

ABSTRACT PROCEEDING
Volume 1, Issue 1



BEMSH-JAN-2019

Venue: Mercure Hotel Amsterdam City

Date: January 26-27, 2019



**Social Sciences
and Economics
Research Society**

SSERS International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH)

Conference organized by:



**Social Sciences
and Economics
Research Society**



This conference is dedicated to educators all over the world and to the members of the Social Sciences And Economics Research Society (SSERS) whose passion for teaching, learning, research, and service are helping to transform the academy in many positive ways.

Mission, Vision, and Core Values

To create inspiring convention, exhibition and entertainment experiences that exceeds our researchers expectations in an innovative, sustainable and proudly multi-cultural in European way.

The main objectives of the SSERS are, to strengthen business, economic and social sciences research, propose ways to enhance research activities and training through collaborations, provide multiple outlets of publications for young scholars through collaborations, and provide focused recommendations to the business, economics and social sciences schools for enhancing research skills of graduates through collaborations.

Membership, Conference, Publishing, and Research Information

If you are interested in serving as the volunteer reviewer for the next conference, please contact:

mail: contact@sser-society.org

Web site: <http://sser-society.org/>



SSERS International Conference on Business Economics, Management, Social Sciences & Humanities

Table of content

Welcome Message	5
Scientific Committee	6
Social and Community Studies	7
Conference Schedule	10
Conference Abstracts	13
Europe-based Pharma giants Cross-Culture Marketing in USA	14
Developing an Interactively Integrated System Combining Learning Diagnoses and Remedial Instructions for the 3rd Grade Low-Achieving Elementary Students on Mathematics	15
Institutional changes in Mexico Higher Education: A reforms for U.S. Accreditations	16
Organization's Human Resources Management	17
Conference Abstracts	18
Case study of Anomaly Detection and Trust Allocation in Cyber Security of Unstructured Data	19
Upcoming Events	20



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Welcome Message

The Social Sciences And Economics Research Society (SSERS) welcomes you to the International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH).

We are happy you decided to join your colleagues from around the world to explore innovative technologies, pioneering pedagogical strategies, and a sampling of international collaborations that are being used to engage and retain students, researchers and Scholars in the new millennium.



Scientific Committee

Navid Yahyaei, Islamic Azad University (Isfahan,Iran)
Kian Pishkar, Islamic Azad university Jieroft Branch Jieroft
Vimut Vanitcharearnthum, Chulalongkorn University Bangkok , Thailand
Yash Tiwari Hidayatullah, National Law University Raipur, India
Alpha Janga, Alliant International University San Diego, California
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Majid Asadnabizadeh, Poland, UMCS
Phongsakorn Methitham, Naresuan University Phitsanulok, Thailand
Maduranga Pushpika Kumara Withanawasam, University of Sri Jayewardenepura Nugegoda , Sri Lanka
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Dr. Bhawna Rajput, Delhi University Pitampura, India
Mahdis Kanani, National Iranian Petrochemical Company, Tehran Iran
Maduranga Pushpika Kumara Withanawasam, University of Sri Jayewardenepura Nugegoda , Sri Lanka

Acknowledgements

The organizing committee would like to thank all those people who were involved in making the conference a success. A great amount of planning and organizing is required to hold a successful conference, so we are indebted to those who volunteered their time and energy.

We want to thank all the members of the Social Sciences And Economics Research Society (SSERS) who volunteered their time to help organize the conference.



Social and Community Studies

Sociology: concepts and practices, Geographical perspectives on spaces and flows, what are the behavioral sciences, Psychology of the social. Where mind meets world: cognitive science as interdisciplinary practice, Economics as social science, Sociology and history: the dynamics of synchrony and diachronic, Philosophys place in the social sciences, Social welfare studies as interdisciplinary practice, Health in community, Horizons of interest: agenda setting in the social sciences, Research and knowledge in action: the applied social sciences, Social sciences for the professions, Social sciences for social welfare, Accounting for inequalities: poverty and exclusion, Social breakdown: dysfunction, crime, conflict, violence, Social sciences addressing social crisis points, Technologies in and for the social Economics, politics and their social effects: investment, ownership, risk, productivity, competition, regulation and deregulation, public accountability, stakeholders, trust, work life, resource distribution, consumption, well being, living standards, Commonalities, differences and relationships between the social and the natural sciences: research methodologies, professional practices and ethical positions, Research methodologies involving human subjects, The social sciences in the applied sciences and professions: engineering, architecture, planning, computing, tourism, law, health.

