

ABSTRACT PROCEEDING
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IEBS-AUG-2019

Venue: Mercure Hotel Amsterdam City

Date: August 03-04, 2019



**Social Sciences
and Economics
Research Society**

SSERS International Conference on Innovation and Entrepreneurship, Business Sustainability, Economics & Social Sciences(IEBS)

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 Innovation and Entrepreneurship, Business Sustainability, Economics & Social Sciences (IEBS)

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Social Sciences
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Welcome Message

The Social Sciences And Economics Research Society (SSERS) welcomes you to SSERS International Conference on Innovation and Entrepreneurship, Business Sustainability, Economics & Social Sciences (IEBS)

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
Saritha Attuluri, Alliant International University San Diego, California
Mohammad Abdur Rahim, Sukhoi State Technical university of gomel GOMEL, BELARUS
Farooq Anwar, The University of Lahore, Pakista
Dr. Nik Hazimah Nik Mat, Universiti Malaysia Terengganu, Malaysia
Dr Mourad Mansour,King Fahd University of Petroleum and Minerals Saudi Arabia
Majid Asadnabizadeh, University of Payam Noor, Bushehr Centre, Iran
Phongsakorn Methitham, Naresuan University Phitsanulok, Thailand
Maduranga Pushpika Kumara Withanawasam, University of Sri Jayewardenepura Nugegoda , Sri Lanka
Fiska Maulidan Nugroho, University of Jember, Jember
Dr. Anupama Rajput, Delhi University Pitampura, India
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 interventionary 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 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 Innovation and Entrepreneurship Business Sustainability, Economics & Social Sciences (IEBS)

Mercure Hotel Amsterdam City
August 03-04, 2019

09:00 - 09:30 am	Arrivals, Doorstep and Handshake
09:30 - 09:50 am	Introduction of Participants
09:50 - 10:00 am	Welcome Remarks (Mr Bashar)
10: 00 - 10: 30 am	Tea - Grand Networking Session/ Group Photo



**Day 01: Saturday
August 03, 2019**

Session 01: 10:30 am - 12:00 pm

Track 1: Business Management, Economics, Social Sciences and Humanities

Presenter Name: Hafizah Rosli

Reference ID: 08-CPIS19-101

Paper Title: Desktop Application Learning System: Multimedia Interactive Learning Online (MiLO), Teaching and Learning Tool for Hotel Front Office Management

Presenter Name: Prof. Anat Lechner

Reference ID: 08-CPIS19-108

Paper Title: Leading in the Digital Age

Presenter Name: Ifeonu Ikechukwu Celestine

Reference ID: IEBS-89-04

Paper Title: The Plight of Business Start-ups in Africa Carbon

Presenter Name: Ranko Marku

Reference ID: IEBS-89-11

Paper Title: Effectiveness of Entrepreneurship Development Support Programmes Case of Yep Business Ideas Incubator

Presenter Name: Dr. James McNally

Reference ID: 08-CPIS19-113

Paper Title: Population Health Models: Integrating Social Science, Medical, and Business Information to Improve

Track 2: Engineering, Technology & Applied Sciences

Presenter Name: Dr. I-Hsien Liu

Reference ID: 08-IMCS19-105

Paper Title: Modbus Packet Analysis and Attack Mode for SCADA System

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



Conference Attendees

The following scholars/practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Participant Name: Professor PhD. Stefan Claudiu Caescu

Reference ID: MBMSS-08-101A

Affiliation: Banker (Bucharest University of Economic Studies, Romania)



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**Day 02: Sunday
August 04, 2019**

Conference second day is reserved for participants own tourism activities.



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Conference Abstracts

Track 1: Business Management, Economics, Social Sciences and Humanities



The Plight of Business Start-ups in Africa

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The Main idea of business development Mostly In Africa is huge barrier, Due to funding. IN the Western world when you have a business ideal and a proposed business plan, banks and some other financial institution tends to finance major capital of the Business. To back my claim up, Some time ago I initiated a business and prepared a business plan, I took it to My friend who came back from USA. He saw it and said, this is good ideal and very lucrative business which can bring back dividence in no distance time of running the Business. but how can we fund it I can't Afford to finance all the cost, we needed some investors but if this is USA, Banks will be thrilling to finance some percent of the general start up capital he said out of disappointment, IN the nations lack of financial support to Start ups business.

