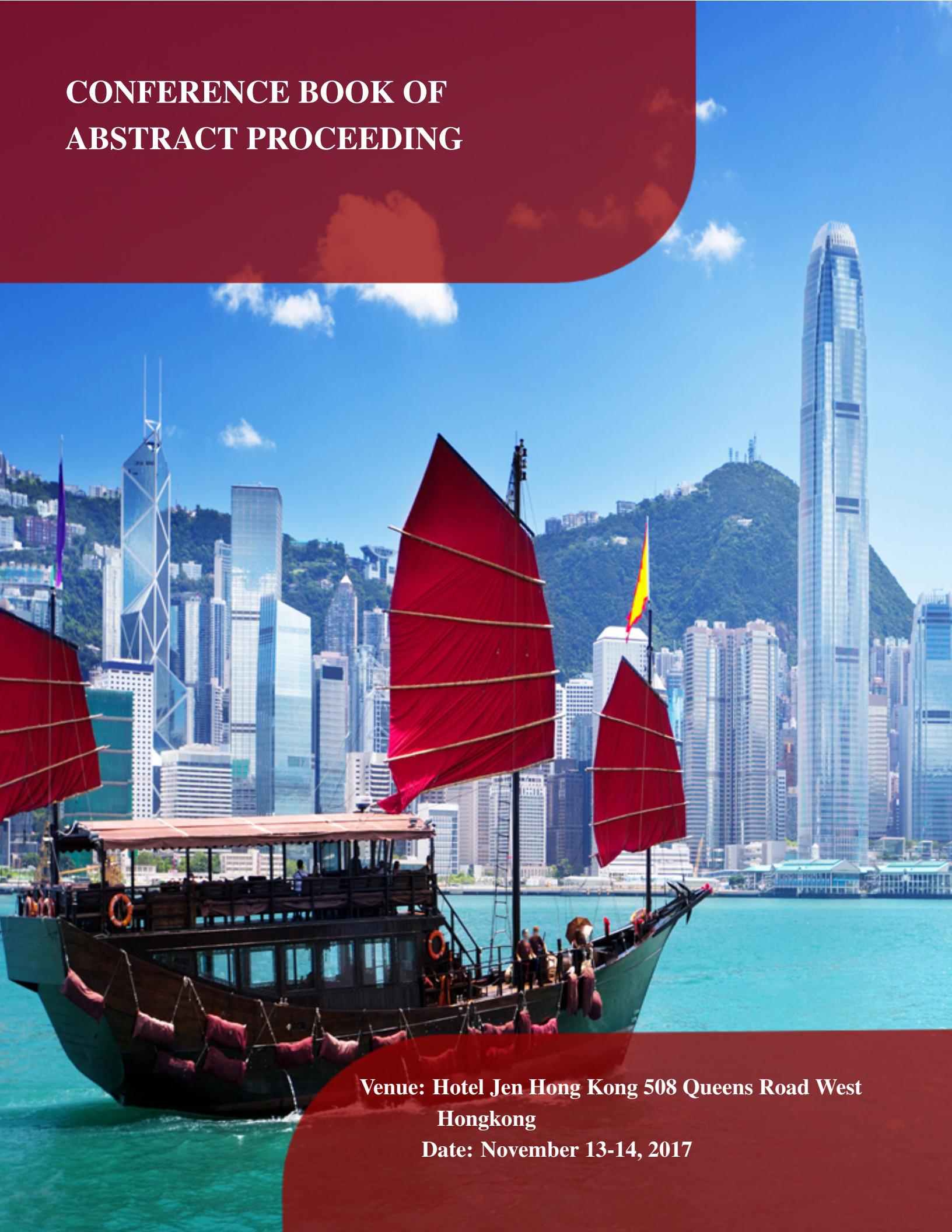


CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Hotel Jen Hong Kong 508 Queens Road West
Hongkong
Date: November 13-14, 2017**

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Book of Abstracts Proceedings

