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Seoul, South Korea

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS ROEES-2018

International Conference on
“Research Ethic and Innovations in Business Management and
Social Science”
(RBMS-2018), Seoul, South Korea



Book of Abstracts Proceeding

**International Conference on
“Research Ethic and Innovations in Business Management and
Social Science”
(RBMS-2018)
Seoul, South Korea**



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**“Research Ethic and Innovations in Business Management and
Social Science”
(RBMS-2018)**

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**International Conference on
“Research Ethic and Innovations in Business
Management and Social Science”
Seoul, South Korea
Venue: Nine Tree Premier Hotel Myeongdong 2,
Seoul, South Korea**

ORGANIZING COMMITTEE

1. Mr. Jiyong

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CONFERENCE CHAIR MESSAGE

Mr. Jiyong

International Conference on “Research Ethic and Innovations in Business Management and Social Science” RBMS-2018 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.

Mr. Jiyong

Conference Chair

Email: jiyong@roees.org

ROEES-2018



Conference Schedule

DAY 01 Saturday (September 15, 2018)
Venue Nine Tree Premier Hotel Myeongdong 2

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:45 am	Opening Ceremony
09:40 am – 09:50 am	Welcome Remarks Conference Coordinator
09:50 am – 09:55 am	Introduction of Participants
09:55am – 10:00 am	Group Photo Session
10:00am – 10:30 am	Grand Networking Session and Tea Break



DAY 01 Saturday (September 15, 2018)

Session I (10:30 am – 12:00 pm)

Session Chair: Leon Yap

Track A: Business, Economic, Social Sciences and Humanities

SBTM-098-ANI104	Cross- Cultural Marriage And Change Of Locality in Thai Literature	Umarin Tularak
RBMS-SEP-102	A Review on Evaluation Practice in Taiwan’s Science and Technology Programs from the Perspective of a Logic Model Approach	Sophia Shihuei Ho
RBMS-SEP-103	Managerial Capabilities of Third Sector CEOs – What Has Changed?	Dr. Ronit Amit

Track B: Medical, Medicine and Health Sciences

SEO-398-101M	Improving Treatment of Type 2 Diabetes Using Reservoir Type Transdermal Patch of Microparticles Metformin Hydrochloride	Clara Tissa Augusta , Desty Anggita Putri , Itsna Fadlilatul Arifah , Putri Septi Permatasari
SEO-398-104M	A T-wave Variation Characteristics Evaluation Algorithm for Ischemic Heart Beats	Jong Rul Park

Lunch (12:00 pm – 01:00 pm)

Closing Ceremony



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.

Sr. No	Official ID	Name	Affiliation Details
1.	RBMS-SEP-104A	Md Amir	Project Director of DPUP, Bangladesh
2.	RBMS-SEP-105A	Mir Shaminul Islam	Executive Member of DPUP, Bangladesh
3.	EITA-098-KR101A	Moksud Khan	MH Samorita Medical College & Hospital Dhaka, Bangladesh
4.	SEO-398-102MA	Abralov Alisher	Ministry of Health of the Republic of Uzbekistan



DAY 02 Sunday (September 16, 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 reserved for this memorable purpose.



**TRCAK A: BUSINESS MANAGEMNET, ECONOMICS,
SOCIAL SCIENCES AND HUMANITITES**

A Review on Evaluation Practice in Taiwan's Science and Technology Programs from the Perspective of a Logic Model Approach

Sophia Shihuei Ho*

Abstract The demand for evaluating the performance of public programs from their engaging stakeholders and involving social aspects continues to rise. Considering that Taiwan government has devoted its efforts to undertake the science and technology policy as the catalyst to boost up his economic advancement and social well-being, that the government financing a large amount of funding for the corresponding programs prompts us to wonder whether the current evaluation practice is an apt tool to monitor the change process and the expected outcomes of the programs. Hence, a logic model instrument is introduced in this study to examine the design of the planning and evaluation process. It also functions as a facilitator to revise the existing evaluation implementation. A logic model or a logical framework appeared in various forms in the 1960s, and in recent years are widely conducted in the practice of evaluation since it has the reputation of the efficient tool to conceptualize the program during the planning stage and help organizers to communicate with the participants. A qualitative methodology was adopted. Document analysis is employed to systematically review government documents and reports to glean pertinent information. The results indicated that in spite of containing the elements delineated in the logic model, the arrangement of those is not well coordinated. In addition, the outcome section of program evaluation solely focuses on key performance indicators; namely measuring outputs rather than the effects a program may yield according to different stages of periods such as short-term, intermediate and long-term outcomes. Such designed evaluation practices may raise a doubt that whether the output-oriented approach of evaluating past program performance is well-designed enough to inform policy and management decisions. It is also concerned that the lacking a tracking system in the current evaluation practice may not be able to justify the spending on those programs. Accordingly, a coherent version of the evaluation mechanism in combination with the logic model is strongly suggested.

