



Berlin International Research Cluster

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**February 01-02, 2018  
Singapore**

# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS BIRC-2018

**International Conference on “Role of Social Science,  
Management and Economics Research in Development Society”  
SMED-2018  
Singapore**



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Proceedings of the International Conference on  
“Role of Social Science, Management and Economics Research  
in Development Society”  
SMED-2018  
Singapore

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**International Conference on “Role of Social Science,  
Management and Economics Research in  
Development Society”  
SMED-2018  
Singapore**

**Venue: The Aqueen Hotel Paya Lebar**

**ORGANIZING COMMITTEE**

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## CONFERENCE CHAIR MESSAGE

**Dr. Loffler Andreas**

International Conference on “International Conference on “Role of Social Science, Management and Economics Research in Development Society” 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 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. Loffler Andreas**

Conference Chair

Research-Cluster-2018



## Conference Schedule

**DAY 01 Thursday (February 01, 2018)**

**Venue: Room 1**

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:40 am	Opening Ceremony
09:40 am – 09:50 am	Welcome Remarks – <b>Dr L. Daniela</b> – Conference Coordinator Berlin International Research Cluster
09:50 am – 09:55 am	Introduction of Participants
09:55 am – 10:00 am	Group Photo Session
10:00am – 10.30 am	Grand Networking Session and Tea Break



Berlin International Research Cluster

**DAY 01 Thursday (February 01, 2018)**

**Session I (10:30 am – 12:00 pm)**

**Venue: Room 1**

**Session Chair: Mr. Leon Yap**

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

<b>BEASM-028-ANII01</b>	Public-Private Partnership Model used in Urban Sustainable Development Propriety Research	Mou-Chung Tseng
<b>SIN-128-101</b>	The Cultural Interpretation of the Iran-Iraq War Memories (1980-1988) (The sample of study: Viva Comail written by Mohsen Motlaq)	Fariba Nazaripourkiyai
<b>SM-FEB-102</b>	Denuclearizing North Korea Role of International Community and the Impact of Economic Sanctions	Dr. Manoug Joseph Somakian
<b>SM-FEB-103</b>	Applied TAM Model to Explore the Effectiveness of Innovation and Experiential Marketing in Service Industry	Ming-Chen Liao
<b>SM-FEB-104</b>	Exploring the Impacts of Brand Image and Quality on Customer Satisfaction from Symmetric and Asymmetric Thinking in Data Analysis	Yu-Chun Chen
<b>SM-FEB-105</b>	Exploring the Effectiveness of Social Marketing and Networking on Crowdfunding Platform based on Fuzzy-Set Theory	Pei-Ling Tuan

**Lunch Break (12:30 – 01:30 pm)**



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**DAY 01 Thursday (February 01, 2018)**

**Session II (01:30 pm – 03:00 pm)**

**Venue: Room 1**

**Session Chair: Mr. Leon Yap**

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

<b>SM-FEB-113</b>	Assessing Paid Mobile Learning App Success	HsiN-Hui Lin
<b>SM-FEB-114</b>	Service Quality, Perceived Value for Money, and Student Satisfaction: The Comparative Study between Public and Private University in Thailand	Chartaya Nilplub
<b>SM-FEB-116</b>	Psychological well-being and Investor's Attitude towards various Investment Options	Dr. Silky Vigg Kushwah

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

<b>RDCASE-028-CEAS104</b>	A Case Study of Ant Colony Optimization for Airline Crew Rostering	Dr. Boontariga Kasemsontitum
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**Tea Break (03:00 pm– 03:15 pm)**

**Closing Ceremony**



Berlin International Research Cluster

## List of Conference Attendees

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

<b>Sr. No</b>	<b>Official ID</b>	<b>Name</b>	<b>Affiliation Details</b>
1.	<b>SIN-128-103A</b>	Marc Kunze	Dept. of Toxicology, Bayer Pharma, Berlin, Germany
2.	<b>SM-FEB-115A</b>	Dr Darwish Saif Said Almaharbi	Sultan Qaboos University, Oman
3.	<b>SM-FEB-116A</b>	Dr. Garima Mathur	Prestige Institute of Management, Gwalior, India



