Shanghai Academic Network-SAN

International Conference on Contemporary Issue in Social Science, Business, CSR Strategic Marketing

August 25-26, 2018

Hotel: Leisure Inn Hotel Le Shu Shanghai, China

Book of abstracts


Volume 01, Issue 06
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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**

**Shanghai China**

**Venue: Room 1**

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<td>Welcome Reception &amp; Registration</td>
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<td>09:10 am – 09:20 am</td>
<td>Opening Ceremony</td>
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<td>09:20 am – 09:30 am</td>
<td>Welcome Remarks – Conference Coordinator SAN</td>
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<td>09:30 am – 09:40 am</td>
<td>Introduction of Participants</td>
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<td>Group Photo Session</td>
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<td>09:50 am – 10:00 am</td>
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DAY 01 Saturday (August 25, 2018)
Session 1 (10:00 am – 12:30 am)
Venue: Room 1
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<td>MRSSM-088-ANI108</td>
<td>Examining the Fit Effect Between Electronic Business Strategy and Information Technology Capabilities</td>
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Lunch Break (12:30 – 01:30 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 HUMANITIE
The lifetime Performance index for products with multiple quality characteristics

Shu Fei Wu¹*, Wei Tsung Chang²

Abstract In recent years, the development of technology industry is pretty fast and the market for high-tech products is getting more and more competitive. The requirement of high quality products is a very important issue for managers in manufacturing and marketing. The larger the better lifetime performance index CL proposed by Montgomery (1985) have been widely used to assess the lifetime performance of products in manufacturing process and this index can also be employed for other quality characteristic such as strength of permanent adhesive, fuel efficiency and resistance of breaking (drop number). The exponential distribution is a mostly used lifetime model for products. For pre-assigned overall conforming rate, an overall lifetime performance index is proposed. The desired level for each quality characteristic is also developed. The maximum likelihood estimators for overall and individual lifetime performance index are discussed. An algorithm to evaluate if the overall lifetime performance for products with multiple quality characteristics reaches a pre-assigned level. We believe that the quality cognition degree is a very important part of brand equity of company.

Keywords: Lifetime performance index; Type I interval censoring; Maximum likelihood Estimator.

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An Empirical Study to Examine the Relation of Authentic Leadership Employee Performance; Moderating Role of Intrinsic Motivation

Anum Laraib¹* Dr. Malik Muhammad Afzal²

Abstract Authentic leadership has a lot of consideration in past few decades. It is a critical sort of leadership to be examined in organization presently. Now time has progressed toward becoming to ponder its effect on performance. Authentic leadership expected to fabricate more beneficial workplaces in light of the fact that there is unique regard for the improvement of enabling leader– supporter connections. This study was to find out the impact authentic leadership on job performance. Additionally, the study explores the moderating role intrinsic motivation. For this study survey was conducted on the organizations located in premises of Rawalpindi and Islamabad. Questioners consisting five point likert scale measurement was used to collect data. Correlation and regression statistical tools were tested using SPSS 17.0 for data analysis. 209 respondents from twin cities (Rawalpindi, Islamabad) were used in study. Results of the study suggested that authentic leadership has significantly positive impact on job performance. Results also showed that intrinsic motivation has strong moderating effect between authentic leadership and employee job performance. Authentic leadership can impact on posited employee performance and organizational overall performance

Keywords: Authentic Leadership, Employee Job Performance, Intrinsic Motivation

Abbreviations: Al (Authentic Leadership), Intrinsic Motivation (Im), Employ Job Performance (Jp).

