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Organizing Committee

1. Mr. Abeer
   Conference Coordinator

2. Mr. Leon Yap
   Conference Coordinator

3. Mr. Metin
   Conference Coordinator

4. Ms. Petrel Qiu
   Conference Coordinator
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Conference Chair Message

Dr. Estefany Copes Coloma

International Conference on “Innovative Practices in Business, Social Sciences and Humanities Research” 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. Estefany Copes Coloma
Conference Chair
IBSSH- Secretariat, 2017
### Conference Schedule

**DAY 01 Friday (December 15, 2017)**

**Venue: Room 1**

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| 9:30 am – 9:40 am | Welcome Remarks – Mr. Nazari Abeer Arif  
Conference Coordinator |
| 9:40 am – 9:45 am | Introduction of Participants                                         |
| 9:45 am – 9:50 am | Group Photo Session                                                   |
| 9:50 am – 10:00 am | Grand Networking Session and Tea Break                                |
DAY 01 Friday (December 15, 2017)

Session 1 (10:00 am – 11:30 am)

Venue: Room 1

Session Chair: Mr. Leon Yap

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| DB-127-116 | Startup India – The Rise and Rise of India Inc – A Conceptual Review | Gokul C |
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| DB-127-119 | The Role of risk management in crisis prevention | Zahra Hamdani |
| ICGE-12-702 | Distance Learning | Haseena Bano Shoukat |
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### DAY 01 Friday (December 15, 2017)

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**Venue:** Room 1  
**Session Chair:** Mr. Leon Yap

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| DB-127-108 | Construction of Knowledge Base to Visualize the Cross-Cultural Difference over Information | Ziran Fan |
| DB-127-110 | The SNS Application to Let Reaction Accelerate by Setting the Expiration Date a Message | Taishi Nemoto |
| DB-127-111 | Construction of Remote Class Environment that Enables Interactive Communication Especially for Active Learning | Kazuya Murata |
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**Closing Ceremony**
The following Scholars/ practitioners/educationist who don’t have any paper presentation, however they will be attending the conference as delegates & observers.

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<th>Affiliation Details</th>
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<td>1</td>
<td>DB-127-121A</td>
<td>Bashir Mohammed Nasir</td>
<td>Jigawa state college of education p.m.b 1002 Gumel</td>
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<td>4</td>
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<td>7</td>
<td>ICGE-12-709A</td>
<td>Mr Adejumo OluSegun</td>
<td>Senior Accountant University of Lagos Nigeria</td>
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<td>8</td>
<td>ICGE-12-710A</td>
<td>Mr. ALI Adams Bukar</td>
<td>Lecturer Federal College of Education (T) Potiskum, Yobe State Nigeria</td>
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<td>DB-127-128A</td>
<td>Abdulfattah Hassan Al Mohsin</td>
<td>English Zone, Institute in Saudi Arabia</td>
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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
The Impact of Integrated Marketing Communication Strategies on Customers in Saudi Arabian Fashion Retail Industry

Nasiem Mohammed Alyami*

Abstract Globalisation, competition and market saturation have persuaded the organisations to create strategies that help in improving brand loyalty among customers that can be successfully attained with the help of efficient communication with the customers. In this respect, the main aim of this dissertation is to examine the impact of integrated marketing strategies on the customers in the Saudi Arabia fashion retail industry. The research has examined the concepts, models and theories of integrated marketing communication and evaluated its impact on customer behaviour in Saudi Arabian fashion retail industry. For this purpose, the research has undertaken a mixed paradigm involving a combination of positivist and interpretivist paradigm along with deductive approach and exploratory design. For gathering data, the research has made the use of a combination of qualitative and quantitative methods. The data was gathered by conducting a survey with the marketing executives and an interview with marketing managers in Saudi Arabian fashion retail industry. The gathered data was analysed with the help of graphical presentation and descriptive analysis method. The findings of the research have revealed that integrated marketing communication creates a highly significant impact on the behaviour of the customers. The research findings have also revealed a strong an intrinsic relationship between marketing communication techniques, brand loyalty, brand awareness, customer perception and customer perception intentions. Such integration helps not only in gaining competitive advantage but also financial benefits. The findings also revealed that integrated marketing strategies have proved to be highly beneficial for Saudi Arabian fashion retail organisation in improving the performance of marketing operations as well as goodwill of the retail organisations. However, it has been recommended that making the use of comprehensive and aggressive advertising, point of sale and a creative use of the tools and techniques of information technology can help Saudi Arabian fashion retail organisation in improving their marketing performance effectively.

