# TABLE OF CONTENTS

- **SCIENTIFIC COMMITTEE**
  - 4

- **ORGANIZING COMMITTEE**
  - 5

- **CONFERENCE TRACKS**
  - 6

- **CONFERENCE CHAIR MESSAGE**
  - 7

- **CONFERENCE SCHEDULE**
  - 8

- Participants Registered As Listener/Observer
  - 10

- **TRACK A**
  - 12

  - **BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES**
    - 12

  - R&D Investment and Firm Performance in China: Pattern and Regional Heterogeneity
    - 13

  - A Study of the Transactional Leadership and Employee Lifelong Learning-Using Prove Orientation as Mediators
    - 14

  - Exploring the relationship between professional functions and customer recommendation willingness - customer satisfaction as an Mediating Effects
    - 15

  - Traditional Ecological Knowledge and Weather Prediction of Sumi Tribe of Nagaland, North East India
    - 16

- **TRACK B**
  - 17

  - **MEDICIAL MEDICINE AND HEALTH STUDY**
    - 17

  - Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human
    - 18

- **UP COMING EVENTS**
  - 19
Book of Abstracts Proceedings

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HongKong | December 15-16, 2018
Whats App Contact: 00971-56-2448120
<table>
<thead>
<tr>
<th>Name</th>
<th>Institution and Location</th>
<th>Name</th>
<th>Institution and Location</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Beijing Jiaotong University, China</td>
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<td>Tokyo University of Science, Japan</td>
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<tr>
<td><strong>Prof. Yifei Chen</strong></td>
<td>China Agricultural University, China</td>
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CONFERENCE TRACKS

- Accounting and Financial Information Systems
- Business Strategy and Information Technology
- Management Information System
- Information Systems Planning and Management
- E-Commerce and E-Government
- Information Economics and Management
- Public Administration
- Humanities
- Interdisciplinary Studies
- Social Sciences
- Sociology
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Paramedical Sciences
- Biological and Life sciences
- Paramedical Sciences
- Communication Studies
- Environmental Studies
- Civil Engineering
- Bio-Technology & Food Technology
- Information Systems and Decision Support,
- Marketing Management in SME sector
- Computer Sciences
- Software Engineering
- Human Resource Management
- Interdisciplinary
CONFERENCE CHAIR MESSAGE

Wei Wang

“Chinese Foundation for Academic Researchers” is a platform to promote scholarly knowledge sharing between international scholars and Chinese researchers. This platform shares interests in social life and theory and social-scientific methodologies in this modern world. The foundation is intended to bridge linkages between Chinese academic institutions and international scholarly community for better societal outcomes. These linkages will help Chinese universities and students to learn international practices while providing opportunity to get familiar with Chinese culture, art, history and knowledge domains.

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.

Wei Wang
Conference Coordinator
Email: wei@chinasymposiums.com
CONFERENCE SCHEDULE

CFAR-2018

Venue: Grand View Hotel, Hong Kong

Time: Registration & Kit Distribution (09:00 - 09:30 am)
Day: Saturday
Date: December 15, 2018

Venue: Room 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:30 am - 09:40 am</td>
<td>Introduction of Participants</td>
</tr>
<tr>
<td>09:40 am - 09:50 am</td>
<td>Inauguration and Opening address</td>
</tr>
<tr>
<td>09:50 am - 10:00 am</td>
<td>Grand Networking Session</td>
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</tbody>
</table>

Tea/Coffee Break (10:00 - 10:30 am)
### Track A: Business, Social Sciences and Humanities