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CONFERENCE TRACKS

- Social and Community Studies
- Arts
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CONFERENCE CHAIR MESSAGE

Dr. Vincent

“International Conference of Akademika Nusa Internasional” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Vincent

Conference Chair

Email: Conferencechair.ani@gmail.com

CONFERENCE SECHDULE

ANISSH-AF-CFAR-2017

Venue: Hotel Jen Hong Kong 508 Queens Road West, Hong Kong

Time: Registration & Kit Distribution (09:00 - 09:30 am)

Day: Monday

Date: November 13, 2017

Venue: Room 1

09:30 am - 09:40 am	Introduction of Participants
09:40 am - 09:50 am	Key Note Speech: Ava Clare Oclarit Robles
09:50 am - 10:00 am	Grand Networking Session

Tea/Coffee Break (10:00 - 10:30 am)

DAY 01 Monday (November 13, 2017)

First Presentation Session (10:30 am - 12:00 pm)

Venue: Room 1

Session Chair: Dr. Vincent

Key Note Speaker: Ava Clare Oclarit Robles

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name	Manuscript Title	Paper ID
Andy Cheong Leung Yeung	The Social Dimension of Business Analytics: The Moderating Effect of Stakeholder Relationships on Big Data and Firm Efficiency	HKS-2117-101
Frederik Hertel	Turning Leadership into a Profession	MBSHR-117-ANI101
Ava Clare Oclarit Robles	Development and Validation of Mathematics Video Tutorials for 21st Century Secondary Learners	CRBMT-NOV-HK102
Chi Ying Chen	See me on LINE: Examining Individuals Psychological and Social Predictors for the Addictive use of Social Mobile Apps	CRBMT-NOV-HK103

Lunch Break:(12:00 pm - 1:00 pm)

Pei Gao	A Simulation Study for the Coils of the Transcranial Magnetic Stimulation	MBEAR-117-CEAS103
Yang An	Recognition of Preterm Labor Base on Electrohystero-gram	MBEAR-117-CEAS104
Anran Wang	Multifactorial Prediction Model for Hypertensive Disorder Complicating Pregnancy	MBEAR-117-CEAS106
Ying Wang	Effects of Handgrip Force, Muscle Fatigue on the Causality between EEG and EMG Signals during Handgrip Task	MBEAR-117-CEAS107
Qiang Zhang	Analysis of Fetal Heart Rate Characteristic Parameters	MBEAR-117-CEAS109

Tea Break & Ending Note: (02:30 02:45 pm))

Participants Registered As Listener

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

Official ID: MBSHR-117-ANI104A

Doocheol Moon
Yonsei University, Korea

Conference Day 02 (November 14, 2017)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.

TRACK A
BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES

The Social Dimension of Business Analytics: The Moderating Effect of Stakeholder Relationships on Big Data and Firm Efficiency

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Keywords: Social Relationships, Business Intelligence, Operational Efficiency

Business analytics have become an increasingly important topic in the business community. Traditionally, researchers in this area focus on the technical aspects of business analytics to understand how firms can make use of the large volume of data within the organization (operational figures) and outside the organizations (e.g., social and economic data). However, in the actual adoption of business intelligence systems, firms often find it difficult to obtain useful and reliable data for such purpose. Drawing from the social capital theory, we examine how stakeholder relationships can possibly be a moderating factor between the use of big data and firm efficiency improvements. The finding may be of useful for manufacturers in the Pearl River Delta (PRD) region, which are actively upgrading their operational capability.