What I mean generally is, Many Africans have great minds and Adventures business Approaches but we lack capital finance and vehemently that leads to businesses living short life .But despite all this business know-how, developing startups is a little different says Matthias Frohlich-Rehfeld. He works for the project MakeIT in Africa which is run by the German Development Corporation (GIZ). The project supports up to 50 start-ups in Kenya and Nigeria."What is new here is the way start-ups work. How people need to be supported and brought together, so that their great ideas can be developed. CcHUB and ImpactHUB are trying to contact this gap, this kind of support doesn't just help people have ideas, but allows them to implement those ideas and be successful with them. That is what is changing now. That is what is needed now for Business Sustainability and survivor.

Index Terms: Plight, Barrier, German Development Corporation



How to Call over a Waiter/Waitress in Japanese, Korean, and Thai: Cognitive Linguistic and Cross-cultural Studies

Ranko Markus^{1*}, Mirela Omerovic²

^{1,2}Youth Employment Project, GOPA Representative Office in Bosnia and Herzegovina, Sarajevo, Bosnia and Herzegovina, Bosnia

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The business idea incubator is part of an entrepreneurial infrastructure, a program that helps potential and existing start-up entrepreneurs to start and maintain their business. Conventional investors invest in business ideas or newly established companies where there is a possibility of long-term profitability through innovation or high market demand for a product or service that business offers, but these investors avoid investing in small markets. In markets where conventional investors avoid investing in new businesses, public institutions or other market actors respond to this market inefficiency. The response of the Youth Employment Project (YEP), supported by the Government of Switzerland, was the creation of the Business ideas incubator in cooperation with the local communities in Bosnia and Herzegovina. During 2018 over 100 entrepreneurs were supported in starting or improving their business and achieved a number of long-term effects such as: employment growth, improvement of the supply on the market, reduction of public expenditures for active employment measures, increase of public revenues and improvement of the quality of life in the local community. The focus of this paper is to measure the effects of this entrepreneurship development support program through measuring public revenues generated from newly established business ventures in relation to investment by local communities in the Incubator. In order to point out the future positive effects, authors provide projections of return on invested funds in the implementation of Incubator. Paper finishes with recommendations for the improvement of future entrepreneurship development support programs for the purpose of their greater efficiency.

Index Terms: Entrepreneurship, Entrepreneurship Development Support Programs, Return on Investment, Public Revenues



Desktop Application Learning System: Multimedia Interactive Learning Online (MiLO), Teaching and Learning Tool for Hotel Front Office Management

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The rise of learning innovation suggested that distance learning included the use of technologies such as video, audio, computer and multimedia communications into supporting extended teaching and learning tools. However, despite an increasing number of learning innovation, there has been little detailed documentation of the processes involved in this format of animation production process. More specifically, there has been little documentation and analysis of the key considerations and issues that might confront practitioners when integrating 3D animation production process with teaching and learning tool. This paper aims to examine the 3D animation production process of Desktop Application Learning System: Multimedia Interactive Learning Online (MiLO) by Kemmis & McTaggart Action Research Model. Qualitative research applied by action research methodologies and make use of reflective practice across a series of action research cycles in the form of making the 3D animation for the desktop learning application. The findings of this paper propose a new framework an animation production process for teaching and learning application by using iClone software. This paper contributes a new framework of animation production process for teaching and learning application for future researcher or designer to use it on another field that feeds the grounds Institutions.