<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Manuscript Title</th>
<th>Presenter Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSSM-DEC18-HK-103</td>
<td>R&amp;D Investment and Firm Performance in China: Pattern and Regional Heterogeneity</td>
<td>Youxuan Xu</td>
</tr>
<tr>
<td>DSSM-DEC18-HK-103C1</td>
<td>R&amp;D Investment and Firm Performance in China: Pattern and Regional Heterogeneity</td>
<td>Xiangyu Zeng</td>
</tr>
<tr>
<td>DSSM-DEC18-HK-103C2</td>
<td>R&amp;D Investment and Firm Performance in China: Pattern and Regional Heterogeneity</td>
<td>Yu Li</td>
</tr>
<tr>
<td>DSSM-DEC18-HK-104C</td>
<td>A Study of the transactional leadership and Employee Lifelong Learning-Using Prove Orientation as Mediators</td>
<td>Yu-Hsia Ho</td>
</tr>
<tr>
<td>DSSM-DEC18-HK-106</td>
<td>Exploring the relationship between professional functions and customer recommendation willingness - customer satisfaction as an Mediating Effects</td>
<td>Liao, Dang-Hsun</td>
</tr>
<tr>
<td>DSSM-DEC18-HK-110</td>
<td>Traditional Ecological Knowledge and Weather Prediction of Sumi Tribe of Nagaland, North East India</td>
<td>Alino Sumi</td>
</tr>
</tbody>
</table>

### Track B: Medical, Medicine & Health Sciences

<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Manuscript Title</th>
<th>Presenter Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIN-1128-105M</td>
<td>Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human</td>
<td>Zakiah Samori</td>
</tr>
</tbody>
</table>

### Closing & Lunch Break: (12:00 pm - 01:00 pm)
Participants Registered As Listener/ Observer

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

Official ID: HON-2128-101A
Associate Professor Michael Anthony McDonough
Adelaide University, Adelaide, Australia
Conference Day 02 (December 16, 2018)

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

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES
R&D Investment and Firm Performance in China: Pattern and Regional Heterogeneity

1*Youxuan Xu, 2Zeng Xiangyu
3Yu Li
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3Harvest Christian Academy School
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Keywords: R&D investment, Firm Performance, Regional heterogeneity

There are many factors that could affect firm performance. This paper investigates the relationship between R&D investment and firm performance. We divide the investment into internal and external based on its sources, and discuss the effects on firms from different geographies. We used data from the National Bureau of Statistics to look for patterns in the data and use the regression models to find the quantification of the relationship between the data. The principle of the research is that the higher the correlation coefficient, the stronger the relationship between the factor with the firm performance. According to the primary data from 2009 to 2015, we find that on the national scale, the internal expenditure of R&D investment is significantly positively correlated with corporate performance of large-scale industries, with a regression coefficient of 0.2751; while the effect does not exist for external expenditure of R&D investment. We then explore regional heterogeneity of this relationship by dividing our sample into western, central and eastern regions according to demographic location. Specifically, in the eastern region, the internal expenditure of R&D investment is significantly positively correlated with corporate performance with a regression coefficient of 0.5824; in the central region, the external investment is significantly negatively correlated with corporate performance, with a regression coefficient of -0.2929; in the western region, the internal investment is significantly positively correlated with corporate performance, with a regression coefficient of 0.2627. We thus conclude that the R&D investment is important to the firms performance, but this effect is different for internal and external investment over different regions. The internal investment is more significant in eastern areas, less significant in the west, and not significant in the central. This means the internal expenditure of R&D investment is more efficient in eastern and western areas at improving firm performance.
A Study of the Transactional Leadership and Employee Lifelong Learning-Using Prove Orientation as Mediators

Yu-Hsia Ho, Shieh-Liang Chen, Ting-Hao Hsieh

1,2Department of business administration, Asia University, Taiwan, R.O.C
3Hsiupin University of Science and Technology, Taiwan, R.O.C
Corresponding Email: nancy126041@gmail.com

Keywords: Transactional Leadership, Prove Orientation, Employee Lifelong Learning

The objective of this study was to verify the mediating effects of learning orientation and prove orientation in the relationship between leadership style and continued learning for employees. Questionnaires were distributed to 800 employees and 512 valid questionnaires were recovered, we obtain an upper-bound response of 64% (512/800). Confirmatory factor analysis and hierarchical regression analysis were employed to test the hypotheses. Results Transactional leadership also appears to positively influence on employee lifelong learning, with prove orientation having a mediating effect on this relationship. Finally, this study proposes recommendations for management practices and future research.
Exploring the relationship between professional functions and customer recommendation willingness - customer satisfaction as an Mediating Effects

