Shanghai Academic Network-SAN

International Conference on Institutional Development,
Business law and Social Science Research

June 23-24, 2018

Hotel: Leisure Inn Hotel Le Shu Shanghai, China

Book of abstracts


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Organizing Committee

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   Conference Coordinator

2. Associate Professor Mingdong Xu
   Conference Coordinator

3. Professor A. CHEN
   Conference Coordinator

4. Ms. Petrel Qiu
   Conference Coordinator
Contents

DISCLAIMER 3

ORGANIZING COMMITTEE 4

CONFERENCE CHAIR MESSAGE 6

CONFERENCE SCHEDULE 7

TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES 10

Business Education for the Indigenous Peoples of Canada 11

Sales evolutionary algorithms, leadership scenario design, three cycled meeting scheduling and data ownership capitalization 12

How to Increase Students’ Satisfaction at Upper-Division Online Accounting Courses 13

The Moderating Roles of Social Capital and Team-related Factors on the Influences of Team Unlearning and Creativity on NPD Performance 14

TRACK B: MEDICAL MEDICINE AND HEALTH STUDY 15

Restoration of collagen synthesis by kaempferol and naphthoflavone in UV-exposed fibroblast cells 16

CONTACT US 17
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

**Shanghai China**

**Venue: Room 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<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>
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<tr>
<td>09:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
</tr>
</tbody>
</table>
**DAY 01 Saturday (June 23, 2018)**
**Session 1 (10:00 am – 11:30 pm)**

**Venue:** Room 1

**Session Chair:** Renee YiMond Yuan

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>RSB-JUNE-111SC</td>
<td>Business Education for the Indigenous Peoples of Canada</td>
<td>Robert Ellis</td>
</tr>
<tr>
<td>RSB-JUNE-113SC</td>
<td>Sales evolutionary algorithms, leadership scenario design, three cycled meeting scheduling and data ownership capitalization</td>
<td>Mihail Kitanovski</td>
</tr>
<tr>
<td>IDBS-JUNE-108</td>
<td>How to Increase Students’ Satisfaction at Upper-Division Online Accounting Courses</td>
<td>Lei Wen</td>
</tr>
<tr>
<td>SHS-468-104</td>
<td>The Moderating Roles of Social Capital and Team-related Factors on the Influences of Team Unlearning and Creativity on NPD Performance.</td>
<td>TienShang Lee</td>
</tr>
</tbody>
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**Track B: Medical Medicine and Health Study**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>SHM-468-102</td>
<td>Restoration of collagen synthesis by kaempferol and naphthoflavone in UV-exposed fibroblast cells</td>
<td>Seyeon Park</td>
</tr>
</tbody>
</table>

**Lunch Break (11:30 – 12:30 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
Business Education for the Indigenous Peoples of Canada

Robert Ellis¹, Judith Madill²*

Abstract The economic and social development of Canada’s Indigenous peoples has languished. Indeed, on every indicator of economic and social well-being, including educational achievement, employment rates, income levels, and health status, Indigenous peoples lag far behind other Canadians. Higher education could be a pillar for the economic and social progress of Indigenous peoples and especially so if education was relevant to the culture and needs of Indigenous peoples and communities. Business schools in Canada have both an opportunity and responsibility to support economic development for Indigenous peoples but are struggling in their efforts to do so. The purpose of this research is to discover approaches which will foster access and engagement of Indigenous students and communities in business education in Canada.

Keywords: Business Education, Indigenous,

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Sales evolutionary algorithms, leadership scenario design, three cycled meeting scheduling and data ownership capitalization

Mihail Kitanovski*

Abstract Among the set of search and optimization techniques, the development of Sales Evolutionary Algorithms (SEA) has been very important in the last period of time SEAs are a set of heuristics methods used successfully in many business applications with certain complexity. Accurate presentation of the sales process in order to ensure its tracking, easy application by employees, which enables increasing efficiency, and easy integration into the process of new employees in the sales sector. The procedure has also been made and established to enable the perceived possible shortcomings in the process of selling. This vision is the alternative to some existing business processes that shows SEA and leadership as a collection of similar algorithms ready to be used in any business problem.