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Effect of Construction Policy and Legislation in Malaysia, Indonesia and Singapore on Affordable Housing

Suzaini M. Zaid1*, Azah Yamin2, Nur Farhana Azmi3

Abstract – Issues and challenges relating to affordable housing are complex and multifaceted, to say the least. According to the United Nations Centre for Human Settlement-UN Habitat, there is disparity in housing provision between countries and grave shelter problems that need global responsibility and global commitment to effectively address. Similarly, in the 11th Malaysia Plan, main challenges in the provision of housing in Malaysia were identified as mismatch demand and supply chain, escalating housing prices in urban areas, lack of integrated planning and implementation, poor maintenance of public housing and insufficient amenities. Governments of different countries implement various national practices in housing programmes to support lower income communities to facilitate public housing development plans for each country. Housing programs were undertaken either by public or private sectors, further developed with communal and recreational facilities as proactive measures in regards of social needs and economic contribution. This paper evaluates the progress of housing programmes and policy in selected Southeast Asian countries, to mainly review its effect on construction costs. The differences and similarities between three Southeast Asian countries are explored and analytically interpreted to contribute to the development of the comparative study of housing policy. The challenge is to fill the gap between housing systems adding more optimal management of housing.

Keywords: housing policy, affordable housing, South East Asia, public housing

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My Home Dot Com\": A House Affordability Tool

Nurshuhada Zainon¹ & Faizul Azli Mohd Rahim²

Abstract Having a house has always been part of everyone’s dream. However, not everyone can afford to own a house due to the issue of discrepancy between the price of affordable houses and the income earned. This study aims to develop an interactive web-based application that capable to estimate how much households can afford to buy a house, given a certain personal financial condition. This application will also provide the users information about potential locations. The tool was developed through a desktop study, integrating the affordability formula and houses database. For now, the application is limited to Klang Valley area. This application is beneficial to help the new house-buyers to assess their ability to own a house, based on their income and expenses. In addition, this web-based application is also very useful for financial institutions and property developers in analysing the trend of potential house-buyers.

Keywords: Affordable, housing affordability, homeownership, house price, house-buyers

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Exploring Indigenous Traits of Chinese Knowledge Workers

Kuok Kei Law¹, Tak Yin Hui²

Abstract This is a short article elaborating on a proposal research idea to explore the indigenous traits of knowledge workers in Asian contexts such as China. The motivation behind the proposed research is that the traditional values associated with knowledge workers such as autonomy and empowerment proposed by western scholars seem to be in doubt in Asian contexts where obedience and respect for power are the prevalent values. Echoing other studies that have found indigenous models for Chinese workers, we postulate that there is a need for indigenous knowledge management model for Chinese knowledge workers. We are proposing to develop such a model through a two-phase study design. Contributions in both research and teaching will be resulted upon the completion of the proposed research.

Keywords: trait, knowledge worker, knowledge management, culture, Asia, China

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An Assessment of Farm to Table Strategy in Thailand

Narong Koojaroenprasit¹, Sauwaluck Koojaroenprasit², Suwicha Kasemsuwan³, Ruangvit Yoonpundh⁴, Pattaragit Netiniyom⁵, Saeree Jareonkitmongkol⁶

Abstract The purpose of this study is to evaluate the food safety strategy in Thailand. This study used primary and secondary data. Primary data was collected from durian farmers by using questionnaires, in-dept-interviews and observations. Secondary data was obtained from the Ministry of Agricultural and Cooperatives (MOAC). The study found that most of durian farmers graduated from primary school. They received the standard durian farm training program from the Department of Agriculture (DOA). The efficiency and effectiveness of the MOAC’s food safety strategy implementation in the future should consider training government officers for operation skills and updated knowledge which congruent with uncertain environment under the food safety policy. Additionally, government agencies should support durian farmers for making their product differentiation. They can also act as intermediaries to promote price differences. Therefore, Thailand will reach the goal of “The Kitchen of the World”.

