# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCIENTIFIC COMMITTEE</td>
<td>4</td>
</tr>
<tr>
<td>ORGANIZING COMMITTEE</td>
<td>5</td>
</tr>
<tr>
<td>CONFERENCE TRACKS</td>
<td>6</td>
</tr>
<tr>
<td>CONFERENCE CHAIR MESSAGE</td>
<td>7</td>
</tr>
<tr>
<td>CONFERENCE SCHEDULE</td>
<td>8</td>
</tr>
<tr>
<td>Participants Registered As Listener/ Observer</td>
<td>10</td>
</tr>
<tr>
<td>TRACK A</td>
<td>12</td>
</tr>
<tr>
<td>BUSINESS, SOCIAL SCIENCES AND HUMANITIES</td>
<td>12</td>
</tr>
<tr>
<td>The Effects of Gratitude and Entitlement on Online Customer</td>
<td>13</td>
</tr>
<tr>
<td>A Dynamic Examination of Online Customer Relationship</td>
<td>14</td>
</tr>
<tr>
<td>TRACK B</td>
<td>15</td>
</tr>
<tr>
<td>ENGINEERING &amp; TECHNOLOGY, COMPUTER, BASIC &amp; APPLIED SCIENCES</td>
<td>15</td>
</tr>
<tr>
<td>Environmental Planning of Sustainable Green Camping Area: A Case of Xinshe District of Taichung City in Taiwan</td>
<td>16</td>
</tr>
<tr>
<td>TRACK C</td>
<td>17</td>
</tr>
<tr>
<td>MEDICICAL MEDICINE AND HEALTH STUDY</td>
<td>17</td>
</tr>
<tr>
<td>Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human</td>
<td>18</td>
</tr>
<tr>
<td>UP COMING EVENTS</td>
<td>19</td>
</tr>
</tbody>
</table>
Book of Abstracts Proceedings

All rights reserved. Without the consent of the publisher in written, no individual or entity is allowed to reproduce, store or transmit any part of this publication through any means or in any possible form. For obtaining written permission of the copyright holder for reproducing any part of the publication, applications need to be submitted to the publisher.

Disclaimer
Authors have ensured sincerely that all the information given in this book is accurate, true, comprehensive, and correct right from the time it has been brought in writing. However, the publishers, the editors, and the authors are not to be held responsible for any kind of omission or error that might appear later on, or for any injury, damage, loss, or financial concerns that might arise as consequences of using the book. The views of the contributors stated might serve a different perspective than that of the CFAR.

HongKong | May 11-12, 2019
Whats App Contact: 00971-56-2448120
## SCIENTIFIC COMMITTEE

<table>
<thead>
<tr>
<th>Social Sciences and Humanities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prof. Jian-jun Lei</strong></td>
</tr>
<tr>
<td>College of Horticulture, South China Agricultural University, China</td>
</tr>
<tr>
<td><strong>Prof. Junsong Sun</strong></td>
</tr>
<tr>
<td>Shanghai Advanced Research Institute, Chinese Academy of Sciences, China</td>
</tr>
<tr>
<td><strong>Assoc. Prof. Qiong-lin Liang</strong></td>
</tr>
<tr>
<td>Department of Chemistry, Tsinghua University, China</td>
</tr>
<tr>
<td><strong>Liming Chen</strong></td>
</tr>
<tr>
<td>University of Science and Technology, China</td>
</tr>
<tr>
<td><strong>Dong Liu</strong></td>
</tr>
<tr>
<td>Principal Investigator, Peking University, China</td>
</tr>
<tr>
<td><strong>Dr. Alaa Elden Badawie Mahmoud Elkhodary</strong></td>
</tr>
<tr>
<td>Faculty of Archaeology -Qena South Vallly University, Egypt</td>
</tr>
<tr>
<td><strong>Prof. Bin Xu</strong></td>
</tr>
<tr>
<td>Chongqing Global Union Academy of Science</td>
</tr>
<tr>
<td><strong>Mr. Zhaoyang Li Shanghai</strong></td>
</tr>
<tr>
<td>University of International Business and Economics, China</td>
</tr>
<tr>
<td><strong>Prof. Yifei Chen</strong></td>
</tr>
<tr>
<td>China Agricultural University, China</td>
</tr>
</tbody>
</table>
ORGANIZING COMMITTEE

Qin, Maggie
Conference Coordinator
Email: qin@chinasymposiums.com

Zhu Zhiwei
Conference Coordinator
Email: zhu@chinasymposiums.com

Wei Wang
Conference Supervisor
Email: wei@chinasymposiums.com
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 benefiting 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-2019

Venue: Regal Oriental Hotel, Hong Kong

Time: Registration & Kit Distribution (09:00 - 09:30 am)
Day: Saturday
Date: May 11, 2019

Venue: Room 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</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>
</tr>
</tbody>
</table>

Tea/Coffee Break (10:00 am - 10:30 am)
DAY 01 Saturday (May 11, 2019)

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

Venue: Room 1
Session Chair: Dr. Vincent

<table>
<thead>
<tr>
<th>Track A: Business, Economics, Social Sciences and Humanities</th>
<th>Manuscript Title</th>
<th>Presenter Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSPBES-MAY19-HK107</td>
<td>The Effects of Gratitude and Entitlement on Online Customer</td>
<td>Shih LiTing</td>
</tr>
<tr>
<td>SPBES-MAY19-HK108</td>
<td>A Dynamic Examination of Online Customer Relationship</td>
<td>Shih LiTing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Track B: Engineering &amp; Technology, Computer, Basic &amp; Applied Sciences</th>
<th>Manuscript Title</th>
<th>Presenter Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPEA-MAY19-HK101</td>
<td>Environmental Planning of Sustainable Green Camping Area: A Case of Xinshe District of Taichung City in Taiwan</td>
<td>Yao Tsung Ko</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Track C: Medical, Medicine &amp; Health Sciences</th>
<th>Manuscript Title</th>
<th>Presenter Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>HON-259-105M</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-359-104A
Professor Eric Ho
Lookout Road Newcastle 2290 NSW Australia