Keywords: Integrated marketing communication, customer, fashion retail industry and Saudi Arabia

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The possibility of 3D-ORIGMI system as a tourism-promotion tool for Japan

Takayuki Fujimoto¹, Risa Ogawa²*

Abstract For the coming Tokyo Olympic, promotions of Japan to overseas people have been active. Japanese emphasize the sightseeing to famous sights and the activities. However, they do not meet the needs of foreign tourists. In this study, we focused on “Origami” as a tool to introduce Japanese traditional culture, and we developed the application that expresses the making process of “Origami” by using the smartphone. There must be a wide variety of promotion tools to introduce Japanese. Among them, the authors assume that the beauty of Japanese traditional lifestyle culture is the fascinate cues.

Keywords: Origami, Japanese culture, mobile device, 3D expression, 3D hologram, sightseeing, tourism-promotion

Toyo University, Graduate of Information Sciences and Arts, Japan
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Construction of Knowledge Base to Visualize the Cross-Cultural Difference over Information

Ziran Fan¹, Takayuki Fujimoto²

Abstract Today, there are many cases in which people cannot communicate acceptably even though they are geographically close and share the long history. Some of those issues can be escalated into the political problems or conflicts among nations. For example, Japan and China are geographically near each other and have the long history of relations for over 1000 years. Recently, the cultural differences between both countries are quite large, and there are also many troubles caused by those differences. On the other hand, the civil exchanges in the fields such as economy, culture, science and tourism have been building the huge markets in both countries. Even they have close relationship, the communication is hard for people because of the differences in the mutual cultures, customs and social backgrounds. This is one of the remarkable features of the relations between Japan and China. By the development of technologies, people can recognize the cross-national and racial differences more easily than before in the various ways such as web pages, applications or academic books. For example, the author is studying cross-culturally between Japan and China, and found that all of the mentioned ways above are still far from effective. Especially, the near-miss incidents that occur by the differences of subtle nuances regarding the youth culture or sensibility in youth have not been comprehended properly. The reasons can be considered as the shortage of the quantity, immediacy and practicality of the information which is offered to the users or readers. This study targets to solve these problems according to the instances of the differences of informatization between Japan and China. We construct the knowledge base to overcome the disparities of the mutual understanding in every field between Japan and China. The proposed system does not only store the information that matches the users’ needs widely, but also enhances practical utility by constructing the knowledge base with the high-level immediacy to renew the information organically depending on the situations. It provides the information that responds to the users’ individual needs properly depending on the users’ usage status by applying AI technology. The system is not just for the storage, renewal, or search of data. We also append the post/ read/ reuse functions for the users’ comments to implement the interactive system. We will solve the cross-cultural communication problems by the implementation of the knowledge base through this study.

Keywords: Cross-Cultural Communication; Cross-Cultural Difference; Information Design; Knowledge Base; Media System

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The SNS Application to Let Reaction Accelerate by Setting the Expiration Date a Message

Taishi Nemoto¹*, Takayuki Fujimot²

Abstract The number of the business persons who complete the work only by SNS and a messenger application (messenger app) is increasing, instead of emails as communication means. SNS enables quicker responses, unlike emails and telephone calls. Besides, it is very convenient because the communication with the partner is simply visualized. However, in the communication for SNS, the users have a big stress if someone’s reaction/answer are slow or the text is ignored, despite of the expectation for the quicker responses than emails. In addition, out of the messenger app., there is the one in which "an already-read icon" is displayed for the message already read by the user. When using that type of app., the stress increases more if a reaction is slow. When “Text ignored” becomes ordinary, SNS becomes almost same as the emails, and the advantages of the SNS communication decreases. We assume that this may bring about the communication imperfection of the modern net users. However, the strong incentives to let the users make quick reactions on SNS depend on the use-style and the consciousness of each user eventually. Therefore, in this study, we suggest the SNS application to promote quicker answers or reactions by setting the expiration date for a text message. The number of the readable letters in the message decreases by five per copy when the user does not check it within 24 hours after its reception in the application of this study. In other words, ten characters become unreadable if one message is left for two days or if two copies are left. In addition, if a user does not reply to a certain sender within 12 hours, the number of the character’s worth for half of the messages from the same sender will be unreadable in the future. Besides, the average time before message-checking and the average time before replying are displayed in the user account. In this way, we can promote SNS communication forcibly and can make SNS more different from emails by arranging the expiration date for the message-checking and replying and also setting penalties depending on the user’s reactions.

