ABSTRACT PROCEEDING
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SEBMH-FEB-2020

Venue: Mercure Hotel Amsterdam City

Date: February: 22-23, 2020

Social Sciences
and Economics
Research Society

SSERS 2nd International Conference on Social Sciences, Economics, Business Management & Humanities (SEBMH-FEB-2020)

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/

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Welcome Message

The Social Sciences And Economics Research Society (SSERS) welcomes you to SSERS 2nd International Conference on Social Sciences, Economics, Business Management & Humanities
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

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Dr. Nik Hazimah Nik Mat, Universiti Malaysia Terengganu, Malaysia

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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

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

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

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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 2nd International Conference on Social Sciences, Economics, Business Management & Humanities (SEBMH-FEB-2020)

Mercure Hotel Amsterdam City
February: 22-23, 2020

09:30 - 09:40 am	Arrivals, Doorstep and Handshake
09:40 - 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

*All in local time

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SSERS 2nd International Conference on Social Sciences, Economics, Business Management & Humanities (SEBMH-FEB-2020)

Day 01: Saturday
February 22, 2020

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

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

Presenter Name: Olena Antonaccio

Reference ID: SEBMH-220-03

Paper Title: Emotions, Self-Control, and Violence: Evidence from Ukraine

Presenter Name: Yasuko Koshikawa

Reference ID: SEBMH-220-11

Paper Title: The Development between Linguistic Characteristics of Brand Name and Brand Preference

Track B: Engineering Technology, Computer Applications & Applied Sciences

Presenter Name: Sakura Kano

Reference ID: CISA-0220-P4

Paper Title: Demand Forecasting of Boxed Lunch Meals through a State-Space Model using Time-Series Data

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

SSERS 2nd International Conference on Social Sciences, Economics, Business Management & Humanities (SEBMH-FEB-2020)

Day 02: Sunday
February 23, 2020

Conference second day is reserved for participants own tourism activities.

Conference Abstracts

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

Emotions, Self-Control, and Violence: Evidence from Ukraine

Olena Antonaccio [1*] , Anastasiia Kuptsevych-Timmer [2], Ekaterina Botchkovar [3] , Lorine Hughes [4] ,Robert Johnson [5]
University of Miami [1,2,5]
Northeastern University [3]
University of Colorado-Denver [4]

Using a random sample of Ukrainian adults, the study draws on criminological and social psychological theories and explores the role of positive and negative emotions in violence causation. In particular, it examines how both types of individual emotions, neighborhood emotional climate, and personal self-control affect the likelihood of involvement in interpersonal violence. In addition, it investigates their interrelationships with self-control. The findings provide evidence in support of general strain theory on the individual level and for positive psychology on the neighborhood level. The results regarding an indirect role of self-control in the relationships between emotions and violence are mixed. The implications for the further development of integrated theoretical frameworks of emotions and violence are discussed.

Index Terms: Emotions, Theoretical Frameworks, Ukraine

The Development between Linguistic Characteristics of Brand Name and Brand Preference

Yasuko Koshikawa[*]
The Faculty of Business Administration, Mejiro University Tokyo, Japan

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It is generally thought that the deciding factor in purchasing food is taste and preference. However, Professor Fushiki(2008, p.28) at Kyoto University said, humans eat with the brain and the information plays a major role in modern times. That is, the method of expressing information can change the preference of consumers. Here are some questions. One is are we really influenced by information about our food? Another is if expression and information are important, can we use brand name research for food and cuisine names? Two questionnaire surveys were conducted on Mejiro University students around the age of 20. The first round was 74 people and the second round was 60 people. For the naming, we will use the name of the dish to verify of the information and the linguistic expression. Word feeling research in Japanese has been done but only a few. Furthermore, there is little relationship between consumers and brand names. Therefore, we will survey dish names in Japanese according to the method in English. The information is found to be valid. The combination of Japanese language characteristics and plosives increases the effect. The most effective expression is a Japanese language that matches the image and food texture. Japanese language characteristics seem to produce stable preferences. Thus, the hypothesis resultes in both positive and negative parts. Finally, we discuss the implications of this study that the sound of the brand name which represents the meaning of the brand is unconsciously analogized by the empirical rules obtained from the consumer's cultural knowledge structure.

Index Terms: Development, Characteristics, Japanese language

Conference Abstracts

Track B: Engineering Technology, Computer Applications & Applied Sciences

Demand Forecasting of Boxed Lunch Meals through a State-Space Model using Time-Series Data

Sakura Kano [1*] Kazuki Ota [2] Prof. Hideki Katagiri [3]
Field of Industrial Engineering and Management, Graduate School of Engineering Kanagawa University, Yokohama, Japan

There are many companies in Japan which daily manufacture more than thousands of boxed lunch meals and deliver them to customers working at companys offices or factories. Lunch manufacturing companies usually offer several types of menus, such as daily lunch, rice bowl, noodle, and so on. It is very important for lunch manufacturing companies to exactly forecast the demand of individual types of menu in order to reduce food waste or opportunity loss. They must manufacture meals before knowing exact order quantities because it is too late to meet demand if they start manufacturing meals after receiving the order from customers. If the production volume is far from actual order quantities, then food waste or opportunity loss occurs, since manufactured box meals must be eaten within a few hours and cannot be stored. The purpose of this study is to propose a demand forecasting method through a state-space model using the time-series data of order quantities. Firstly, we analyzed the actual data provided by a company located in Kanagawa Prefecture which manufactures 13,000 meals every day. Secondly, using text mining, correlation analysis and regression analysis, we found that there were mainly three factors on sales fluctuation, such as menu popularity, temperature and seasonal influence. Based on the data analysis, we propose a demand forecasting method using a state-space model in which these three factors are considered as parameters to be estimated. Numerical experiments using the actual data showed that the accuracy measured by MAPE (Mean Absolute Percentage Error) of demand forecasting through the proposed model was better than that by an expert who has engaged in demand forecasting for ten years in the lunch manufacturing company. The ordering and production loss is expected to be reduced by applying the proposed model to the filed in the company.

Index Terms: Demand Forecasting, State-Space, Forecasting

Upcoming Events