SAN– Manila Philippines

International Conference on Knowledge Management Business Ethics and Entrepreneurship

March 19-20, 2018

Hotel H2O Manila (Meeting Room 2, 3rd Floor), Philippines

Book of abstracts


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Organizing Committee

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2. Associate Professor Mingdong Xu
   Conference Coordinator

3. Professor A. CHEN
   Conference Coordinator

4. Ms. Petrel Qiu
   Conference Coordinator
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Conference Chair Message

Dr Maggie Qin

“Shanghai Academic Network (SAN)” 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 Maggie Qin
Conference Chair
SAN- Secretariat, 2018
# Conference Schedule

**Manila Philippines**

**Venue: Room 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>09:00 am – 09:10 am</td>
<td>Welcome Reception &amp; Registration</td>
</tr>
<tr>
<td>09:10 am – 09:20 am</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td>09:20 am – 09:30 am</td>
<td>Welcome Remarks – Conference Coordinator SAN</td>
</tr>
<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>Group Photo Session</td>
</tr>
<tr>
<td>09:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
</tr>
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DAY 01 Monday (March 19, 2018)
Session 1 (10:00 am – 11:30 pm)

Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

<table>
<thead>
<tr>
<th>Session Code</th>
<th>Title</th>
<th>Presenter</th>
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</thead>
<tbody>
<tr>
<td>KMBE-MARCH-106P</td>
<td>Negotiated Boundaries of Institutional Space: The Limits of Limitlessness</td>
<td>Jingying Mao</td>
</tr>
<tr>
<td>BSSRM-MAR-PH103</td>
<td>Forecasting the Price of Corn in the Philippines</td>
<td>Billy Julius M. Gestiada</td>
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<tr>
<td>TCEA-MAR8-PH101</td>
<td>Semantic Base Analysis in Complaint Management System of Analytics</td>
<td>Francis A. Alterado</td>
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<td>KMBE-MARCH-107P</td>
<td>Development of Media Learning on Breastfeeding</td>
<td>Patsara Sirikamonsin</td>
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<tr>
<td>KMBE-MARCH-108P</td>
<td>A Development of Self-Assessment Instrument of Social Work Case Manager for Elderly</td>
<td>Dr. Ampairat Aksornprom</td>
</tr>
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</table>

Lunch Break (11:30 – 12:00 pm)

Closing Ceremony
City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES
Negotiated Boundaries of Institutional Space: The Limits of Limitlessness

Jingying Mao*

Abstract Institutional boundaries have, by definition, at least some implicit degree of stability. Yet, such boundaries are not immutable. What accounts, then, for changes in institutional boundaries? We illustrate a solution by imposing the limitless potential of artificial intelligence on the limits presented by ethics. The result illustrates how negotiation of institutional limits changes both the limits of ethics and also the limitlessness of artificial intelligence. Thus, negotiated boundaries of institutional space alter institutional limits while also limiting what is thought to be limitless.

Keywords: Institutional Theory, Boundaries, Ethics, Artificial Intelligence

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Forecasting the Price of Corn in the Philippines

Billy Julius M. Gestiada*

Abstract Corn is the second most bountiful crop grown all over the world, and many people have been consuming this for everyday living. It is a multifaceted crop, and there is no wasted part on its plant. In Mexico, corn husks are made into their traditional tamale. Kernels are converted into food. Animals feed on the stalks, and the corn silks are made into herbal teas. Some food products like corn oil, corn meal, corn sweetener, corn syrup, and even corn whiskey are made from corn. (Sailer, 2012). Commodity price forecasting is an essential part of any industry involving trading and price analysis. Commodity prices are often unpredictable that becomes even highly unpredictable when you factor the presence of natural calamities droughts, typhoons, floods, and pests. Because of this, there’s a greater risk and uncertainty in formulating a forecasting methodology. In the case of the Philippines, where rice and corn are the major crops, policy makers should see to it that they make reliable, highly accurate forecasts of rice and corn prices in order to ensure food security, thus somehow alleviating hunger and poverty. Farmers will also benefit from commodity price forecasting because they will definitely want to make their production and marketing decisions wisely so that they will be able reap positive financial outcomes in the future.