Arts

Teaching and Learning the Arts, Arts Policy, Management and Advocacy, Arts Theory and Criticism, Social, Political and Community Agendas in the Arts, Visual Arts Practices, Performing Arts Practices: Theater, Dance, Music, Literary Arts Practices, Media Arts Practices: Television, Multimedia, Digital, Online and Other New Media, Other Arts

Humanities

Media, Film Studies, Theatre, Communication, Aesthetics, Design, Language, Linguistics, Knowledge, Philosophy, Ethics, Consciousness, History, Historiography, Literature/Literary Studies, Political Science, Politics, Teaching and Learning, Globalization, Ethnicity, Difference, Identity, Immigration, Refugees, Race, Nation, First Nations and Indigenous Peoples, Sexuality, Gender, Families, Religion, Spirituality, Cyberspace, Technology, Science, Environment and the Humanities, Other Humanities

Humanities

Media, Film Studies, Theatre, Communication, Aesthetics, Design, Language, Linguistics, Knowledge, Philosophy, Ethics, Consciousness, History, Historiography, Literature/Literary Studies, Political Science, Politics, Teaching and Learning, Globalization, Ethnicity, Difference, Identity, Immigration, Refugees, Race, Nation, First Nations and Indigenous Peoples, Sexuality, Gender, Families, Religion, Spirituality, Cyberspace, Technology, Science, Environment and the Humanities, Other

Civic and Political Studies

Political science as disciplinary practice, Investigating public policy, Law as a social science, Criminology as social science, Public health, Social sciences in the service of social policy: risks and rewards, Accounting for the dynamics of citizenship, participation and inclusion, Trust, social capital, social cohesion and social welfare, Politics and social sciences, Interdisciplinary perspectives on politics, public policy, governance, citizenship and nationality, Security and insecurity, conflict and cohesion, war and peace, terror and anti-terror, The neo- liberal state and its critics, Policy measures: assessing social need and social effectiveness

Cultural & Global Studies

Cultural studies are of human life ways: anthropology in its contexts; Of human life courses: family, childhood, youth, parenting and aging; Of human origins: paleontology, primate evolution, physical anthropology, Ethnographic methods,



Social meanings: language, linguistics, discourse, text, Cultural studies as a constitutive field, Social science stances: modernism and postmodernism; structuralism and post structuralism, Where humanities and social sciences meet, Social structure and human culture: the sociological and the anthropological, Interdisciplinary perspectives on human differences, Identities in social science: generational, gender, sexuality, ethnic, Perspectives on, and voices of, difference: multiculturalism and feminism, Religion and the human sciences, Health, well-being and culture, Global flows, Global security, Human movement: migration, refugees, undocumented migrants, The dynamics of globalization, diaspora and diversity, Globalized economics: inequalities, development, free and fair trade, Developed and developing worlds, Inequalities in international perspective, Poverty and global justice, Human rights in global perspective, The local and the global

Environmental Studies

The natural and the social: interdisciplinary studies, Human environments, Sustainability as a focus of interdisciplinary study, What are applied sciences?, Health and the environment, People, place and time: human demography, Environmental governance: consumption, waste, economic externalities, sustainability, environmental equity, Human interests in the natural sciences: the politics of the environment

Organizational Studies

Management as social science, Culture in organizations, Technology and work, The social dynamics of organizations, Human resource management, Workers rights, Corporate governance, Organizational and social sustainability, Corporate social responsibility, Knowledge ecologies: embedded knowledge in the organizational setting, Tacit and explicit knowledge, Private and public knowledge, Scenario building and futures forecasting, Organizational change

Educational and Communication Studies

Education as a social science, The learning sciences, Action research: the logistics and ethics of interventional social science, Teaching and learning the social studies, History teaching and learning, Economics teaching and learning, Geography teaching and learning, Technology in learning and learning about technology, Communication Media studies as social science, Communications as a social science, Information and communications technologies, the social web: the internet in its social context, Human-computer interactions, Literacies as a social learning experience

Economics, Finance & Accounting

Financial Accounting, management accounting, auditing tax accounting, Accounting information systems Islamic Finance, Financial Markets, Money and Capital Markets, International Finance, Derivatives & Foreign Exchange Rates, Islamic Banking, Portfolio & Funds management, Behavioral finance, International Economics, Public Finance (GST & Taxes), Monetary Economics, Sectorial Studies, Macroeconomic Issues

Business and Management Studies

International Business, Globalization, International Law, Management in Multicultural Society, International Market Entry, Cross Cultural Management, Business Models, Organizational Studies Organization Behavior, Organization Theory & Design, Organization Development, Organization Culture and Values, Operations & Supply Chain Management, Operations Management, Sourcing, Logistics management, Supply chain strategy, Project Management, Human Resource Management, Training & Development, Conflict Resolution, Global and Multicultural Issues, Strategic HR Management, Recruiting and Staffing, Marketing Management, Hospitality and Tourism, Advertising, Promotion & Marketing Communication, Branding & Positioning, Consumer Behavior, Innovation & New Product Development, International and Cross-Cultural Marketing, Customer Relationship Management (CRM), Pricing, Public Relation, Retailing and Sales Management, Marketing Technology, Modeling and forecasting, Social Responsibility, Ethics and