**DAY 02 Friday (February 02,2018)**

## **City Tour and Shopping Day**

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is



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**TRACK A: BUSINESS, ECONOMICS, SOCIAL  
SCIENCE & HUMANITIES**

# **Denuclearizing North Korea Role of International Community and the Impact of Economic Sanctions**

Dr. Manoug Joseph Somakian<sup>1\*</sup>, Mr. Steven Ferretti<sup>2</sup>

**Abstract** North Korea has presented one of the most dangerous and persistent challenges for the international community. Pyongyang's nuclear weapons program and advancement in ballistic missile technology are viewed as a serious threat to international peace and security. The United States has been preoccupied with this issue since the early 1990s and the United Nations Security Council from 2006 onward. Ten major sanctions resolutions have so far been adopted by the UNSC in response to Pyongyang's unprecedented frequency and intensity of nuclear and ballistic missile tests. Due to these tests, the regime has achieved technological milestones in weapons of mass destruction capability. All five permanent members of the Security Council have shown unity on this pressing issue, but efforts to either appease or coerce North Korea from abandoning its nuclear pursuit have fallen on deaf ears. The Obama Administration displayed a 'strategic patience' strategy when dealing with Pyongyang. However, the Trump Administration has declared that the policy of 'strategic patience has ended' and has threatened to 'totally destroy' North Korea. On the other hand, while China and Russia are committed to seeing the Korean peninsula free of nuclear weapons but nonetheless are averse to any prospect which would lead to the collapse of the regime, creating a vacuum whereby the United States would most likely step in. The stated goal of the international community of achieving the denuclearization and peaceful solution to the North Korean situation seems to be increasingly elusive. The paper examines the concerns of the international community with respect to the nuclear weapons and ballistic missiles tests of North Korea, the successive UN Security Council resolutions and the reasons why economic sanctions have ended up being an ineffective tool to coerce Pyongyang to abandon its weapons of mass destruction program.

**Keywords:** North Korea, Nuclear Weapons, Ballistic Missiles, Security, U.S., China, UN Security Council

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# Applied TAM Model to Explore the Effectiveness of Innovation and Experiential Marketing in Service Industry

Ming-Chen Liao<sup>1\*</sup>, Cheng-Feng Cheng<sup>2</sup>

**Abstract** Society continues progress change customers' consumption habits, service industry is more and more fierce. This study attempts to apply technology acceptance model (TAM) to explore the effectiveness of innovation and experiential marketing in service industry. Accordingly, this study focuses on customers of services and collects primary data by applying internet-based questionnaire survey. We further add in perceived usefulness and perceived ease of use as mediators to explore the main factors that affect customers repurchase intention. The statistical techniques adopt contain descriptive statistics, factor analysis, reliability analysis, structural equation modeling (SEM), and fuzzy set qualitative comparative analysis (fsQCA). The empirical results of SEM indicated that both innovation and experiential marketing can increase customers' perceived usefulness and perceived ease of use. Customers' perceived usefulness can enhance customers repurchase intention, but customers' perceived ease of use and customers repurchase intention had no significant impacts. fsQCA evidences that there are five configurations or sufficient conditions for achieving high repurchase intention.

**Keywords:** Innovation, Experiential Marketing, Perceived Usefulness, Perceived Ease of Use, Repurchase Intention

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# Exploring the Impacts of Brand Image and Quality on Customer Satisfaction from Symmetric and Asymmetric Thinking in Data Analysis

Yu-Chun Chen<sup>1\*</sup>, Cheng-Feng Cheng<sup>2</sup>

**Abstract** This study intended to investigate the influences of perceived value and perceived risk on customer satisfaction based on symmetric and asymmetric thinking in data analysis. Accordingly, the major purposes of this study were to focus on investigating the impacts of brand image and quality on perceived value and perceived risk, respectively. In addition, this study further explored the relationships among perceived value, perceived risk, and customer satisfaction. To assess the applicability of this conceptual model, we employed an Internet-based questionnaire survey and distributed it to a sample consisting of consumers who had purchased the products or obtained the services. The statistical techniques adopted include descriptive statistics, factor analysis, reliability analysis, structural equation modeling (SEM), and fuzzy set qualitative comparative analysis (fsQCA). In terms of symmetric thinking in data analysis, the SEM results showed that both brand image and quality can enhance perceived value, quality is associated with perceived risk, and perceived value significantly affects customer satisfaction. On the other hand, the results of asymmetric thinking in data analysis (i.e., fsQCA) show that there are five causal configurations (i.e., path 1 to path 5) found to be sufficient for high customer satisfaction in this study. For instance, path 1 indicates that when the brand image is high and perceived risk is low, it can result in high customer satisfaction. Furthermore, path 2 represents that even when the customer has low perceived value, if he/she has a high evaluation of quality and low perceived risk, high customer satisfaction can still be achieved.