Keywords: Government Funding, Key Performance Indicators, Logic Model, Science

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Managerial Capabilities of Third Sector CEOs – What Has Changed?

Dr. Ronit Amit*

Abstract The purpose of this study is to produce new knowledge relating to the performance of CEOs in the third sector. By investigating the changes in the managerial characteristics of CEOs over the last decade, the research aims to empower their abilities towards increasing their organizations' effectiveness. The rationale for the research is based on three key statements: The first defines the third sector as comprising nonprofit organizations (NPOs) that produce goods or provide services without the obvious return of profit or financial gain. The second follows the view that the managerial performance of CEOs is a result of multilevel elements such as professional background, management experience, formal education, and acquired skills. The third argument points to new challenges NPOs are facing, especially the demand to improve achievements and to demonstrate impact. These challenges have a direct effect on third sector senior leadership, compelling them to improve their capabilities and performance. The data collected for this study was drawn from the responses of CEOs to a questionnaire distributed on two different occasions and the comparison of these responses. The semi-open questionnaire was first submitted in 2008, collecting the responses of 32 Israeli CEOs of nonprofit organizations in Israel. The study describing the findings was published in 2011. This same semi-open questionnaire was administered a second time in 2018, this time collecting the responses of 80 CEOs. Data collected from both these sources were compared and analyzed, and the data analysis was validated by a team of experts. The comparison provides a better understanding of the changing nature of the performance of CEOs, for example, conducting strategic processes and improving financial monitoring, as well as of unchanged patterns, especially their management education and experience. The conclusions offer two significant implications: The first relates to practicable suggestions; these include increasing awareness of the need to allocate resources for management development and capacity building for senior managers of nonprofit organizations. The second suggests that this study constitutes a basis for further research that will be conducted by scholars as a cross-country collaboration in the field of managerial performance in nonprofit organizations.

Keywords: Managerial Capabilities, Third Sector, Non-Profit organizations

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Cross- Cultural Marriage And Change Of Locality In Thai Literature

Umarin Tularak^{1*}, Marasri Sorthip²

Abstract This article aims at analyzing the cross-cultural marriage and change of locality issues in Thai literature through the identities of Thai female, Thai male and western male characters as well as changing locality. Text used in this study is a short story entitled “Go to buy fish sauce and find a Farang husband in Makro” of Sudsang, a writer from the northeast of Thailand or so called Isaan. The concept of identity is applied in this study. Study results are presented by using analytical description method. The study results reveal changing contexts including entering to globalization of Thai society and cross-border cultures have had an impact on change of economic system that is the invasion of transnational capitalism in local society, and change of the value of Thai women in the northeast of Thailand that is the new value of having foreigner husbands of Thai women which is well-known in many areas. Any change are presented through female character whose self-identity has been changed and who seeks for an opportunity to marry a western man so as to improve her economic status. In terms of Thai man as a husband is frequently mentioned as negative identification such as being lazy that is unlike a western husband who possessed positive identification as being a diligent and family-responsible person. For this reason, Thai female character would rather find a western husband than Thai husband. It can be said that the text demonstrates social change, locality change from rural conditions to urbanization, and the change of cross-cultural marriage value through characters’ identities. This is also an important issue in Thai society nowadays.