Keywords: Application, Accelerate, Expiration

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Construction of Remote Class Environment that Enables Interactive Communication Especially for Active Learning

Kazuya Murata\textsuperscript{1}, Koji Fujita\textsuperscript{2}, Takayuki Fujimoto\textsuperscript{3}

\textbf{Abstract} Today, when we carry out the teleconference with the video in companies, or schools, there are two methods mainly. One is a method to utilize a device such as a video teleconference system that is a stationary type for the business use. The other is a method to utilize simple software for the individuals such as “Skype”. Both methods have good and bad points, and it is hard to say that they necessarily have sufficient functions. In the past, for the teleconference in companies or universities, it has been always necessary to secure stable communication environments. For this reason, they often used the exclusive devices that were hard to use. However, by the development of the recent network environments and softwares, much more stable communication environments become possible even with personal computers than before. Therefore, in this research, we developed the method and the system to carry out stable teleconferences or remote classes, only by using the free software that is available for teleconferences, under the ordinary communication environments.

\textbf{Keywords}: Teleconference, Remote Class, Interactive Class, Active Learning

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Proposal of new type of text input system for smartphones

Koji Fujita\textsuperscript{1*}, Takayuki Fujimoto\textsuperscript{2}

\textbf{Abstract} In this paper, we propose and develop a text input interface system for smartphones based on a novel design. Recently, everyone has a smartphone with which he or she can do almost anything. The input method for smartphones in English speaking countries is usually the “QWERTY key method”. However, regarding languages such as Japanese in which there are many types of characters, the input method for smartphones has not been defined yet. In addition, the representative input method for smartphones is just an application of previous interface systems like the one used by older mobile phones or computers. It is hard to say that the interface is appropriate, especially for smartphones. Therefore, we compare and evaluate the existing input methods, and from these results, we identify the problems to be improved and develop a new text input method for smartphones. Our new input interface system does not reduce visibility on the smartphone’s small screen. This system allows the use of both hands to input texts. This kind of interface system has never existed before. In this respect, this research is novel. In this paper, we demonstrate the interface design and the feasibility of our system. For the purpose, we performed a basic experiment for the proposed interface system, investigated the improvements and evaluated its effectiveness.

\textbf{Keywords:} Smartphones, text, input system, interface system, design

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Implementation of Font Change Application for SNS by Image Selection

Yui Tanaka¹*, Takayuki Fujimoto²

Abstract these days, Social Networking Service (SNS) is spreading surprisingly faster. Communication on SNS is indispensable to our life. Because SNS communication is practiced only by texts, we cannot make eye contacts or surmise another person’s emotion from tones of voice. Therefore, we often misunderstand another person’s emotion. It causes some troubles of human-relation. In all major SNS, we have to communicate with each other only by simple character information using the set font. As a result, it is not possible to extend expressiveness of text information other than the meaning of the characters. Illustrations or images like “Stamp (or sticker)” and “Emoticon (or emoji)”, can express user’s emotions. However, because of their arbitrary uses depending on different users’ feelings, it is hard to say that they can fully express the users’ emotions. In recent years, there are many troubles regarding the uses of “Stamp” and “Emoticon” on SNS. We have used different fonts for emotional expressions when creating documents. We know that emotional expressiveness can be improved spectacularly by using different fonts. Therefore, we developed a front-end application with font adjustment function for SNS, which is premised on using plain texts. In this paper, we specifically propose a new function, which changes fonts by selecting visual expressions of emotions. If the user selects an illustration of a certain emotion that he or she wants to add to the texts, the “font” of the text will be changed into the one that fits the selected emotion. Normally, the images are selected by typing characters. However, this application can change characters of the texts based on the selected images, and realize more intuitive character expression. Today, when creating some documents, considering fonts is a usual practice. It is clear that fonts give texts emotional meanings. By using this application, the emotional meaning provided by the font can be added to the characters. In short, the characters become the texts that can reach another person more accurately It is possible to express rich variety of emotions and more smooth communication by texts can be expected.