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Consumer Protection, Sports Marketing, Social Entrepreneurship and SME Management, New Business Models, Agri-Business, SME challenges & Issues, SME & Globalization, Entrepreneurial Marketing, Entrepreneurial Education, Technology Management Management Information System, Enterprise Resource Planning, Innovation & Creativity, E-Commerce & E-biz, Global Technology Transfer, Research & Operations, Education Technology Strategic Management, Small - Medium size Firms in Crisis, Social Issues in Management, Collaboration and Strategic Alliances



Conference Schedule

SSERS International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH)

Mercure Hotel Amsterdam City
January 26-27, 2019

09: 00 am 09: 20 am	Registration and Reception
09: 20 am 09: 30 am	Opening ceremony
09:30 am 09: 45 am	Welcome Remarks
09: 45 am 10: 00 am	Tea Break



SSERS International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH)

**Day 01: Saturday
January 26, 2019**

Session 01: 10:00 am 12:00 pm

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name: Alpha Janga

Reference ID: BEMSH-19-10

Paper Title: Europe-based Pharma giants Cross-Culture Marketing in USA

Presenter Name: Tsai-Wei Huang

Reference ID: BEMSH-19-16

Paper Title: Developing an Interactively Integrated System Combining Learning Diagnoses and Remedial Instructions for the 3rd Grade Low-Achieving Elementary Students on Mathematics

Presenter Name: Saritha Attuluri

Reference ID: BEMSH-19-17

Paper Title: Institutional changes in Mexico Higher Education: A reforms for U.S. Accreditations

Presenter Name: Mohammad Abdur Rahim

Reference ID: BEMSH-19-18

Paper Title: OrganizationŚ of Human Resource Management

Track B: Engineering, Technology & Applied Sciences

Presenter Name: JeongYeon Kim

Reference ID: ADEIN-JAN-P2

Paper Title: Case study of Anomaly Detection and Trust Allocation in Cyber Security of Unstructured Data

Closing Ceremony & Lunch (12:00 pm 01:00 pm)



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International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH)

**Day 02: Sunday
January 27, 2019**

Conference second day is reserved for participants own tourism activities.



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Conference Abstracts

Track A: Business, Economics, Social Sciences and Humanities



Europe-based Pharma giants Cross-Culture Marketing in USA

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Culture matters the most in global marketing for two main reasons one of which is shaping a company's global marketing mix and secondly gaining market opportunities. It is very important for the global marketing managers to be cautious of the culture aspects in marketing strategies. Culture blunders can be a threat for many multinational companies if the concept of culture is not taken care of. Successfully implementing cross-cultural marketing can make the companies gain competitive advantage among the competitors. As the healthcare industry is in the midst of globalization, culture-value-based marketing strategies are very crucial for the pharmaceutical companies. Marketing Executives have to be cautious of not neglecting cultural values while planning on marketing in an area with diversified cultures like the United States. One important aspect of the pharmaceutical marketing is understanding the patient journey and how it differs across patient demographic segments. Social media also plays an important role in marketing of the pharmaceutical products by communicating in a relevant way. According to many sources, the number of pharma companies investing in multiethnic marketing has increased thrice within the last decade. Hispanics, Asians and African Americans are the majority of cultures that are spread in the United States and the therapeutic journey of different cultures differs from each other. This shows the gaps in the cultures within the disease diagnosis and treatment. In the last decade, three of the top pharmaceutical companies implemented multiethnic marketing strategies to promote their products. This paper focuses on studying large cross-cultural marketing campaigns launched recently by top European pharmaceutical giants operating in the United States and demonstrating the recent population distribution maps and trends of several major non-native cultures for the pharmaceutical industry in USA.

Index Terms: Cross-cultural marketing, Pharmaceuticals, Multiethnic, Demographics, United States population distribution, Trends of Culture, Social Media



Developing an Interactively Integrated System Combining Learning Diagnoses and Remedial Instructions for the 3rd Grade Low-Achieving Elementary Students on Mathematics