Keywords: Cross-cultural Marriage of Woman, Identity

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**TRCAK B: MEDICAL, MEDICINE & HEALTH
SCIENCES**

A T-wave Variation Characteristics Evaluation Algorithm for Ischemic Heart Beats

Jong Rul Park*¹, JongEun Park²

Abstract During an exercise, muscle contraction occurs for body movements, and requires more amount of oxygen. Then, heart beating rate tend to increases during an exercise [1]. While heart beating rate varies, the sympathetic nerve, respiratory, and blood circulation system adapt to the muscle contracting action. Sympathetic nerve system with a calcium ion handling problem causes abnormal myocardial actions, and has potential to develop arrhythmia [2]. However, the heart beat electric signal variations through wearable electrodes are less noticeable without an electric signal data screening process. The proposed electric signal data screening process determines whether ischemia beat is present or not, and evaluates the T wave variation characteristics in terms of the root-mean-squared (RMS) values of the amplitude and duration. The T wave represents depolarization and repolarization of the left ventricle. Duration of the T wave is from the Q point of the QRS complex and represents QT interval. QT interval prolongation with the T wave morphology becomes a biomarker of acute myocardial ischemia, and represents the ventricular repolarization abnormalities [3]. This paper characterizes depolarization and repolarization actions of the left ventricle from the electric signal outputs of ECG. The proposed electric signal data screening process evaluates beat-to-beat information of amplitude and duration of T waves among electric signals from multi-electrode ECG. Among the experimental data in this paper, the heart beat showing the maximum QT interval tended to have the maximum RMS value of amplitude. For the experimental 12-lead electrocardiography (ECG or EKG) data, certain beat-order tended to represent the maximum QT interval through the 12 channels. [1] S. M. Narayan et al., "T-wave alternans testing for ventricular arrhythmias," *Progress in Cardiovascular Diseases*, vol. 51, no. 2, pp. 118-127, 2008. [2] R. L. Verrier et al., "Microvolt T-wave alternans," *Journal of the American College of Cardiology*, vol. 58, no. 13, pp. 1309-1324, 2011. [3] J. J. Candil et al., "QT interval and acute myocardial ischemia: past promises, new evidences," *Revista Española de Cardiología*, vol. 61, no.6, pp.561-563, 2008.

Keywords: Electrocardiography, Myocardial Ischemia, QT Prolongation

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Improving Treatment of Type 2 Diabetes Using Reservoir Type Transdermal Patch of Microparticles Metformin Hydrochloride

Clara Tissa Augusta¹, Desty Anggita Putri², Itsna Fadlilatul Arifah³, Putri Septi Permatasari^{*4}

Abstract Based on WHO's Global Report in 2016 an estimated 422 million adults were living with diabetes in 2014, compared to 108 million in 1980 globally. The majority of people with diabetes are affected by type 2 diabetes. Metformin Hydrochloride is considered a first-line treatment in the management of type 2 diabetes mellitus and insulin resistance. But, the bioavailability of oral Metformin is only 50-60% under fasting conditions and need to be taken more than once daily owing to short half-life. Metformin has gastrointestinal side effect, so it is not take on an empty stomach. There is a necessity for improved drug delivery system of Metformin, transdermal can be an alternative delivery system. The advantages of transdermal Metformin can decrease risk of gastrointestinal side effects, significantly improving bioavailability, also improving compliance and tolerability for patients. As it is well known, transdermal delivery of pharmaceutically active ingredients which are absorbed through the skin into the underlying blood vessels has the advantage over conventional administration forms for oral or other parenteral applications of providing a controllable plasma level in the therapeutic range while at the same time avoiding the therapeutic dose to fall short or be exceeded. Based on pharmacology effect of Metformin Hydrochloride, the suitable transdermal patch is reservoir type. By literature reviews, microparticles Metformin Hydrochloride was prepared by cross-linked between chitosan and alginate, HMPC and Propilenglikol was added. Formulation of microparticles prepared by the spray drying of alginate solution cross-linked with chitosan was characterized by good mucoadhesive properties, high drug loading and prolonged Metformin Hydrochloride release. The aim of this study are reducing side effect in gastrointestinal tract and improving patient compliance during treatment.

Keywords: Metformin Hydrochloride, Transdermal Patch, Microparticles, Cross-linked, Reservoir Type, Patient Compliance

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FUTURE EVENTS

You can find the Details regarding our future events by following below:

<http://roees.org/seoul-bmec-oct-2018/>

<http://roees.org/seoul-rsele-nov-2018/>

<http://roees.org/seoul-gsbem-dec-2018/>

<http://roees.org/seoul-risb-january-2019/>

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