 44316 Nantes Cedex 03, France

*E-mail: yiansseo@gmail.com

Track C: Medical Medicine and Health Study

Establishment of the Shari'ah Framework for the Application of Somatic Gene Therapy in Human

Zakiah Samori¹, Fadilah Abd Rahman²

Abstract Human gene therapy is best known as a transfer of nucleic acids to either the somatic cells or germ cells of an individual. It introduces genetic materials which have therapeutic purpose ranging from inherited genetic disorders to certain malignancies and infectious diseases. This medical scientific breakthrough has received lucrative demand worldwide as it offers potential treatment to cure genetic diseases in human at the molecular level. Since then, thousands of people have already participated in the trials thus it is likely to be part of medical practice in the future. Despite of the tremendous benefits that it promises, this new biomedical technology has given rise to several contentious issues from the ethical and religious point of view. Since it comprises of two different therapies namely somatic and germ line gene therapy, each involves different procedures thereby poses different legal ruling and decision. This study attempts to propose a complementary model of the Shari'ah framework on the human gene therapy with special reference to the somatic gene therapy. This proposed framework is designed and developed to fulfil the lacuna of the Shari'ah Framework on the application of the somatic gene therapy after an in depth study of its position from the Shari'ah point of view. In achieving this, a detailed analysis and outlook into the Qur'anic evidences along with the Hadith of the Prophet Muhammad pbuh were carried out. Following this, its position from the pragmatic approach of the Maqasid al-Syariyyah (Objective of the Shari'ah) and the Qawa'id Fiqhiyyah (Islamic Legal Maxims) is also analysed in further detail. This model of Shariah Framework would serve as the ethical basis for the application of somatic gene therapy in Malaysia and beyond (particularly Muslim countries) especially for Muslim doctors, scientists and Muslims at large. For Muslim countries such as Malaysia where Muslims makes the majority of the population and Islam as the official religion in Article 3 of its Federal Constitution, this framework is deemed to be important reference in providing the essential guidelines on the permissibility of this therapy. Consideration of the position of Somatic Gene Therapy from the Shari'ah perspective is undeniably crucial in any attempt to regulate Somatic Gene Therapy in any Muslim countries in the future.

Keywords: Somatic Gene Therapy, Shari'ah Framework, Islamic Principles Maqasid Syariyyah Qawaid Fiqhiyyah

Universiti Teknologi MARA (UiTM), Malaysia
*E-mail: zakiah@gmail.com

Scientific Board

Scientific Board for Business, Economics, Social Sciences and Humanities

Iwao Sato, Department of Comparative Contemporary Law, Institute of Social Science, the University of Tokyo, Japan

Hiroyasu Ishikawa, Department of Comparative Contemporary Law, Institute of Social Science, the University of Tokyo, Japan

Nobuhiro Hiwatari, Department of Comparative Contemporary Politics, Institute of Social Science, the University of Tokyo, Japan

UNO Shigeki, Department of Comparative Contemporary Politics, Institute of Social Science, the University of Tokyo, Japan

Kenneth Mori McElwain, Department of Comparative Contemporary Politics, Institute of Social Science, the University of Tokyo, Japan

Professor TAOKA Fumio, Faculty of Education, Department of Social Studies, Kyoto University of Education, Japan

Contact Us

Website:

<http://tarij.com>

In case of any query please feel free to contact at:

contact@tarij.com

Upcoming Events

<http://tarij.com/bmss-january-2019/>

<http://tarij.com/eger-february-2019/>

<http://tarij.com/emeg-march-2019/>

<http://tarij.com/bsed-april-2019/>

<http://tarij.com/keas-may-2019/>

<http://tarij.com/bshds-june-2019/>

<http://tarij.com/iebs-july-2019/>

<http://tarij.com/pbar-aug-2019/>

Venue



**Hotel Mystays Ochanomizu
Conference Center**
Address: 2-10-6 Kandaawajicho,
Chiyoda-ku, Tokyo 101-0063
Japan

2nd International Conference on Social
Science, Applied Sciences, Economics
and Management
Tokyo Japan