Keywords: Data ownership capitalization, Sales Evolutionary Algorithms, Leadership scenario design, Cycled meeting Scheduling

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How to Increase Students’ Satisfaction at Upper-Division Online Accounting Courses

Lei Wen*

Abstract This study contributes to existing distance education and learning literature by examining how to increase students’ satisfaction at upper-division online accounting courses. To focus too much attention to student performance when ignoring student satisfaction in a learning environment could be counter-productive (Strand Norman et al., 2004). This study discusses several tools in online learning environment to increase students’ satisfaction. The primary finding in this study that the use of online video lectures recorded by the instructor at online undergraduate-level Intermediate Accounting II and Cost Accounting course does have a favorable impact on students’ satisfaction. Based on the student surveys, Dunbar (2004) finds that a combination of Flash examples, audio and video files and other learning tools does increase student satisfaction in a graduate-level tax accounting course. Premuroso et al. (2011) find the use of Audience Response Systems (ARS), a tool allowing students to use a clicker and receive immediate feedback for the questions asked by the instructor, has a significantly positive impact on the student examination performance in the introductory financial accounting course. Sargent et al. (2013) find that the use of ultra-short online videos could help students with poor academic performance in principles of accounting courses to have an improving class grades and become more confident in passing the class. These studies highlight the importance of creating a more engaging and interactive learning environment to increase students’ satisfaction and academic performance. The assessment of course objectives, student learning outcomes and student satisfaction are based on the IDEA Survey, which is used to measure the course learning effectiveness at the author’s university. One major problem for this research is that IDEA survey is a university-controlled assessment tool. As an instructor, the author only gets a summary report instead of a more detailed dataset, which really restricts the author from doing further basic and comprehensive statistical analysis. Another major problem for this research is sample size. Due to the class size, the author cannot increase sample size for this research. Using a larger sample from more than one institution would give the study results much stronger support. The implication of this study is that instructors might consider adopting online lecture-videos at online classes, where students may prefer more interactive distance education and learning activity. Students feel that more flexibilities to manage their time to watch online lecture-videos to learn the difficult class materials is more beneficial.

Keywords: Student Satisfaction, Accounting Education

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The Moderating Roles of Social Capital and Team-related Factors on the Influences of Team Unlearning and Creativity on NPD Performance

TienShang Lee1* Adriana A. Amaya Rivas2

Abstract Due to the globalization of markets and the systematic change of the technologies, the successful development of the new products will determine the success of the firm. Therefore, team unlearning and creativity are required for new product development (NPD) which enables firms to build a strong competitive advantage and provide business opportunities. However, the previous studies, related to the influence of team unlearning and creativity on new product success are inconclusive. The reasons for this conflicting result are varied. In order to maneuver the success of NPD, this study tries to identify the roles of social capital and team-related factors on the relationships between team unlearning, creativity and NPD performance. With the purpose to test the research hypotheses, a self-administered survey is executed. The data are collected from 225 NPD team members and further analyzed by the Partial Least Squares (PLS) approach. The results determine that while team unlearning and team creativity are shown to be relevant mediators which fully mediate the effects of team creativity have significant influences on NPD performance, the moderating effects of social capital and team-related factors are more critical for the success of NPD performance. Specifically, social capital can enhance the influence of team unlearning on creativity and NPD performance. Leader effectiveness, communication effectiveness, and team experience can strengthen the effect of team creativity on NPD performance, as well as the effect of team unlearning on NPD performance. Since previous studies rarely provide conclusive findings regarding the moderating effects of team unlearning, and team-related factors and team creativity and NPD performance, the research findings extend the understanding the relationship between team unlearning, creativity and NPD performance. This study represents which may benefit NPD performance through team unlearning and creativity. Therefore, academicians can further validate other mediation-process to explain the missing links between team unlearning, team creativity and NPD performance.

Keywords: NPD performance, team unlearning, team creativity, social capital

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TRACK B: MEDICAL MEDICINE AND HEALTH STUDY
Restoration of collagen synthesis by kaempferol and naphthoflavone in UV-exposed fibroblast cells

Seyeon Park*

Abstract This study was performed to screen materials to restore collagen synthesis in fibroblast cells following UV-exposure. To investigate the activation or suppression of collagen synthesis, we used Hs68 cell line derived from human foreskin. Hs68 cell is derived from primary cells, making it suitable for investigating the early events involved in UV-induced skin metabolism and signaling. We investigated collagen synthetic effects using Western blot analysis following ultraviolet (UV) irradiation. Our results represented that UV irradiation inhibited collagen synthesis and activated the expression of matrix metalloproteinases in human Hs68 fibroblast cells. Our findings showed that kaempferol and α-naphthoflavone restored collagen synthesis in UV-exposed human fibroblast Hs68 cells. Kaempferol and α-naphthoflavone upregulated the protein expression of type I collagen. In this study, we established a cell based system for collagen restoration after UV-exposure using Hs68 cell line as a screening system and found that kaempferol and α-naphthoflavone had restorative effects on collagen synthesis.

Keywords: Hs68 Cell, Collagen Synthesis, Kaempferol, A- Naphthoflavone

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Vision

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