Keywords: Thailand, Food Safety, Strategy

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The Information Transmission of the Different Types of Investors: Evidence from the Taiwan Stock Exchange

Mei-Chu Ke¹* Ming-Hui Wang²

Abstract This study examines the difference of the information transmission between institutional investors and the individual investors for the Taiwan Stock Exchange, and investigates the impact of transparency on information transmission for the two types of investors. The empirical results indicate that private information is the major factor which causes the trading-time return variances are higher than non-trading-time return variances. The finding also displays that the return variances of individual investors are higher than those of institutional investors in trading-time period. Moreover, the influence of institutional investors on price volatility principally comes from buyer. The influence of individual investors on price volatility comes from both buyers and sellers, and sellers contain more noise information. We also find that institutional investors prefer to defer private information to next non-trading-time period. However, individual investors prefer to disclose private information during trading-time period. Finally, the influence of private information on price volatility and noise on open price decrease significantly for the institutional investors following enhanced transparency. Oppositely, the influence of private information on price volatility increase significantly for individual investors following enhanced transparency.

Keywords: Information Transmission, Institutional Investors, Individual Investors

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The Examination of Socially Responsible Investment on the Taiwan Stock Markets

Tung Liang Liao¹*, Mei-Chu Ke², Ya-Chi Chen³

Abstract This study examines the relationship between socially responsible investment (SRI) and portfolio performance on the Taiwan stock markets. The firms, received awards from the famous Common Wealth Magazine in Taiwan, are used to be our sample firms and the study period is from 2007 to 2015. A significant alpha for SRI portfolio is found with four-factor Carhart model, a risk-adjusted model. The performance of SSR portfolio also significantly dominates that of market portfolio with stochastic dominance test, an omitted risk-adjusted model. In addition, the results appear to be similar with two different models to test the robustness. An important implication of our results is that investors can earn the high or abnormal returns by selecting socially responsible firms.

Keywords: Socially Responsible Investment; Carhart Model, Stochastic Dominance

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Audit Partner Independence and Business Affiliation: Evidence from Taiwan

Yu Shan Chang*

Abstract Affiliated business groups play important roles in markets, especially emerging markets. Both IAASB and PCAOB have expressed strong concerns about the audit quality of group financial statements. Audit quality is closely related with auditor independence (Tepalagul and Lin 2015). In this study, we examine whether audit partners are more likely to compromise their independence for clients affiliated with business groups. We incorporate the impact of business group in the construction of client importance proxy in order to explore the potential impact of clientele’s business group affiliation. Our findings support that there is no evidence on Big N audit partners compromising their independence for economically important clients no matter whether the clients are affiliated or not. However, we find that the previously documented relation between client importance and audit partner independence in non-Big N audit partners rests with business-group-affiliated and unlisted clients. Therefore, we conclude that non-Big N audit partners tend to compromise their independence for economically important clients who are within affiliated business groups and not listed in stock exchanges.

Keywords: Client importance; affiliated business groups; auditor independence; audit partner

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Fine Dust Policy Agenda Setting Using Topic-Modeling Methodology

Kyungshik Shin1*, Hyunseop Shin2

Abstract Recently, air pollution due to fine dust has become a big social problem in Korea. Therefore, this study aims to identify issues related to fine dust in the news articles using the topic modeling methodology to grasp the problem and present the direction for the future policy agenda setting. In this study, we applied a Latent Dirichlet Allocation methodology, one of the topic modeling techniques. Topic modeling is a methodology used to discover the central theme spread across documents and to detect patterns not only in various document sources but also in genetic data, images and social network data. The Latent Dirichlet Allocation goes through the process of setting the distribution of topics randomly in each document and then randomly including each word in one of the topics. Based on the frequency of concurrent occurrences of words, hidden variables are updated to derive document topics. Analyzed newspapers were searched in searching engine ‘Naver’ with keywords 'Fine dust'. As a result of the analysis, issues related to ‘Health’, ‘China’, ‘Government and Seoul’, ‘Emissions of fine dusts in vehicles’, and ‘Concentration measurement and prediction’ have appeared. To solve the problem of air pollution, various sectors’ collaboration is needed. Industry cooperation, technology development, and changes in individuals' lifestyle should play a role, while government policies connect each part organically and present guidelines in advance. However, as a result of the analysis, the scope of policy actors was limited to the government and areas other than Seoul were not discussed. In the future, it is necessary to promote the participation of various actors in the fine dust policy. This study is meaningful in understanding the fine dust related topics that have been revealed in the news articles, pointing out the limitations of the current issues and suggesting directions for the future policy agenda setting.

