

ABSTRACT PROCEEDING
Volume 1, Issue 9



GMF-DEC-2021

Venue: Mercure Budapest Castle Hill (Ibis Budapest Castle Hill) Budapest

Date: December 18-19, 2021



**Social Sciences
and Economics
Research Society**

SSERS 2nd International Conference on Global Perspectives in Business, Economics, Management Sciences & Finance (GMF)

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 2nd International Conference on Global Perspectives in Business, Economics, Management Sciences & Finance (GMF)

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Welcome Message

The Social Sciences And Economics Research Society (SSERS) welcomes you to SSERS 2nd International Conference on Global Perspectives in Business, Economics, Management Sciences & Finance (GMF)

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, Philosophy's 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 2nd International Conference on Global Perspectives in Business, Economics, Management Sciences & Finance

Budapest Castle Hill (Ibis Budapest Castle Hill) Budapest
December 18-19, 2021

09:00 - 09:30 am	Arrivals, Doorstep and Handshake
09:30 - 10:00 am	Welcome Remarks & Introduction (Mr Akhlaq)
10:00 - 10: 30 am	Networking



SSERS 2nd International Conference on Global Perspectives in Business, Economics, Management Sciences & Finance

**Day 01: Saturday
December 18, 2021**

Session 01: 10:30 am – 11:10 am

Track A: Engineering, Technology & Applied Sciences

Presenter Name: Mohammad Bou-Rabee

Reference ID: FEET-DEC21-P3

Paper Title: DE SHM Based Harmonic minimization for Modified PUC 15 Level Inverter

Presenter Name: Fidel Cacheda

Reference ID: BSIN-08-P4

Paper Title: Performance Evaluation of Web Information Retrieval Systems

Session 01: 11:10 am – 12:10 pm

Track B: Business Management, Economics, Social Sciences & Humanities

Presenter Name: Onur Dogan

Reference ID: GMF-1221-01

Paper Title: Fuzzy RFM Analysis in Car Rental Sector

Presenter Name: Ashirbekova Laura

Reference ID: GMF-1221-03

Paper Title: State Regulation of the Social Sphere during the Pandemic: A Systematic Review

Presenter Name: Jiang Liang Hou

Reference ID: BEGH-89-07

Paper Title: Sentiment Analysis on Online Comments

Closing Ceremony & Lunch : (12:10 pm - 01:00 pm)



SSERS 2nd International Conference on Global Perspectives in Business, Economics, Management Sciences & Finance

Conference Attendees

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

Participant Name: Sansyzbayeva Khalima

Reference ID: GMF-1221-05

Affiliation: Doctor of Economic Sciences, Professor, Al-Farabi Kazakh National University, Master of Economic Sciences, Lecturer



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SSERS 2nd International Conference on Global Perspectives in Business, Economics, Management Sciences & Finance

**Day 02: Sunday
December 19, 2021**

Conference second day is reserved for participants own tourism activities.



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Conference Abstracts

Track A: Engineering, Technology & Applied Sciences



DE SHM Based Harmonic minimization for Modified PUC 15 Level Inverter

Mohammad Bou-Rabee*

Department of Electrical Engineering, College of Technical Studies
The Public Authority for Applied Education and Training (PAAET), Kuwait

Corresponding email: m.rabee@PAAET.EDU.KW

In this study, a 15-level Modified Packed U-cell (MPUC) Inverter is investigated, and a Selective Harmonic Mitigation (SHM) method is used to reduce and eliminate several harmonic components on the output voltage, resulting in a reduced Total Harmonic Distortion (THD) factor. The SHE-PWM equations are established and solved using Differential Evaluation (DE) with a variable modulation index. The simulation of the proposed inverter is done in the MATLAB®/Simulation platform. The HIL results are shown to accord well with the simulated outcomes, demonstrating the validity and applicability of the new proposed MPUC 15 level inverter.

Index Terms: Inverter, Modified, PUC, Level



Performance Evaluation of Web Information Retrieval Systems

Fidel Cacheda^{1*}, Victor Carneiro²

^{1,2}CITIC - Research Center on Information and Communication Technologies. University of A Coruña Facultad de Informática, Campus de Elvina s/n, 15172, A Coruña, Spain

Corresponding email: fidel.cacheda@udc.es

In this paper, we present a tool for performance evaluation of Web Information Retrieval systems, named USim. This tool is based on the simulation of users' behavior and contributes to the performance evaluation process in two ways: estimating the saturation threshold of the system and in the comparison of different search algorithms or engines. The latter point is the most interesting because, as we demonstrated, the comparison using different workload environments will achieve more accurate results (avoiding erroneous conclusions derived from ideal environments).

