

**Volume 02, Issue 20**

**2nd International Innovation forum for  
Business Sustainability and Economic  
Development  
BSED-APRIL-2019  
Tokyo Japan  
April 27-28, 2019**



# **BSED–Tokyo Japan**

2nd International Innovation forum for Business Sustainability  
and Economic Development

April 27-28, 2019

Hotel Mystays Ochanomizu Conference Center

**Book of abstracts**

**Volume 02, Issue 20**

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## **Organizing Committee**

- 1. Mr. Metin Gurani**  
*Conference Coordinator*
  
- 2. Ishida Otaki**  
*Conference Coordinator*
  
- 3. Hideo Owan**  
*Conference Coordinator*

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## Conference Chair Message

**Dr Masayuki Otaki**

International Conference on “2nd 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 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  
BSED-2019 Secretariat

# Conference Schedule

**DAY 01 Saturday (April 27, 2019)**

**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 (April 27, 2019)**

**Session 1 (10:00 am – 12:30 pm)**

**Venue: Room 1**

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

<i><b>BSED-APRIL2019-101</b></i>	The Trend of EU Investment Protection Policy	Hsun (Lydia) Chao
<i><b>BSED-APRIL2019-105</b></i>	The Central Role of the Ecological Self in Education for Sustainability: Building a Theoretical Foundation for the Practice of Higher Business Education for Sustainability	Kazutoshi Yoshino
<i><b>BSED-APRIL2019-106</b></i>	Applying Integrated learning and Psychological Approaches in Teaching Biology to English as Second Language Science Major Students through Integration of Western Curriculum into Thai Ministry of Education Biology Core Curriculum	Ajchara Aksomboon Vongsawan
<i><b>BSED-APRIL2019-107</b></i>	The influence of the Line Social Media Application in Thai Communications	Nualmorakot Taweethong
<i><b>BSED-APRIL2019-109</b></i>	Development of Speaking Skills on Literature about Khun Chang Khun Phaen, Episode Khun Chang Tawithika by Using Role-Playing Activities Based on Communicative Language Teaching (CLT) for Grade 12 at the Demonstration School of Suan Sunadha Rajabat University	Bualak Petchngam
<i><b>BSED-APRIL2019-112</b></i>	The analysis of user needs in QR code information protection	Kuan-Hsun Lu
<i><b>TKS-449-101</b></i>	Reducing Unemployment Through the Co Operative Movement (A Study of Co-Operative Federation of Anambra State) (Cofas)	Ogbuka Ugochukwu Christian
<i><b>TKS-449-102</b></i>	A Critical Analysis of Buddhist Theoretical Perspective about Global Warming	Dr. Ven. Olaganwatte Chandasiri
<i><b>BSED-APRIL2019-113</b></i>	The Effect of Dwelling Time to Logistic Cost and National Contribution Case Study: TPK Koja Indonesia	Maretha Fitriane Widaasputri
<i><b>BSED-APRIL2019-114</b></i>	Berth Allocation Strategies as Berthing Indicator in Port Performance Case Study: TPK Koja Indonesia	Michael Yulef

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

<i><b>ISITE-APRIL19-102</b></i>	A Low Noise Amplifier design for Low Earth Orbit Satellite	Yen-Ting Lu
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**Lunch Break 12-30 pm to 01-30 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>	BSED-APRIL2019-102A	Dr. Li-Jiuan Chen-Rabich, LL.M	TamKang University, No. 151 Ying -Zhuan Road, Tamshui Dist., New Taipei City, 251 TWN
<b>02</b>	TKM-449-102A	Dr. Wye Yee HERBERT	Pregnancy Advisory Centre The Queen Elizabeth Hospital 21 Belmore Tce, Woodville Park, South Australia 5011, Australia

## DAY 02 Sunday (April 28, 2019)

### **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 Trend of EU Investment Protection Policy

Hsun (Lydia) Chao\*

**Abstract** In response to the criticism and inadequacy of the conventional investor-state dispute settlement mechanism (ISDS) included in free trade agreements (FTA), the European Commission aims to develop a progressive investment policy in cooperation with other nations to establish a fair international rule-based legal order and make sure all global actors are on level playing field. To achieve this, in its September 2017 Communication, A Balanced and Progressive Trade Policy to Harness Globalisation, the European Commission proposes a package of initiatives in which it includes the proposal to replace the traditional ad hoc arbitration model with a Multilateral Investment Court (MIC), which will be an innovation in the international investment sphere. To gain an insight into this new regime for foreign investment dispute settlement, using provisions regarding investment court concluded in the Comprehensive Economic and Trade Agreement (CETA) and the EU-Singapore Free Trade Agreement (EUSFTA) as examples, this thesis is set out to examine the scope of the EU competence over investment dispute settlement, identify the strengths and weaknesses of the traditional dispute settlement mechanism and the newly proposed method, and evaluate EU's actions to reform policies in the field of investment protection.