Keywords: Component; IT Introduction; Smartphone Application; Font; Social Networking Sites; Messenger software; SNS communication; Emotion

Toyo University, Graduate of Information Sciences and Arts.

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The Problem of content design in the Internet age: How do theft and plagiarism happen?

Takayuki Fujimoto*

Abstract Today, the use of the Internet is indispensable to every creative activity such as writing or designing. It saves much of our time and energy for efforts which used to require research using books, documents or interviews. People utilize the Internet in various ways such as referencing to something, getting inspiration, or using free resources. With the rise of the Internet, creative activities become spectacularly easy to do. However, on the other hand, there is a certain problem. It is based on the fact that not only the creators, but everyone can equally browse and check the content on the Internet that is referred to, used or quoted for the creative works. In short, if the creators thieve, plagiarize or reproduce without permission some content, it is easily pointed out. Even if the creator has no intention for the inappropriate use, there is a possibility that its being pointed out by a third party can cause a big problem. Our time is the Internet age, and all of the content in the world is searchable. Even with the content that he or she created being unique without any reference, it is possible to make suspicion that the content resembles something or that the creator might have thieved something. With bad motives, it is also possible to spoil the unique content by searching out the very similar content and claiming that it is based on theft. In this research, we clarify the problems with theft and plagiarism that tend to happen following content production in the Internet age. Thereby, we discuss a method to avoid those problems, and a coping strategy in case of contingency, with specific examples.

Keywords: Content Design, Copyright, Plagiarism, Rip Off, Steel Design Problems,

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A Proposal of word-of-mouth SNS application using 3-seconds video

Arisa Fujinoki¹*, Takayuki Fujimoto²

Abstract In recent years, the number of opportunities that consumers benefit from the user reviews or word-of-mouth is increasing with spread of SNS. In fact, when consumers purchase goods, it is quite common that they are influenced by information on the Internet. User reviews and word-of-mouth information such as SNS have great power to make or break the users’ purchase decisions. Recently, a number of websites and smartphone applications with the functions of consumer reviews or word-of-mouth information are also released. However, many of them are based on stealth marketing, propaganda reviews by vendors or false word-of-mouth marketing, and it cannot be said that their reliability is high. Also, since they provide character information, they have actually detailed explanations. However, on the other hand, they are redundant and not intuitive. In this study, we develop a word-of-mouth SNS application that enables the users to post and share product reviews in a short time movie format. Specifically, by scanning the barcode of the product with the camera of the smartphone, the user can post a review on the product or browse the video review. Review videos are set as 3-seconds of short time limit. Why is it 3-seconds? Because we assumed that the time of 3-seconds would function effectively in order to convey the user’s impression and intuitive comment on the product for reviews. Long time review videos tend to be more and more explanatory ones. Also, it is not difficult to concentrate on the 3-seconds videos in succession when browsing a review. By this format, it seems that the false word-of-mouth marketing agencies cannot edge into the SNS easily. This application will help consumers’ purchasing behaviors.

Keywords; IT Introduction, Information design, smartphone app, SNS, video, word-of mouth, purchasing behavior

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Startup India – The Rise and Rise of India Inc –
A Conceptual Review

Gokul C*

Abstract Statistically, India is the seventh-largest country by area and the second-most populous country in the World with over 1.2 billion people. Every year there are a bunch of graduates who pass out from various Universities. But not all of these graduates get employed as per their skillsets or interests. In recent years, the self-employment consciousness among college students are increasing and the students are less likely to rely on parents or schools or wait for opportunities. Instead, they tend to take initiative to look for new chances for themselves. This research aims to investigate the challenges of financing start-ups in India. This paper is intent to explore the main difficulties faced by start-ups in India, and discuss the financing resources of start-ups in India by using a literature-based analysis. The Research paper analysis the challenges, prospects and its financing resources. The secondary data is collected from various websites, journals, newspapers, articles etc.