Keywords: Forecasting, Bountiful, Multifaceted

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Semantic Base Analysis in Complaint Management System of Analytics

Francis A. Alterado¹*, Engr. Jennifer B. Enriquez²

Abstract Semantic Base Analysis in Complaint Management System of Analytics is one of new productiveness enhancement equipment used extensively by all Institution wherever there is a need of writing of complaint via Forms and analysis of complaints which are made or are pending. Our mobile application is an online complaint management system where the issues of the students can be registered online and resolved by the different levels of the department. Also, flexibility is provided to the students can easily resolve their issues by communicating with department or service person over mobile. This CMS has a Data Analytics and Clustering they address the complaint by the particular department of the institutions and well give the reports. CMS is an App that acts as a bridge between student and school in which student directly registers their complaint to school via the internet. Lack of paper movements provides complaint management operations a speed which was never envisaged in manual mode at all. Mobile allows the customer to register a complaint and automatically schedules and prompts operators to source complaint to concerned departments. The study that aims to develop a system that will manage student complaints and sort them with the use of text mining capabilities. The mobile app runs on an Android 4.2 and higher versions while the website will run on any browser. These were developed using B4A and PHP Code igniter respectively. The complaint management system is an application that helps ease and automate the management of complaints being sent by the student to the concerned school department. The student will be able to send a complaint electronically using the mobile app while the faculty of the concerned department will receive the complaint and be able to send a feedback to the student with the action taken to the certain complaint. Meanwhile, the guidance and the administrator will be able to manage the complaints and users respectively using the web application that is available for access within the school premises.

Keywords: Text Mining, Clustering, Data Analytics

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Development of Media Learning on Breastfeeding

Patsara Sirikamonsin\textsuperscript{1*}, Sathapath Kilaso\textsuperscript{2}

\textbf{Abstract} This research had the objectives to develop media learning for breastfeeding and to evaluate the efficiency of the developed media learning. The sample employed in this research comprised of pregnant women and nursing mothers. An educational medium for breastfeeding and a survey on the satisfaction towards such educational medium were used as the tools for data collection. The statistics used in the analysis consisted of mean, standard deviation, and t-test. According to the results, the media learning for breastfeeding that had been developed in this research indicated the highest level of overall satisfaction amongst users, at the level of 4.72. Based on the opinions given by the sample, it was evident that the media learning for breastfeeding was highly beneficial to pregnant women and was easily comprehensible. In addition, such media learning instilled an inspiration in nursing mothers in the aspect of breastfeeding.

\textbf{Keywords:} Media Learning, Breastfeeding, Infographic

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A Development of Self-Assessment Instrument of Social Work Case Manager for Elderly

Dr. Ampairat Aksornprom*

Abstract This research was aimed to development of self-assessment instrument of social work case manager for elderly. The research employed the research and development methodology. The sample were 2 groups. The first was 321 social worker who practice in delivering social services to elders. The second was 12 expert in evaluation and measurement research, social welfare, and elderly. Research instruments comprised 1) a questionnaire, 2) the prototype of self-assessment instrument for social work case manager for elderly, and 3) a question guidelines form for focus group discussion. Major research findings were as follows: The social workers were recognized social services management of the social work case manager to the elderly at the high level. Their preferment in social work case management for the elderly was at the moderate level. They needed a self-assessment instrument of the social work case manager to the elderly at the high level. The self-assessment instrument of social work case manager for elderly comprises 2 parts. The first was the form of self-assessment of social work case manager for elderly. It comprised 3 standards, there are knowledge standard, ethic standard, and skill standard. The second was the handbook of the form of self-assessment of social work case manager for elderly. It comprised 3 parts: a cover, usage description of the form of self-assessment of social work case manager for elderly, and method of score summary of self-evaluation. The experts commented that the self-assessment instrument of social work case manager for elderly was appropriate in all components. They also added that this self-assessment instrument of social work case manager for elderly can improve social work case manager’s performance, especially help the elderly to meet the rights according to the law by well-arrange social services.

Keywords: Self-Assessment, Instrument, Methodology

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Vision

Our vision is to demonstrate sustainable research with a global reputation for academic excellence.