**Keywords:** Trend, Investment Protection, Commission

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# The Central Role of the Ecological Self in Education for Sustainability: Building a Theoretical Foundation for the Practice of Higher Business Education for Sustainability

Kazutoshi Yoshino\*

**Abstract** The purpose of this study is to develop a theoretical framework for the ecological self as a base of higher business education for sustainability (HBEfS) and develop a model of practice for HBEfS. My hope is that this theoretical framework for HBEfS is used to develop the capacity of business and management educators to enhance their students' capacity to promote sustainability. In this way, this research contributes to the theoretical foundation of higher business education for sustainability that assist learners of business education in transforming their values toward sustainability. In light of environmental virtue ethics, the value of the individual capacity can be acknowledged as an essential foundation for individuals to promote sustainability in their practice (Sandler, 2005). Higher education has a vital role in the development of individuals' capabilities and potential for achieving their personal and social goals that are incidental to developing society and nations. However, higher education can be considered a primary factor in an unsustainable future based on the market-oriented values promoted in the learning (Orr, 1991/1996). The contents of higher business education are observed in its emphasis on developing the analytical capacities of individuals but with less focus on internal values of individuals (Arieli, Sagiv & Cohen-Shalen, 2016). Thus, this study aims to reorient the dominating approach to business education that tends to promote those economic and analytical values in learning. The significance of this study is to propose a reorientation of HBEfS in its learning contents and purpose so that it can assist learners in realizing their potential to act for a sustainable future. For this purpose, this study chooses to employ the philosophical ideas of the ecological self integrated into the educational approach to HBEfS. The ecological self has been developed mainly in philosophical arguments (e.g., Drengson & Inoue, 1995; Drengson & Devail, 2008; Drengson & Devail, 2010;), but there has been a limited attempt to develop it through education (Wang, 2016). Therefore, the significance of this study lies in its unique and specific attempt to examine the current educational approaches used by higher business educators for sustainability and in the development of a theoretical framework for such praxis based in the ecological self.

**Keywords:** Education for sustainability, Higher business education, Ecological self

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# **Applying Integrated learning and Psychological Approaches in Teaching Biology to English as Second Language Science Major Students through Integration of Western Curriculum into Thai Ministry of Education Biology Core Curriculum**

Ajchara Aksomboon Vongsawan\*

**Abstract** The purpose of this study is to integrate western curriculum into English Placement Programs at high school levels offered in government and private institutions in countries such as Thailand where English is not the primary language. These programs require English as the medium in transferring core subjects (English, Science, Math) and selected requirements such as Social Studies, History, Religion, Art, and Computer to predominately English as Second Language (ESL) students. This challenges educational institutions at the ESL educator level to continually improve techniques and tactics in transferring their specific subjects. In this study, lectures taught from US undergraduate university level biology textbook combined with integrated learning and psychological approaches fulfilling the core standard required by Thailand's Ministry of Education to study three consecutive years of biology at high school level for science major students from grades 10 to 12. This study was performed at the Demonstration School of Rajabhat Suan Sunandha University with the intent of building a strong biology foundation in English and inspiring students preparing for university level studies. Observed results from two progressive years from 2017-2018 academic year exhibited students' proficiency to understand the biology content taught in English through students' class performance in class interaction and discussion, online research on performing laboratory experiment and write preliminary scientific reports prior to instructor's teaching of experiment procedures and before entering laboratory to perform experiments, assignments in mind mapping format, PowerPoint presentation in groups, and outlines or mind mapping format of extra credit assignments of topics covered in exams.

**Keywords:** Western curriculum, Thai government curriculum, English Placement Program, English as a Second Language (ESL), Integrated learning and Psychological

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Demonstration School of Suan Sunandha rajabhat Suan Sunandha Rajabat University  
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# The influence of the Line Social Media Application in Thai Communications

Nualmorakot Taweethong\*

**Abstract** The purpose of this research is to present the influence of the social media platform, LINE within Thailand, which is an application created for communication and social networking by the Japanese Line Company, a subsidiary of Korean Naver Corporation. Line has exerted a disproportionate influence on communications in Thailand since 2012, with an exponentially increasing user base that has placed Line as the second most positively mentioned brand within Thailand as reported by You Gov's Brand Index. Line Thailand is the second largest subsidiary and lucrative market for the Line application after Japan, with over 42 million users, a penetration rate of 83% of mobile users within the country. Thai Line users also display divergent behaviour from users in other markets, spending 84 minutes per day on average using the app and receiving 52% more messages, 114% more pictures, 85% more videos and 52% more stickers per day than users in other markets, reflecting the unique usage of the application within Thailand. In addition to personal use, both the public and private sectors of Thailand have embraced the Line application and use it to facilitate their productivity and value creation. Further, as line expands into further digital medias and facilitating payments Line will increasingly permeating even more facets of Thai life. This paper aims to examine the divergent behaviour of Thai Line users compared to other global markets, as well as examining related consumer law that governs the Line platform. The research will consist of qualitative primary research aimed at understanding how and why Line has dominated the Thai social media ecosystem by interviewing users, entrepreneurs and other stakeholders. The result has found that many features of the line application such as stickers, text-to-speech functions, large group chats, integration of payment platforms and user generated content have especially appealed to Thai consumers and their social and expressive needs and social dynamics compared to other platforms.