**Keywords:** Fuzzy-Set Theory, Brand Image, Quality, Customer Satisfaction

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# Exploring the Effectiveness of Social Marketing and Networking on Crowdfunding Platform based on Fuzzy-Set Theory

Pei-Ling Tuan<sup>1\*</sup>, Cheng-Feng Cheng<sup>2</sup>

**Abstract** This study focused on investigating the relationships among social marketing, social networking, perceived value, subjective well-being, and funding intention on crowdfunding platform. Specifically, the major purpose of this study was to evaluate the impacts of social marketing and social networking on perceived value and subjective well-being, respectively. In addition, we further explored the relationships among perceived value, subjective well-being, and funding intention. The study focused on people who had experiences of being involved or interested in interacting with non-profit organizations and aimed to understand the public's intention to raise funds for charity. In this study, a questionnaire was administered via the online Google form platform, and purposive sampling was adopted. For the data analysis, SPSS 20 and the Amos 20 statistical software were used for descriptive statistical analysis, factor analysis, reliability analysis, structural equation modeling (SEM), and fuzzy set qualitative comparative analysis (fsQCA). The results of SEM showed that both social marketing and social networking can effectively enhance perceived value and subjective well-being. Furthermore, perceived value can raise funding intention, but subjective well-being did not reach a significant level of funding intention. The results of fsQCA further indicated that five configurations are sufficient conditions for high funding intention. For example, path 1 indicates that when there is a low degree of social marketing, high perceived value, and low subjective feelings of well-being, it can result in high funding intentions.

**Keywords:** Social Marketing, Social Networking, Funding Intention, Fuzzy-Set Theory

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# Assessing Paid Mobile Learning App Success

HsiN-Hui Lin<sup>1\*</sup>, Yi-Shun Wang<sup>2</sup>, Yu-Yin Wang<sup>3</sup>, Tung-Han Tsai<sup>4</sup>

**Abstract** Increasing mobile device market penetration across the globe and growing demand for digital education are visibly driving the market for mobile learning (m-learning). Facing increased competition, paid m-learning applications (apps) are much less likely succeed in the app marketplace than free ones. Therefore, understanding how to assess the success of paid m-learning apps has become a critical issue for academics and practitioners. Based on the information systems (IS) success models and the value-based adoption model, this study proposed a multidimensional model for assessing paid m-learning app success (see Fig. 1). The proposed model describes the interrelationships among seven paid m-learning app success variables: System Quality, Information Quality, Perceived Enjoyment, Perceived Fee, User Satisfaction, Intention to Reuse, and Learning Effectiveness.

**Keywords:** Mobile Learning App, Information Systems Success, Value-Based Adoption Model, Learning Effectiveness

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# Service Quality, Perceived Value for Money, and Student Satisfaction: The Comparative Study between Public and Private University in Thailand

Chartaya Nilplub<sup>1\*</sup>, Mukdashine Sandmaung<sup>2</sup>

**Abstract** The study aims to examine the effect of service quality and perceived value for money on student satisfaction with their university, and to compare their effects between that of students in public and private university in Thailand. The data were collected from fourth year students in two public universities and two private universities. The hypothesized relationships were tested by structural equation modeling. The results of the analysis indicate that service quality has both direct and indirect significant effect on satisfaction at 0.01 significant level while perceived value for money is the mediator. In addition, perceived value for money has significant direct effect on satisfaction at 0.01 significant level. These two variables are able to predict satisfaction at 76 percent ( $R^2=0.76$ ). Moreover, the results indicate that the effect of service quality on satisfaction and the effect of perceived value for money on satisfaction are significantly different between student of public and private universities at 0.01 significant level. The significant mediating role of perceived value suggests university management should attempts to influence perceptions of value for money as satisfaction is difficult to achieve without it. The significant moderating effect of type of university suggests that similar strategy may not be applicable in every type of university in Thailand. The results suggest that public university should focus on building higher service quality while private university should focus on creating student's perception of value for money

**Keywords:** Service Quality, Perceived Value for Money, Satisfaction, Higher Education

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# Psychological well being and Investor's Attitude towards various Investment Options

Dr. Silky Vigg Kushwah<sup>1</sup>, Dr. Garima Mathur<sup>2\*</sup>

**Abstract** The aim of this paper was to examine the impact of psychological well being on the investor's attitude towards various investment options. It also examined the impact of individual dimensions of psychological well-being on investor's attitude towards investments. Survey method being used, psychological well being of investors was studied using the measure of Ryff & Keyes (1995) and investor's attitude was studied using a self-made questionnaire which was administered on the same sample. Questionnaire was administered on a sample of 190 investors in Delhi and NCR. Linear regression was applied to check the impact of Psychological well being on investor's attitude towards investment and multivariate regression was applied to check the impact of individual dimensions of psychological well being, autonomy, environment, personal growth, positive relation, life purpose and self-acceptance on investor's attitude towards investments. The results indicate that Psychological well being of investors has a significant impact on their attitude towards investments. It also indicates that dimensions of psychological well being have positive and negative impact on investor's attitude towards investments.