Turning Leadership into a Profession

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Keywords: Leadership, Leader Profession, Professional Leaders

Can leadership develop to a profession identical with, or at least comparable to, the professions of e.g. nurses, blacksmiths, physiotherapists etc.? This is the question will be addressed in the following conference paper. Before dealing with the question we should probably emphasize that we, despite of being employed at a Business School, agree with Mintzberg (2013) and reject the idea that leadership is a profession. Among the number of reasons for not accepting leadership as a profession is, cf. Barker (2010), the missing code of ethics. One could probably be right while claiming that students at Business schools actually share some common values but they clearly seem to differ from the values of professionals, cf. Podolny (2009), by being short-sighted and not leading towards a better world. Vedel & Thomsens (2017) studies of different university majors indicates that freshmen at business schools have a higher tendency of the Dark Triad (narcissism, psychopathy, and Machiavellianism). The lack of longitudinal studies means (cf. Vedel & Thomsen 2017) that we cannot clarify whether such tendencies are actually developing during studies. However, instead of outlining well-known reasons for not considering leadership as a profession we would like to turn the question up-side-down and focus on two slightly different research questions: is management an immanent and latent aspect of professions and could this actually be a key difference between profession and leadership? Inspiration for these research questions is found in e.g. Foucault (2009), Cleary (2004, p. 72) and Lave & Wengers (2003, p. 58) short remark on management in professions. In order to answer these questions, we include a case study based on participatory observation conducted in an organization during a period of 6 month. The case study involves a new leader in charge of a group of profession practitioners. The leader describes own leadership as a profession comparable to those presented by the practitioners. The practitioners reject this comprehension of leadership and long for a fellow practitioner to take control with the organization. When asked, the practitioners are actually unable to describe how a practitioner should develop the skills and competences required for managing a group of practitioners. After dealing with management as an immanent and latent aspect of professions and discussing whether this could be one of the key differences between profession and leadership we hope to offer an answer to the question: what would it take to turn leadership into a profession, and thereby enable future leaders to meeting the challenges of leading organizations of practitioners?

Development and Validation of Mathematics Video Tutorials for 21st Century Secondary Learners

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Keywords: Curriculum Guide, Development and Validation, Mathematics Video Tutorials, General Santos City,

Despite the technological advancement, achieving proficiency in solving Mathematics problem is still a common problem in public schools. To address this need, the intergration of ICT through Mathematics video tutorials were developed and validated for public high school students. This study used Research and Development (R and D) design. The skills included in the video tutorials were identified using the K-12 Curriculum Guide. The developed video tutorials underwent validations from forty-five (45) Mathematics experts. Based on the ratings of the validators, the video tutorials were highly appropriate and highly adequate. It is also considered highly relevant, efficient, and usable. This finding showed that the developed videos were acceptable to a high extent. Hence, it can be concluded that these video materials were substantial, which may help improve students computation skills. Therefore, the developed video tutorials may be used as instructional materials, remediation and enhancement activities of the 21st Mathematics teachers here or abroad.

See me on LINE: Examining Individuals Psychological and Social Predictors for the Addictive use of Social Mobile Apps

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Keywords: Social Mobile App: Online Addiction, Smartphone, Social Media

Both smartphone and social media have been concerned as the host for online addictive behaviors, and many research efforts have been focused on the relationship between psychological factors and addictive usage of either smartphone or social media. By collecting data of a large sample, this study investigated the relative contribution of both psychological and social factors in predicting addictive usage of the social mobile app LINE, which characterizes both smartphone and social media, and has become the most popular app in Taiwan. Research results show self-esteem and social skill predict negatively, and subject norms and social identity predict positively for addiction. These results illuminate the psychological and social characteristics of people inclined to get addicted to the social mobile app. They are eager to obtain others approval; they long for the sense of belonging and a satisfying relationship with others, but they probably lack or neglect of the consensus for into the group due to their deficiency in self-esteem and social skill. This research adds significance to the literature by extending an existing theoretical model to study a new phenomenon. In addition, the finding might be beneficial for prevention for affected individuals. To avoid addictive behaviors of mobile social activities, both family and school education should focus more on the cultivation that strengthens social skills and characteristics for integrating into a social life.

TRACK B

***ENGINEERING and TECHNOLOGY, COMPUTER, BASICS AND
APPLIED SCIENCES***

A Simulation Study for the Coils of the Transcranial Magnetic Stimulation

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Keywords: Transcranial magnetic stimulation; Coil; COMSOL Multiphysics; SEMCAD X.