* Liao, Dang-Hsun
Department Of Business Administration, Asia University, Taiwan, R.O.C.
Corresponding Email: atlantic.esco@yahoo.com.tw

Keywords: Professional Functions, Customer Satisfaction, Customer Recommendation Willingness

With the rapid development of information network era, consumer awareness has been rising and message circulation has been distributed faster than ever. The customers who feel satisfied don’t totally equal to the loyal customers. However, the loyal customers who have the recommendation willingness are the customers who feel satisfied. Therefore, the purpose of this study is to construct and demonstrate the correlation model that the professional functions and customer satisfaction correspond to the customer recommendation willingness in the field of human resource management. In the survey implementation methodology, the study adopted the ways of mail questionnaires and home visit questionnaires to collect the customers who had purchased and used the products or been serviced in the midland of Taiwan. Three hundred questionnaires were distributed through convenient sampling and two hundred twenty-five valid questionnaires were recovered. First, the descriptive statistical analysis is used and various aspects of factors are extracted. The reliability of each aspect is examined by Cronbach’s value. The validity of the questionnaires is examined by the Content Validity and the Construct Validity. The relationship between each aspect is discussed by Pearson correlation coefficient, regression analysis and structural equations. The research results indicate that professional functions have a positive and significant impact on customer satisfaction; customer satisfaction has a positive and significant impact on customer recommendation willingness; and customer satisfaction has a partial mediating effect between professional functions and customer recommendation willingness. Finally, the author discusses the results of this research and puts forward the meaning of practice and theory. Through the analysis and the empirical results of the research, this paper provides a reference for the management of business circle and academia.
Traditional Ecological Knowledge and Weather Prediction of Sumi Tribe of Nagaland, North East India

*Alino Sumi
Martin Luther Christian University, Meghalaya, India
Corresponding Email: alinosumi06@gmail.com

**Keywords:** Traditional ecological knowledge, Sumi Naga, Weather Forecasting, Indicators, Folk lore

Traditional Ecological Knowledge (TEK) is an important feature of Society and Ecology. It involves the knowledge acquired by indigenous and local people over hundreds or thousands of years through direct contact with their environment. This paper discusses the role of Traditional Knowledge (TK) in weather and season prediction among the Sumi Tribe of Nagaland, North East India. The Sumi community forecasted the weather through applications of long-standing TEK. The aim of the study was to identify the weather and season forecasting indicators as well as to acquire information on how they were applied. A descriptive survey was adopted using open-ended questionnaires, focus group discussions and in-depth interviews to collect information so as to assess communitys understanding on indigenous knowledge of weather prediction. Convenient sampling was used as the respondents were elders, folk tellers, story tellers, bards, farmers, hunters and were purported to be the custodians of TK. A variety of natural indicators associated with weather and season prediction used by the Sumi Nagas were identified and documented, relying on their stories, age-old experiences and observations. This paper reports a total of 20 (Twenty) indicators which are used to predict weather and is relevant even today. At present times, there is an urgency to document all TK before the custodians pass away and the traditions are completely lost.
TRACK B

MEDICIAL MEDICINE AND HEALTH STUDY
Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human

"Zakiah Samori
Universiti Teknologi MARA (UiTM), Malaysia
Corresponding Email: zakiah@gmail.com

Keywords: Somatic Gene Therapy, Shariah Framework, Islamic Principles Maqasid Syariyyah Qawaid Fiqhiyyah

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 Shariah 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 Shariah Framework on the application of the somatic gene therapy after an in depth study of its position from the Shariah point of view. In achieving this, a detailed analysis and outlook into the Quranic 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 Shariah) and the Qawaid Fiqhiyyah (Islamic Legal Maxims) is also analyzed 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 Shariah perspective is undeniably crucial in any attempt to regulate Somatic Gene Therapy in any Muslim countries in the future.
UP COMING EVENTS

You can find the details regarding our upcoming events by following below:


Our Mission

Our mission is to encourage global communication and collaboration, promote professional interaction, lifelong learning, recognize outstanding contributions of individuals and organizations, and also develop an effective and responsible platform by creating insightful knowledge and inspiring minds in dialogue with the world around us.

Hong Kong

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