**Keywords:** Huge Heavy Motorbikes, Brand Image, Product Attributes, Lifestyle, Consumers' Purchasing Behavior

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Mobile Application Online communication, online business in Thailand

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# **Development of Speaking Skills on Literature about Khun Chang Khun Phaen, Episode Khun Chang Tawithika by Using Role-Playing Activities Based on Communicative Language Teaching (CLT) for Grade 12 at the Demonstration School of Suan Sunadha Rajabat University**

Bualak Petchngam \*

**Abstract** The purposes of this study was to compare pre-and post- test skills achievement of speaking from the literature Khun Chang Khun Phaen, Episode Khun Chang Tawithika before and after using role-playing activities based on Communicative Language Teaching (CLT). The samples consisted of 24 twelfth grade students from the second semester of the academic year 2018 at the Demonstration School of Suansunadha Rajabat University. The researcher prepared the lesson plans by using role playing activities based on Communicative Language Teaching (CLT) and the pre and post achievement of speaking skills tested at the end of the program. Data analyses were carried out using percentage, means and average score difference for comparison pre-and post-test. The study showed that the post-achievement of speaking skills was higher than before learning through using role-playing activities show that language teaching for communication was effective in helping students have higher speaking skill achievement.

**Keywords:** Development of Speaking Skills Using Role Playing Activities Based On Communicative Language Teaching

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## The Analysis of user needs in QR code information protection

Kuan-Hsun Lu<sup>1\*</sup>, Shu-Fen Tseng<sup>2</sup>, Pei-Yu Lin<sup>3</sup>

**Abstract** On the market, QR codes are being used to transfer information. In order to protect the important information, currently, the common technique is to use traditional encryption and decryption methods with keys to make QR codes be encrypted. However, traditional encrypt and decrypt techniques are not suitable for protecting information on QR codes, because those QR codes usually been read as encrypted garbled or low-computation mode and become security concerns. In view of the increasing popularity of barcode applications and mobile payments, this study explores the concerns of users about the needs of information protection and perceptions of risk when using QR codes. This study integrates related QR code technologies and emerging technologies with risk perception related theories, use simulation scenarios to design questionnaires to understand user usage requirements. Through data analysis, we can understand the user's demand for QR code in information protection technology, perform factor analysis to obtain risk cognition, security concerns and needs assessment, and conduct a three-factor correlation analysis on user characteristics and usage.

**Keywords:** QR Code, Commercial Marketing, Mobile Payment, Information Security, Risk Perception

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# **Reducing Unemployment Through the Co Operative Movement (A Study of Co-Operative Federation of Anambra State) (Cofas)**

Ogbuka Ugochukwu Christian\*

**Abstract** The research work was conducted to examine how unemployment can be reduced through the cooperative movement (A Study of Co-operative Federation of Anambra State), In the course of this investigation, research objective and hypothesis were formulated. Both primary and secondary data were collected, and data were then presented in a tabular form. Based on the above, the findings on the topic are as follows: Staff/employee of the sampled cooperative are averagely qualified for their various jobs and they are given opportunities for further training by the cooperative societies. Employee of the sampled cooperative are averagely paid with some necessary allowances. Co-operative societies absorb about 35% of school leavers yearly. There is a continuous education both to the members and the whole public. The researcher's recommendations include these: Government should make it compulsory for every establishment to have its own cooperative. Government should set up more cooperative banks to give loans to individuals and groups that are prospecting to establish cooperative. In conclusion the researcher deemed it necessary that every hand must be on desk to encourage the establishment of cooperative enterprises, since it is now obvious that the only option left for us is to adopt the socio- economic model of mutual self-help.