Transcranial magnetic stimulation (TMS) has been attempted to treat nerve and mental disease, which can regulate the central excitability, and enhance the ability of the center to transmit excitability. This study aimed to design a new type of coil for the TMS, which can stimulate the cerebral cortex with good focusing property and electric field intensity. The single-turn circular coils and figure-8 coils with the diameter of 40mm, and the circular coils with the different diameter (30mm/40mm/50mm) were designed to compare the impact of coil shape and size on the focus ability and stimulation depth, respectively. Then, the distribution of the coil induced electric field in the realistic human model was computed by COMSOL Multiphysics and SEMCAD X. The impact of coil shape and size on the focus ability and stimulation depth of the TMS coils were analyzed. The result showed that the induced electric field had the focused enhancement effect at the two circle tangents of the figure-8 coil, when the power was same, the maximum intensity of induced electric field of the figure-8 coils was twice as high as the circular coil. Besides, the induced electric field intensity of the circular coil for the diameter of 30mm was the minimum (1.4×10^{-3} V/m), but the focus ability was the best, and for the diameter of 50mm was the most intense (2.0×10^{-3} V/m), but the focus ability was the worst, indicating that smaller circular coils produced higher focus ability and lower intensity of induced electric field. It is therefore concluded that the figure-8 coils increased the intensity of the induced electric field, and improved the focus ability, indicating that it could be stimulate the cerebral cortex more effectively.

Recognition of Preterm Labor Base on Electrohysterogram

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³Pei Gao,⁴Ying Wang

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Keywords: Electrohysterogram, Feature extraction, Preterm, Chaos theory, Recognition

The electrophysiological measurement of uterine activity on pregnant womens abdomen is referred to as Electrohysterogram(EHG). It represents the electrical activity triggering the mechanical contraction of the myometrium and has been demonstrated to be representative of the uterine electrical activity recorded internally. EHG signals from the Term-Preterm ElectroHysteroGram DataBase (TPEHG DB). Records before the 26th weeks of gestation are defined as early ad during or after the 26th weeks are defined as late. 38 term records (19 in early and 19 in late) and 38 preterm records (19 in early and 19 in late) were studied. The method of feature extraction of EHG signal based on linear and no-linear analysis was presented. The features are extracted in frequency domain, wavelet packet transformation, the correlation and coherence coefficient between different channels of EHG signal, parameters from AR model, Lyapunov exponent, sample entropy and correlation dimension are extracted. Features from TPEHG four types records are classified by support vector machine. When using SVM model to identify, 60%,70% and 90% of total data set are selected as training set, respectively. The remaining data are used as the corresponding test set. The result show features of EHG includes mean frequency, maximum of wavelet coefficient, coherence coefficient between 1 and 3 channel, parameters from AR model and sample entropy have significant difference($p < 0.05$). The study in complexity of EHG with two features of chaos theory indicates that the complexity of EHG in early period (gestational week; >26) is greater than in late period (gestational week; <26) which indicates the function of uterine activity will decrease with the increase of uterine movement. The classification results show that the average of recognition rate is up to 79% in term and preterm late group. This study provides a reference for identification of preterm labor by EHG and has important clinical application prospects.

Multifactorial Prediction Model for Hypertensive Disorder Complicating Pregnancy

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³ PEI GAO

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Keywords: Hypertensive Disorder Complicating Pregnancy, Risk factors, Multifactorial prediction model, Binary logistic regression, ROC Analysis