Index Terms: Evaluation, Retrieval Systems, Algorithms



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Conference Abstracts

Track B: Business Management, Economics, Social Sciences & Humanities



Fuzzy RFM Analysis in Car Rental Sector

Onur Dogan^{1*}, Basar Oztaysi², Aydeniz Işık³

¹Izmir Bakircay University, Department of Industrial Engineering, 35665, Izmir, Turkey

²Istanbul Technical University, Department of Industrial Engineering, 34367, Istanbul, Turkey

³Naryaz Yazılım

Corresponding email: onurdoganmail@gmail.com

RFM (Recency, Frequency, Monetary) technique is a common and useful way for customer segmentation analysis, which is a must in sales, marketing, and operation management. RFM mainly uses transaction data to investigate customers' shopping behaviour. In this study, a fuzzy-based RFM method that uses renting data from a car rental company was applied. First, data were extracted from the database and were transformed to R, F, and M parameters. Second, R, F, and M parameters were normalized and converted to fuzzy numbers. A fuzzy c-means clustering algorithm was applied to transform fuzzy R, F, and M numbers to make groups for customers. As a result, some customers were regarded as regular customers whereas others could be divided into wintertime and summertime customers. Managers in the company could make better decisions and offer more relevant promotions for specific customer groups.

Index Terms: Customer segmentation, fuzzy RFM, fuzzy clustering, shopping behavior, car rental



State Regulation of the Social Sphere during the Pandemic: A Systematic Review

Ashirbekova Laura^{1*}, Sansyzbayeva Khalima², Abdil Assel³

¹Candidate of Economic Sciences, Acting Associate Professor, Al-Farabi Kazakh National University

² Doctor of Economic Sciences, Professor, Al-Farabi Kazakh National University, Master of Economic Sciences, Lecturer

³Al-Farabi Kazakh National University

Corresponding email: turar200480@mail.ru

The current pandemic has negatively affected the social situation in many countries throughout the world. During this challenging time, the government bodies had to strengthen the state's influence over different sectors of the economy. This paper aims to review the current literature body on the state regulation of the economy during the COVID-19 pandemic, focusing on such areas as education, health care, employment, and social security. The methodology consists of developing a bibliometric study based on data obtained from Scopus and published in 2020-2021. The descriptive and bibliographic data are generated using the R-package Bibliometrix, Biblioshiny. The initial search was carried out using the keywords "state regulation", "social services", "education", "healthcare", "employment", "social security", and "pandemic" in various combinations and using filters. More than 20 papers were selected as relevant for the content analysis. As a research result, (1) the main theoretical provisions of state regulation in the social sphere were identified; (2) the impact of the pandemic on the state regulation of education, health care, employment and social security sectors was studied; (3) the most influential journals, articles, institutions, and authors in the current literature body were identified; (4) trending and emergent issues are highlighted .

Index Terms: state regulation, pandemic, COVID-19, social sphere, bibliometric analysis



Sentiment Analysis on Online Comments

Jiang Liang Hou^{1*}, Hui Chia Yang², Zhao Tu³

^{1,2}Department of Industrial Engineering and Engineering Management, National Tsing Hua University, Hsinchu, Taiwan

³Department of Industrial Engineering, Nankai University, Tianjin, China

Corresponding email: adamhou@ie.nthu.edu.tw

Once a company releases new products or services to the market, consumers often express their interests, feelings and overall evaluations over the Internet via online comments. Features of online comments on a specific product or service might change with time. Enterprises can capture the latest market demand trend based on the tendency explored via online comments. On the other hand, consumers can also make their own decisions based on the tendency revealed via online comments. However, various information might exist in the comments and thus companies have to spend much time in analyzing comments features. Furthermore, consumers should also devote efforts on browsing the online comments in order to acquire features about product usage, feedbacks or price evaluations from a variety of online comments. In order to assist the enterprises or consumers on analysis of online comments, this study develops a model for sentiment analysis of online comments. The proposed model can be used to visually reveal the tendency of the online comments. By applying the proposed model, enterprises can refer to the latest trend of interests, emotional tendencies and overall evaluations from consumers. Moreover, the consumers can acquire useful opinions from the public in order to make decisions on products or services that meet their needs.

Index Terms: Comment Analysis, Sentiment Analysis