Index Terms: Desktop Application Learning System Multimedia Interactive Learning Online, 3D Animation, Front Office, Animation Production Process



Leading in the Digital Age

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Organizations across all industries are subjected to tremendous disruption from a confluence of forces including a growing global ecosystem of innovators, a shifting consumer preferences towards digital offerings, a sharp increase in venture capital and private equity funding that backs-up entrepreneurs in every industry, and of course, the fast-emerging adoption of intelligent and digital technologies from artificial intelligence to mesh technologies. With the pace of industry disruption accelerating around us, it can be hard to remember that the digital revolution is still in its early days. Research by McKinsey shows that emerging digital ecosystems could account for more than \$60 trillion in revenue by 2025. The role of digital leaders will be prominent as they will need to steer, design and build systems that create an inclusive future for everyone. Disruption poses major new challenges for leaders as they seek to reset their strategies for a digital age. Research from IMD shows that leaders today find it challenging to cope with the increasing pace and unpredictability of change and effectively lead the digitization of products, processes, skills, resources and business models. This paper looks to identify the skills, competencies, and behaviors that agile leaders require to succeed in environments characterized by such accelerated disruption and how the work of leaders is different from traditional leadership practices in more stable environments.

Index Terms: Digitization, Disruption, Agile-leadership



Modbus Packet Analysis and Attack Mode for SCADA System

Dr. I-Hsien Liu^{1*}, Cheng-Hui Chou*, Chi-Che Wu*

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IoT (Internet of Things) and Industry 4.0 have become more and more common in recent years. In fact, smart house that are common in the home, it also includes the monitor of the factory. Numerous IoT devices are developed on the basis of Linux. In view of this traditional network installation is more worthy of attention on the Internet of Things. We remember to update the update of the home computer but often overlook the update of the IoT device because most of the IoT devices requires manual updates. Hackers often exploit this vulnerability to attack related devices. So, how to protect the Internet of Things equipment is the topic of this study. This study proposes a honeypot search system based on self-study. The system can be used to search the honeypot system that may exist in the regional network, and design a smart honeypot system to confuse the attack of the hacker and protect the internal system of the enterprise.

Index Terms: ICS, Modbus over TCP, IoT



Population Health Models: Integrating Social Science, Medical, and Business Information to Improve Affordable Health Outcomes

Dr. James McNally ^{1*}, H. Irigaray ², Y. Neves ³

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The provision of high-quality healthcare to all citizens is a central goal of all national governments. This task crosses multiple multidisciplinary boundaries, including medical and social sciences, economic and business models, and computer data management. A new model Population Health seeks to address these needs and provide researchers, policy specialists, and care providers with new tools to ensure better health outcomes for all people. Reframing Kindig and Stoddart (2003), Population Health is defined as the collection, organization, and aggregation of health data across multiple information platforms and technology resources. The analysis of these data into a unified, interoperable data files can lead to improvements in social, clinical, and economic decisions resulting in the improved health of an entire human population. NACDA identifies and organizes primary sources of data associated with Population health research: 1) Behavioral and Social Research Data, 2) Biomedical Data, 3) Genomic Data, and 4) Electronic Health Records (EHR), 5) Insurance and Other Costs of Care. NACDA currently manages one of nations largest repositories of longitudinal BSR health and socioeconomic data including surveys, administrative records, geographic/contextual resources, and biodemographic information. This presentation will address the acquisition and management of data that are amenable for the measurement of population health. These data can cover a broad range of contextual, geographic, administrative, and local level resources that fit within the broad Social Determinants of Health (SDOH) model. As research continues to suggest that genetic and biological factors account for only a modest fraction of health and longevity outcomes, there is ongoing demand for geographic, community and contextual information that can be introduced into studies to control for environmental and external factors. The presentation will identify the data resources required to develop preliminary population health models and how these kinds of data resources can be developed regionally to improve health outcomes. James McNally is the Director of the NACDA Program on Aging. Much of his work focuses on methodological research for the enhancement of secondary research data.

Index Terms: Integrating Social Science, (SDOH) Mode, Business Information



Upcoming Events

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

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

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

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

<https://sser-society.org/bemsh-jan-2020/>

<https://sser-society.org/sebmh-feb-2020/>

<https://sser-society.org/cesba-mar-2020/>