This study aimed to investigate the clinical epidemiological factors, hemodynamic factors and biochemical factors that could possibly predict the hypertensive disorder complicating pregnancy (HDCP). 751 pregnant women were recruited including 102 that developed gestational hypertension (GH), 100 that developed mild preeclampsia (mPE) and 92 that developed severe preeclampsia (sPE), and 457 healthy subjects without any disease were the control. The risk factors evaluated included clinical epidemiological parameters (age, body mass index (BMI), gravidity, parity, history of spontaneous abortion, history of diabetes mellitus, history of HDCP and familial history of hypertension), hemodynamic parameters (total peripheral resistance (TPR), cardiac index (CI) and radial pulse waveform area K), and biochemical parameters (hematocrit (HCT), platelet count (PLT), mean platelet volume (MPV)). Binary logistic regression was used to determine the predictive value of the parameters and to build a prediction model. The predictive value was assessed by using receiver-operating characteristic (ROC) analysis. Nine risk factors of BMI (OR 5.079), multiple pregnancy (OR 8.679), history of spontaneous abortion (OR 4.238), history of HDCP (OR 9.718), K (OR 3.002), TPR (OR 9.809), HCT (OR 1.02 0.563), PLT (OR 1.954) and MPV (OR 4.602) were involved in the final model after multivariable analysis. The area under the ROC curve of this model was 0.841 (95% CI, 0.810-0.872). The maximum cut-off value was $P=0.4$, $P_{\geq 0.4}$ was positive and $P_{< 0.4}$ was negative. The specificity of this model was 81.84%, sensitivity was 74.15%, positive predictive value was 71.43%, negative predictive value was 83.11% and accuracy was 78.83%. In conclusion, the multifactorial prediction model with clinical epidemiological factors, hemodynamic factors and biochemical factors could effectively identify the pregnant women at a high risk for developing to HDCP.

Effects of Handgrip Force, Muscle Fatigue on the Causality between EEG and EMG Signals during Handgrip Task

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Keywords: Electroencephalography (EEG), Electromyogram (EMG), Granger causality; Maximum voluntary contraction (MVC), Handgrip task.

The causality of the cortical muscle signal can be used to reflect the flow direction between the cerebral cortex and the muscle cortex which frequency spectrum analysis would explain them. The aim of this study was to quantitatively investigate the effects of handgrip force, muscle fatigue on the causality between electroencephalography (EEG) and electromyogram (EMG) during handgrip task. EEG signals were recorded by a BIOSEMI Active Two system with Pin-Type active-electrodes from 18 healthy subjects; at the same time, SEMG signals were recorded on the anterior deltoid using a YJ-01 medical electronic experimental box during handgrip task (subject held the pressure sensor with the right hand when he had a standard sitting posture.) with three different maximum voluntary contraction (MVC) on the palm (their order was 75%MVC, 50%MVC, 25%MVC between subjects). At first, the MVC of every subject was tested. Then the hand maintained 75%MVC until the grip of subject decreased 80%current MVC out of control that the 60%MVC ($80\% * 75\%=60\%$) and less than 60%MVC were regarded as fatigue status. The subject lasted 10s fatigue status and then was given a five-minute resting between different MCVs. The causality between EEG from C3 and EMG was calculated and analyzed. An adaptive binary regression model of time series was established firstly. The threshold value of the trusted interval was 0.0593 for the coherence function of 50ms length of data. Therefore, the presence of Granger Causality was used to create a time window (50ms). The value greater than the threshold was considered as meaningful causality, or it was 0. The causality between EEG and EMG was not significant difference (all $p < 0.05$) between different MVCs. In conclusion, the motor cortex controls the upper limb muscles through the high frequency band (35-50 Hz); the upper limb muscle feed back to the brain through the low frequency band (3-35 Hz).

Analysis of fetal heart rate characteristic parameters based on fECG technology

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Keywords: EFT; fECG; Fetal Heart Monitor; Holter Monitor.