**Keywords:** Psychological well-being, Linear Regression, Multivariate Regression

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# **The Cultural Interpretation of the Iran-Iraq War Memories (1980-1988) (The sample of study: Viva Comail written by Mohsen Motlaq)**

Ali Reza Ghobadi<sup>1</sup>, Fariba Nazaripourkiyaei<sup>2\*</sup>

**Abstract** War is a socio-cultural phenomenon when after bullets came and went in the war the various incidents happening should be noted because they are full of the signs and meaning. So, finding the meaning of it is very necessary. Literal texts which have been created in this case are one the most important references for showing and interpreting such event. For this purpose, we refer to the literal productions to know military memories in eight years old defense process. Because it is said that, Literature will be produced as the people are living. A literary work in the name of "Viva Komail" which was written by Mohsen Motlaq (1371) has been studied here. We used Clifford Geertz theory as cultural interpretation to interpret our data and we used qualitative methods for data gathering. Our gathering techniques were Deep and episodic interviews and qualitative content analysis. By the classifications of data, we finalized the interpretation of them. The results of this study show that War is not just a battle of bullets together. But occurred actions are rich in emotions and meanings which we learn more about them in the full article.

**Keywords:** Interpretation, Cultural, Memories, Action, Social Groups

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# Public-Private Partnership Model used in Urban Sustainable Development Propriety Research

Mou-Chung Tseng<sup>1\*</sup>, Chien-Wen Peng

**Abstract** Changes in the global political and economic situation lead to a whole new outlook in regional planning. In the process of globalization, urban areas start expanding further away from the core, forming an urban sprawl development pattern. The emergence of urban areas and its growth are key features of urbanization in the modern society and has become a dominant trend in the world of urban development in the twenty-first century. With the shift in global economic, social, demographic, and information technology, the emergence of metropolitan areas not only penetrated the border relations between countries, changed the interaction between central and local governments, restructured the size and style of urban spaces, but also caused a huge transformation in local infrastructures and community structures. This study examines the issues of Neoliberalism views on urban development; the research methodology will be designed to focus on qualitative research, firstly undergoing document analysis, studying the progress of sustainable urban development and various issues arising during the development process in Taipei, Taiwan. Secondly, case analysis will be implemented to study the characteristics, current situation and problems in sustainable urban development in Taiwan. With two combined, a concrete and feasible study on sustainable urban development can be integrated and accomplished. In conclusion, under the theory of Neoliberalism, the city of Taipei has successfully allowed the boom of urban economic development and urban space transformation. By utilizing the spatial development strategy, "Global urbanization" will lead the city to becoming a globally competitive city. Taipei is in the hub of Asia, linking mainland China and Taiwan, facing the world, peace and stable, rich and diverse in culture, by adopting the "hybrid or mix-use development model" will allow "The national gate of the country program - Central Station, Central Park" to become an international city brand. Taking the "Taipei Main Station Turn of nine precincts specific land development projects" as a key success indicator, the government took either privatization or public-private partnership into consideration, released the authority of monopoly on urban infrastructure, created the infrastructure services and maintenance market, positioned the city as a "supranational" in capital flow, and sought a coherent land policy.

**Keywords:** Public-Private Partnership, Urban Development, Globalization, Sustainable Development

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**TRACK B: ENGINEERING & TECHNOLOGY,  
COMPUTER, BASIC & APPLIED SCIENCES**

# A Case Study of Ant Colony Optimization for Airline Crew Rostering

Dr. Boontariga Kasemsontitum\*

**Abstract** The airline crew scheduling problem is generally divided into crew pairing problem and crew rostering problem. Airline crew rostering problem implicates the assignment of crew member to generate a monthly timetable (rosters). A set of constraints in an airline company has to be satisfied according to the Department of Aviation. An effective crew rostering system is essential for enhancing service potential and satisfying crew's member satisfaction. The objective of this paper aims to propose a new method using Ant Colony Optimization (ACO) in order to balance workload among crew member. ACO is an effective and efficient meta-heuristic algorithm that has been applied to solve many difficult combinatorial optimization problems. The proposed method using the probability transitional rule and the pheromone update formula to generate new feasible solution. The performance of the algorithm was evaluated on real data of 526 pairs from Thai Airways Airline. The result showed that the quality of solution is improved by increasing the number of ants and iterations. ACO also showed promising solution with a short computational time.

**Keywords:** Airline Crew Scheduling, Crew Rostering, Ant Colony Optimization, Heuristics

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## **FUTURE EVENT**



**You can find the details regarding our future events  
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# VISION

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Our vision is to provide a great platform for researchers & scholars for discussions related to societal transformations through research contribution

**Singapore**