Keywords: Startups, Work force, Financing, Venture capital, Entrepreneurship.

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Entrepreneurship within university from intention to incubation: The case of Algerian universities

Dif Aicha¹* Benziane Abdelbaki²

Abstract The integration of entrepreneurship education has changed the role of the university by creating a bridge between university and industry. This combination also changed the structure of the university, their strategy and the orientation of the outcome learning from traditional learning practice to entrepreneurial learning practice. The public university is facing now the internationalization environment, especially with the privatization of the higher education sector. In addressing this research gap, this paper provides a case study of Algerian public universities. The authors use a qualitative interview with teachers implicated in the process of integration of entrepreneurship from intention to incubation. Thus, the paper offers insights into how the university enables actors to address the challenge of internal factors and external factors to help and facilitate the process of integration of entrepreneurship culture among university.

Keywords: Entrepreneurial university; Integration process; Entrepreneurship education; Internal actors; External actors

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The Role of Risk management in crisis prevention

Zahra Hamdani\textsuperscript{1*}, Belkacem Zairi\textsuperscript{2}

**Abstract** In economic life, every human activity carries a range of risks, which include in its classification intermediate many steps to determine the risks of: probability, attractiveness and duration. As the economy is affected by global competition and globalization requirements of current policies, it is exposed to many risks and problems, which ultimately lead to investment failure or failure to achieve the desired results. In this context, until the decision to invest in a rational manner is taken away from risk by taking into account the fundamentals of the investment from the determination of the return, the potential risks, in addition to determining the risk-free return and trying to manage these risks in order to reduce, Of which. The impact of financial risk on financial markets is reflected in economic crises that negatively affect economic stability and balance, as well as economic growth and development.

**Keywords:** Financial risks, Economic crises, Real and financial flow, Globalization.

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TRACK B: MEDICAL MEDICINE AND HEALTH STUDY
Effectiveness of Electronic Learning Module in Implementing Ventilator-Associated Pneumonia Prevention Measures Among Intensive Care Unit Nurses

Taghreed Hamza Hawsawi*

Abstract One of the vital principles for preventing ventilator associated pneumonia (VAP) in the hospital is equipping healthcare workers with adequate knowledge regarding VAP prevention measures. In which integration of electronic education into nursing education flowing growing awareness all-over the world help ICU nurses to incorporate evidence based practice into daily care for critical ill patient. Aim of study: to evaluate the effectiveness of electronic learning module in implementation of ventilator-associated-pneumonia prevention measures among intensive care unit nurses. Design of the study: Quasi experimental design to test the casual effect of E-learning module on the ICU nurses. Setting: The current study will be conducted in intensive care unit of Al Noor Specialist Hospital at Makkah. Sample of the study: convenience sample of ICU nurses. The tool of this study; this study will be conducted by using two tools; knowledge assessment tool and VAP bundle checklist. Result: As it is shown in the chapter four, nurses’ knowledge before they were exposed to any educational module was graded as average 72.66%”, scores were improved after the training session to be ‘high 96.2%’ meaning that their knowledge has been noticeably improved. A slight drop in their overall knowledge in posttest 1 and 2 to reach 91.32%. However, differences in their knowledge in pre and posttest was highly significant (P<0.005). Performance checklist tool was used to measure nurses’ performance pre-and post the education module. Their poor performance was apparent before exposure to module (61.73%≤5.97), while show tremendous improvement to score ( >99%≤5.97) in the last observation. The difference between pre- and posttest was highly significant (P>0.005). Conclusion: Particularly, the study revealed that e-learning platforms in educating nurses about VAP prevention approaches were considerably effective. This was highlighted by high mean scores for VAP knowledge and practice. Recommendation: Conduct a study assessing the extent to which nurses at Al-Noor Specialist Hospital in Makkah city use the e-learning program, and compare the results with the reduction of VAP-related complications.

Keywords: Ventilator associated pneumonia - E-learning program -mechanical ventilator -ICU nurses – knowledge – performance

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Scientific Board

Scientific Board for Business, Economics, Social Sciences and Humanities

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Economic Department, League of Arab States (LAS)  
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