Official ID: HON-359-105A
Dr Adee-Jonathan Davidson
St Vincents Hospital, Melbourne, Australia

Official ID: SPBES-MAY19-HK106A
Hannah Lim
KII (Korea International Institute), South Korea

Official ID: MBSHR-059-ANI101A
Dean Lee
Nanyang Technological University, Singapore
Conference Day 02 (May 12, 2019)

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

BUSINESS, SOCIAL SCIENCES AND HUMANITIES
The Effects of Gratitude and Entitlement on Online Customer

Shih LiTing, Huang MinHsin
National Sun Yat-sen University
Corresponding Email: lily70663@gmail.com

Keywords: Gratitude, Entitlement, Relationship Benefit, E-commerce

Palmatier et al. (2009) posit gratitude is a new mediator role in relationship marketing, gratitude becomes a popular issue in relationship marketing. When most of the studies focus on examine the antecedents and consequences of gratitude, or it is different between gratitude and indebtedness impact on customer retention, word of mouth, customer involvement, etc. in relationship marketing. Palmatier et al., (2014) have proposed and examined the impact of gratitude versus entitlement on profit growth. Gratitude and indebtedness build on social exchange theory's reciprocity norm, entitlement builds on rank equilibrium norm. Gratitude and entitlement represent a bright side mediator and a dark side mediator in relationship marketing, but scholars are still seldom discussed entitlement. Furthermore, Palmatier et al., (2014) study focused on business-to-business markets, other scholars have not compared gratitude and entitlement impact on customer attitude and behavior. At the same time, these studies subject of research are more focused on the traditional physical channel instead of the virtual channel. Therefore, this study examines gratitude and entitlement as a mediating mechanism to explain the relationship between relationship benefit and behavior, attitude loyalty on business-to-customer markets. We use survey data and purchase record data from members of the online shopping platform, and applied structural equation modeling techniques to test our research model. The results reveal that relationship benefits positive impact gratitude, and negative impact entitlement, and gratitude and entitlement positive impact attitude loyalty and behavior loyalty. This study demonstrates that gratitude and entitlement exist in online shopping environments, and we hope this result fills the gap in the literature regarding relationship marketing in E-commerce.
A Dynamic Examination of Online Customer Relationship

Shih LiTing, Huang MinHsin
1,2 National Sun Yat-sen University
Corresponding Email: lily70663@gmail.com

Keywords: Gratitude, Latent Growth Curve Model, E-commerce, ELoyalty

Customer gratitude acts as a new mediator role in the theory of relationship marketing (RM) alongside commitment, trust, and satisfaction (Palmatier et al., 2009). Currently, in the area of RM, a few studies have placed customer gratitude issues into the category of E-commerce. Thus, further related investigations regarding customer gratitude in the field of RM and online shopping seems to be an important issue of utmost priority. Although previous literature has suggested that the relationship between enterprise and customers should change over time, most studies still examine the theoretical model by using the level of relational constructs measured at a specific time point. Based on the social exchange theory and relationship dynamics theory, this study proposes using the concepts gratitude velocity to examine how it influences customer loyalty and uses the latent growth curve model (LGM) to analyze the longitudinal data of online customers. As mentioned above, this study considers relationship benefits to be an antecedent of customer gratitude and uses the constructs of customer gratitude velocity to represent changes in the rate and direction of customer gratitude. The first purpose of this study is to explore how customer gratitude influences customer loyalty over time. Second, this study examines the relative effects of static and dynamic components to clarify the ability of relationship velocity to predict customers future behaviors. We find gratitude velocity positively affects customer loyalty, and we also find that relationship benefits have a positive impact on relationship velocity, and therefore our finding extends the extant knowledge of relationship marketing in E-commerce.
TRACK B

ENGINEERING & TECHNOLOGY, COMPUTER, BASIC & APPLIED SCIENCES
Environmental Planning of Sustainable Green Camping Area: A Case of Xinshe District of Taichung City in Taiwan

*Yao Tsung Ko
Tunghai University, Taiwan
Corresponding Email: mike.ko@thu.edu.tw

**Keywords:** Green Camping Area, Environmental Planning, Eco-tourism, Kano Model, Attractive Factors

With the booming camping activities in Taiwan, the sustainable development of ecological environment is facing difficult challenges. The concept of green camping must meet the eco-tourism needs in food, clothing accommodation, transportation, education and entertainment through low energy consumption and low pollution methods. Xinshe district of Taichung City in Taiwan, which is a popular camping destination is selected as the site to investigate the needs of various green camping dimensions. This study is mainly to explore the planning of the green camping area and try to find the users' needs by questionnaire. The Kano model is used with statistical data analysis to extract important attractive factors and categories for the green camping area. The final research results are mainly to be considered including "green energy", "water resources", "green supplies", "waste" and "ecological environment". It is expected to combine different attribute factors for creating a multi-functional green camping area.
TRACK C

MEDICINAL 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:


https://chinasymposiums.com/upcoming-conference/abcm-feb-2020/
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

Organized By: Chinese Foundation of Academic Researchers