**Keywords:** Unemployment, Cooperative Societies and Co-operative Movement

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# **A Critical Analysis of Buddhist Theoretical Perspective about Global Warming**

Dr. Ven. Olaganwatte Chandasiri\*

**Abstract** Impermanence of the world is a fundamental teaching of Buddhism. The utmost development of wisdom is evident in the life of The Lord Buddha. This kind of enlightenment is beyond modern science and the logical knowledge. According to Buddhism it is the misbehavior of man that devastates the world. Global warming for example, one of the burning problems that the current world faces is mostly human induced. In relevant to this situation many causes are evident and The Lord Buddha before more than 2500 years ago made it clear in ‘sattasuriuggamana sutta’ (anguttara nika:ya 4-426) the emergence of seven suns has a direct relationship to global warming. According to Buddhist teaching the internal decline of man with a craving life (Life with thanha(craving)) directly effects on aggravating global warming. Hence, ‘tripitaka’ is used as the source for this study. For the field survey an environment where people with internal development living with meditation as their daily routine is used and in contrast a different environment where people with internal decline are living is also used to identify the impact of behavior of people on global warming. This study highlights the impact of consuming oriented craving life on global warming and the importance of middle path way of life highlighted in Buddhism to the modern world.

**Keywords:** Global Warming, Buddhism, Fundamental Teaching, Craving Life, Seven Suns

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# **The Effect of Dwelling Time to Logistic Cost and National Contribution Case Study: TPK Koja Indonesia**

Maretha Fitriane Widaasputri<sup>1</sup>, Michael Yulef<sup>2</sup>, Gatot Yudoko<sup>3</sup>,  
Tedy Herdian<sup>4</sup>

**Abstract** Ports have a very important role in maritime logistics. Port metrics and key performance indicators are popular discussion topics at port authorities. One meaningful metric is “dwelling time,” the amount of time a container waits to get picked up at a marine terminal after being unloaded from a vessel, simplified from stacking until the container gate out. To reduce dwelling time, Indonesia’s government conduct the ministerial regulation in PM 25-year 2017 stated the container must be gate out less than three days. The goals the regulation is to reduce dwelling time and increase port’s performance and reduce the logistic cost. This research aims to evaluate factors causing dwelling time and its effect to logistic cost and national contribution. The research conducted at KOJA Container Terminal (TPK Koja) Indonesia. All the result and proposed solution intended as a reference for decision making that will have an impact on sustainability in ports. Port performance measurements are average dwelling time, throughput and truck round time using Value Stream Mapping (VSM) method to evaluate each business process, potential problem and find the way for improvement to increase port’s performance. Logistic cost measurement based on truck zone tariff and national contribution measured by the difference between total trade and logistic cost.

**Keywords:** Dwelling time, port performance, logistic cost, national contribution, Value Stream Mapping (VSM)

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# Berth Allocation Strategies as Berthing Indicator in Port Performance Case Study: TPK Koja Indonesia

Michael Yulef<sup>1\*</sup>, Maretha Fitriane Widaasputri<sup>2</sup>, Gatot Yudoko<sup>3</sup>,  
Tedy Herdian<sup>4</sup>

**Abstract** A berth as an important infrastructure in the port and an initial role in the operation of container terminals. Before ship arrival, a berth has to be allocated to the ship. Berth allocation ideally should be done one month before the arrival of the first containers dedicated to this ship. In the last decade, several research related of these issues had been conducted particularly in the berth allocation problem. In KOJA Container Terminal (TPK KOJA) Indonesia case, variability of unpredictable berthing allocation will impact the port performance especially for number of containers, ship arrival time and handling time that causes the difference between the schedule planned and actual berthing time. These gaps reduces productivity due to loading and unloading time also decreasing of throughput which affects the operational costs for shipping lines and terminal operators itself. Strategies is considered as scenario through planning on classification of ship indicator that will be arrived in port based on number of containers, ship size, dock length, and number of cranes that impact of operational costs. The aim of developing the model is to optimize the productivity of berth and cranes which reduce total handling time so that the performance of container terminals can increase.

**Keywords:** Berthing Indicator, Berth Allocation, Port Performance, Operational Cost

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

# A Low Noise Amplifier design for Low Earth Orbit Satellite

Yen-Ting Lu<sup>1\*</sup>, Jeng-Rern Yang<sup>2</sup>

**Abstract** This paper presents a low noise amplifier (LNA) for Low Earth Orbit Satellite at 10.7GHz to 12.7GHz in TSMC 0.18  $\mu\text{m}$  CMOS technology. The proposed LNA consists of a three-stage structure. The first stage employs an Inductive degeneration. The Inductive degeneration technique is used to make the noise circle and the gain circle overlap. It can have better noise reduction. The second stage employs a cascade to enhance the power gain. The third stage employs NMOS Enhancement Load technique to match  $50\Omega$  more easily. The simulation result indicated that the circuit exhibited a power gain of 20 dB, and the NF is less than 2.8dB. The power consumption is 35.3 mW at an operation voltage of 1.8V.

**Keywords:** Low Power, CMOS, LEO, Low Noise Amplifier.

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## Scientific Board

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## Upcoming Events

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

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

<https://tarij.com/smbia-sep-2019/>

<https://tarij.com/rbesh-oct-2019/>

## Venue



**Hotel Mystays Ochanomizu  
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**Tokyo Japan**