Keywords: Air Pollution, Fine Dust, Policy Agenda Setting, Text Mining, Topic Modeling

This work was supported by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea (NRF-2017S1A5A2A03067552)

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Comparison between Postures of meditation Theravada Buddhism and Taoism

Mestiyage Don Dunesh Indrarathne Gunathilake¹*, Samiddhi Surangika Lewke Bandara²

Abstract Taoism and Buddhism are the two religions in the world, which go consistently in hand with latest developments in the world. In Theravada meditation, two main categories called seated position and walking position were become evident which are ideologically coinciding with the seated position and walking meditation position of Taoism. No researcher had ever done a balanced study by comparing this concept of both religions. Therefore, a comparative study was conducted focusing on the Comparison between Postures of Meditation in Theravada Buddhist and Taoism. The main purpose of this research was to Comparison between Postures of Meditation in Theravada Buddhist and Taoism.

Keywords - Taoism, Buddhism, Postures of Meditation

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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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TRACK B: MEDICAL MEDICINE AND HEALTH STUDY
lc39a8, a zinc importer, is essential for cardiac ventricular compaction

Deqiang Li*

Abstract  Left ventricle non-compaction (LVNC), the third most common cardiomyopathy, is resulted from failure of myocardial development during embryogenesis and is characterized by excessive trabeculation and ceased compaction. Extracellular matrix (ECM) that fills the interlayer space between endocardium and myocardium plays a critical role in ventricular trabeculation and compaction. However, it is not well understood how ECM is regulated in this process. SLC39A8, a zinc ion importer, has been implicated in ECM degradation through the Zn-Metal Regulatory Transcription Factor 1 (MTF1) axis, which promotes the expression of ECM degrading enzymes including an Adamts metalloproteinase. We discovered that Slc39a8 is expressed in the heart during development and that it is critical for maintaining cellular zinc level. Slc39a8 null hearts exhibited hallmarks of LVNC including ventricular hypertrabeculation and noncompaction. Mechanistically, Slc39a8 null hearts had marked ECM accumulation and reduction of several Adamts metalloproteinases. Consistent with the in vivo observations, knocking down SLC39A8 in Human Umbilical Vein Endothelial Cells (HUVECs) decreased Adamts1 transcription by decreasing cellular Zinc uptake and MTF1 transcriptional activity. Our study thus identified a novel gene underlying ventricular trabeculation and compaction development and a novel pathway regulating ECM during myocardial morphogenesis.

Keywords: ECM, Heart Development, Ventricular Compaction, Zinc

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Establishment of the Shari’ah Framework for the Application of Somatic Gene Therapy in Human

Zakiah Samori¹, Fadilah Abd Rahman²

Abstract 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 Shari’ah 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 Shari’ah Framework on the application of the somatic gene therapy after an in depth study of its position from the Shari’ah point of view. In achieving this, a detailed analysis and outlook into the Qur’anic 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 Shari’ah) and the Qawa’id Fiqhiyyah (Islamic Legal Maxims) is also analysed in further detail. Various fatwas (Islamic verdict) decreed by the variety of fatwa councils from all over the world are also highlighted. 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 Shari’ah perspective is undeniably crucial in any attempt to regulate Somatic Gene Therapy in any Muslim countries in the future.

Keywords: Somatic Gene Therapy, Shari’ah Framework, Islamic Principles Maqasid Syariyyah Qawaid Fiqhiyyah

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Vision

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