Tsai-Wei Huang ¹

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Many studies discussed the 3rd grade students with mathematics deficits (e.g., Desoete, Roeyers, & De Clercq, 2004; Poncy, Skinner, & Axtell, 2010). In Taiwan, to ensure the quality of academic attainment, the Ministry of Education (MOE) enhanced remedial instruction programs for students on learning Mathematics. However, the MOEs diagnostic tests were conducted at the end of a semester and thus, as summative-oriented, not as formative-oriented, and were difficult to facilitate ongoing instructional activities in a practical classroom scenario. The study, thus, intended to develop an integrated system deemed as an ongoing diagnostic tool by combining mathematics learning diagnoses and remedial instructions for the 3rd grade low-achieving elementary students. Based on the BW Cognitive Diagnostic model (Huang, 2012; Huang & Wu, 2013), an online instant assessment system (BW-CDA) has been developed through which students responses on a test can be analyzed immediately and detected as the statuses of mastery, guessing, carelessness, or misconception. Through these reflective information, students can realize their strength and weakness on leaning mathematics. Meanwhile, teachers can use this system to construct and revise their test items from misfit information of hint, disturbance, power, and defenselessness. Besides, based on the Basic Learning Contents (BLC) of mathematics remedial instructions by the MOE, the system using the Scratch system to provide hundreds of the 3rd grade mathematics materials in the four domains of mathematics: Number & Quantity, Geometry, Algebra, and Statistics & Probability, to assist students self learning. Students can learn mathematics by demonstrating these animations and test their understandings on the 3rd grade mathematics contents.

Index Terms: Remedial Instruction, BW Cognitive Diagnostic Assessment, Low-Achieving Students



Institutional changes in Mexico Higher Education: A reforms for U.S. Accreditations

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Internationalization is a driver of institutional changes in higher education in recent decades. Even prior to this current era of globalization, with its pressure as an external influence, selected higher education institutions in Mexico had internal motivations to pursue international accreditation since the 1950s. This institutional change in Mexico may be described as an isomorphism - normative associated with professionalization or mimetic as a response to uncertainty (Powell & DiMaggio 1983). The research presents three case studies for qualitative analysis: Tecnológico de Monterrey (Tec or the Tech) (ITESM), Universidad de las America Puebla (UDLAP), and Centro de Enseñanza Técnica Y Superior (CETYS), in order of U.S. accreditation. Primarily, the research addresses why does institutional change take place, identifying internal institutional motivations and external competitiveness related to globalization as explanations. The research presents the multi-level governance context of global, national, and institutional levels of influence for these private universities Mexico. Additionally, the research addresses themes of educational quality, international academic recognition, and regional integration in North America.

Index Terms: Higher education, Globalization and education, Latin America, Accreditation



Organization's Human Resources Management

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Culture matters the most in global marketing for two main reasons one of which is shaping a The object of the study is LLC "Managing Company of the Holding "Belarusian Leather and Shoes Company "Marco". The purpose of the thesis is the development of directions for improving the personnel management system. The paper discusses the theoretical aspects of personnel management, the nature, goals and objectives, the basic functions of human resource management and their interaction, approaches to evaluating the effectiveness of the HR management system, international experience in the management of personnel and the possibility of its use in the Republic of Belarus organizations. The analysis of the technical and economic indicators of activity of "Holding management company "Belarusian leather and footwear company "Marco", the factors that caused the change in financial results, made the appropriate conclusions, an analysis of the personnel management system, and an assessment of its effectiveness. Developed measures aimed at improving the personnel management system in OOO "Managing Company of the Holding "Belarusian Leather and Shoes Company "Marco".

Index Terms: Footwear Company "Marco", Theoretical Aspects, Human Resource Management



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Conference Abstracts

Track B: Engineering, Technology & Applied Sciences



Case study of Anomaly Detection and Trust Allocation in Cyber Security of Unstructured Data

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To mitigate insider threats, unstructured data monitoring and anomaly detection are considered as big challenges for cyber-security enhancement. In this paper, we design and implement a user behavior monitoring system for unstructured data, which integrates the anomaly detection and trust allocation based on users document access patterns. A client application has been deployed to users devices to collect document access requests based on system calls and sort them according to users intentions. Anomaly detection and trust allocation mechanisms follow to prevent the identified user from using internal IT system. New monitoring system is capable to scrutinize all user behavior of unstructured data accesses in their local devices. Also the system will focus on how to manage an identified users trust level in addition to the correctness of detected anomalies.

Index Terms: Unstructured Data Monitoring, Cyber-security, Anomaly Detection, Allocation of Trust



Upcoming Events

<http://saser-society.org/sebmh-feb-2019/>

<http://saser-society.org/cesba-mar-2019/>

<http://saser-society.org/abshl-april-2019/>

<http://saser-society.org/pems-july-2019/>

<http://saser-society.org/iebs-aug-2019/>

<http://saser-society.org/mrbss-may-2019/>

<http://saser-society.org/rame-june-2019/>

<http://saser-society.org/emem-sep-2019/>

<http://saser-society.org/gass-oct-2019/>

<http://saser-society.org/pmss-nov-2019/>

<http://saser-society.org/hssm-dec-2019/>