Currently, Electronic fetal monitoring (EFM) is most widely used in clinical obstetrics intrauterine monitoring and it is an important way to understand the intrauterine fetal situation and fetal reserve capacity. EFM has an important influence on predicting the occurrence of fetal distress or judging high-risk fetal's situation. Nowadays, antenatal fetal heart rate (FHR) monitoring techniques mainly include ultrasonic Doppler method, magnetocardiogram and abdominal fetal ECG method. The advantages of ultrasonic doppler method are economy and simple operation which makes the method is widely used in clinic, while the limitations of the doppler technique let the pregnant woman neither move, nor take long time monitoring (20 to 40 minutes), so it will ignore many important fetal potential information. With the aid of fECG fetal heart monitor, pregnant women can move freely and the monitoring time can prolong to 24 hours, which is the international forefront method of advanced fetal heart monitoring. This study based on the technology of fECG maternal-fetal Holter monitor to gather mother heart rate, FHR and uterine contraction, then design algorithm to extract the baseline heart rate, acceleration, variation, sleep-wake cycle and nonlinear parameters. Using statistical methods to analyse continuous monitoring FHRs various characteristic the mean and range of parameters. The results show that the baseline with a downward trend from 10 p.m. to 4 a.m. and the lowest around 2 a.m. Normal fetal acceleration area and time significantly higher than the suspicious fetus. However, there was no significant difference of acceleration times between two groups. Normal group small variation ratio is lower than suspicious group while moderate variation ratio is higher than suspicious group. Besides, normal fetal quiet sleep time length is also less than suspicious group of fetus.

A Simulation Study for the Coils of the Transcranial Magnetic Stimulation

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Corresponding Email: 1527014351@qq.com

Keywords: Transcranial magnetic stimulation; Coil; COMSOL Multiphysics; SEMCAD X.

Transcranial magnetic stimulation (TMS) has been attempted to treat nerve and mental disease, which can regulate the central excitability, and enhance the ability of the center to transmit excitability. This study aimed to design a new type of coil for the TMS, which can stimulate the cerebral cortex with good focusing property and electric field intensity. The single-turn circular coils and figure-8 coils with the diameter of 40mm, and the circular coils with the different diameter (30mm/40mm/50mm) were designed to compare the impact of coil shape and size on the focus ability and stimulation depth, respectively. Then, the distribution of the coil induced electric field in the realistic human model was computed by COMSOL Multiphysics and SEMCAD X. The impact of coil shape and size on the focus ability and stimulation depth of the TMS coils were analyzed. The result showed that the induced electric field had the focused enhancement effect at the two circle tangents of the figure-8 coil, when the power was same, the maximum intensity of induced electric field of the figure-8 coils was twice as high as the circular coil. Besides, the induced electric field intensity of the circular coil for the diameter of 30mm was the minimum (1.4×10^{-3} V/m), but the focus ability was the best, and for the diameter of 50mm was the most intense (2.0×10^{-3} V/m), but the focus ability was the worst, indicating that smaller circular coils produced higher focus ability and lower intensity of induced electric field. It is therefore concluded that the figure-8 coils increased the intensity of the induced electric field, and improved the focus ability, indicating that it could be stimulate the cerebral cortex more effectively.

”Integration of Production and Wood Timber Processing As A Solution to the Development of Community Forest Enterprises”

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Keywords: Community Forest, Organization, Behavior, Stakeholders

Community forest has played an important role in supplying the needs of wood timber for the forest industry, meeting the needs of rural community and increasing income by 10% and 12.5% of employment absorption in West Bogor area. One of the ideas for the development of community forest enterprises is through the integration of production and wood timber processing. This research was conducted to examine the integration of timber production at the farm level with timber processing at the industrial level which was carried out for two years. The objectives of the research are : to analyze the sustainability of forest and community forest enterprises, stakeholders behavior, transaction costs, and effectiveness of community forest management. Primary data collection is done through structured interview using questionnaires, Focus Group Discussion (FGD) and purposive sampling method. Analysis of forest and community forest enterprises sustainability use a balance approach between Supply (XS) and Demand (XD) equipped with analysis of transaction costs. The results showed that in West Bogor area there was a considerable wood deficit of 600% or 6-fold, production (Supply) is 18,919.21 m^3 /year and demand of wood industry raw material (Demand) is 106.310 m^3 /year. Community forestry efforts will be sustainable due to the high demand for timber, but the wood processing industry tends to be unsustainable due to the huge raw material deficits. The solution to this problem is to increase the production of smallholder timber through the application of good silvicultural practices and utilization of potential land in the village.

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