



*Taiwan
Academy Of
Social Sciences*



2018

**TASS International Conference
Management, Tourism, Culture and
Language Business Economics & Leadership**

Date: December 06-07, 2018

Venue: The Howard Plaza Hotel Taipei, Taiwan

***CONFERENCE BOOK
OF ABSTRACT
PROCEEDINGS***

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*TASS International Conference on Management, Tourism, Culture and
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Taipei, Taiwan

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Book of Abstracts Proceedings

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Proceedings of the TASS International Conference on Management, Tourism, Culture and Language, Business Economics & Leadership

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Leadership***

Venue: The Howard Plaza Hotel Taipei, Taiwan

Conference Theme: Emerging Social Changes that Result from New
Social Dynamics.

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CONFERENCE TRACKS

- Social Sciences and Humanities
- Business and Economics
- Management and Interdisciplinary
- Banking and finance Business
- Marketing
- International Enterprise
- Human resources
- Hotel and Institutional Management
- Interdisciplinary

CONFERENCE CHAIR MESSAGE

Tadashi Kimura

“International Conference of Taiwan Academy of Social Sciences (TASS) ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Tadashi Kimura

Conference Chair

Email: Tadashi_Kimura@academy-ss.com

CONFERENCE AGENDA

DATE: December 06-07, 2018

LOCATION: The Howard Plaza Hotel Taipei, Taiwan

DAY: Thursday-Friday

Event Title: TASS International Conference on Management, Tourism, Culture and Language
Business Economics & Leadership (MTLBL)

Start Time

08:00 am - 08:05 am: Registration & Kit Distribution
08:05 am - 08:10 am: Introduction of Participants
08:10 am - 08:15 am: Inauguration and Opening address
08:15 am - 08:20 am: Grand Networking Session

Tea/Coffee Break (08:20 am - 08:30 am)

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Session: 01
08:30 am - 11:00 am: Presentation Session
Track A: Business, Economics, Social sciences & Humanities

Presenter Name	Manuscript Title	Paper ID
Dr Benxiang Zeng	Travel Health and Environmental Risk Management for Tourists in Outback Australia	MTLBL-DEC18-105
Aree Cheamuangphan	Cost and Benefit Analysis of Rice Production between Transplanting and Direct Seeded Method for rice in Upper Northern Region	MTLBL-DEC18-107
Montri Singhavara	Decision planning in agricultural production for achieving the Green Economy of Mae faek, Sansai District, Chiang Mai Province	MTLBL-DEC18-109
Thanapum Limsirtong	A study of Japanese immigrant in Thailand; Push and pull factors since 2002	MTLBL-DEC18-112
James Fry, Dr. Natasha Pushkarna	Valuing International Organizations Law	MTLBL-DEC18-119
Wen-Chi Chen	Integrating I-Jing's branching theories, such as Yin-Yang, Five Elements, and Eight Characters, into one quantitatively applicable model-take Alibaba Jack Ma as an example	MTLBL-DEC18-121
Yao San Lin	Using Internet of Things to Improve the Effectiveness of Formative Assessment	MTLBL-DEC18-124
Track B: Engineering, Technology & Applied Sciences		
Meng Xuan Yang	Implementation of an Intelligent Parking Management System based on Hybrid-MCUs Platforms with Multi-Thread Deployment	AECIT-DEC18-103
Jun Yi Lo	An implementation of Smart-Phone Based VTS	AECIT-DEC18-104
Track C: Medical, Medicines & Health Sciences		
Zakiah Samori	Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human	SIN-1118-105M

Lunch Break & Closing Ceremony (11:00 am - 12:00 pm)

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Participants Registered As Listener/ Observer

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

Official ID: TAI-1128-101A

Dr. Patrick Choy

University of Manitoba, Canda

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Conference Day 02 (December 07, 2018)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



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TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES



Travel Health and Environmental Risk Management for Tourists in Outback Australia

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Keywords: Environmental Risk, Perceived Risk, Risk Management, Travel Health

Many studies have highlighted that in general tourists lack knowledge regarding travel health and they are unaware of travel risks at destinations especially abroad. This has been one of important reasons for tourists suffering health issues during the travel. Travel health and environmental risks have been underestimated and under researched in developing and marketing tourism in regional Australia especially in outback Australia, partly because there is a scarcity of accurate information and appropriate measurement of the impact of environmental hazards on tourists physiological and psychological health. This project aims to understand the health impact of environmental hazards on domestic and international tourists when they visit tourist destinations in outback Australia and develop brief guidelines for tourists: Travelling healthy and safely in Outback Australia. This paper will focus on the tourists perception on, preparation for and adaption to the travel health issues and travel risks before and during the travel. A questionnaire was conducted in July-September 2018 in the townships and some tourist sites in central Australia including Alice Springs and Yulara which are world renowned tourist destinations. The research methodology was designed as a combination of quantitative and qualitative methods. The survey suggests that, while generally tourists prepare insufficiently for travel health and environmental risks, there are differences between international and domestic tourists. It is necessary and urgent for tourist destination management organisations, tourists and other key stakeholders (including governments) to work together to facilitate the education of travel health and environmental risk management.

Cost and Benefit Analysis of Rice Production between Transplanting and Direct Seeded Method for rice in Upper Northern Region

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Keywords: Rice Production, Transplanting ,Direct Seeding ,Costs And Returns

This research aims to examine rice production costs and returns as well as to focus on reducing inputs used by farmers implementing rice transplanting and direct seeding approaches. By studying the optimal use of agricultural inputs, excessive inputs are used to create a model of expected cost and return in terms of the budget procedure. The research result showed that costs and returns of the farmers reducing the production inputs were higher than those of the farmers not reducing their inputs. Simultaneously, the net return of the first group of farmers were statistically significantly lower. However, when the inputs had been reduced, the production cost of rice growers became lower. Also, the return was slightly higher due to the high production quality. Regarding the research findings, rice growers are suggested that they encourage household members give more importance to rice production in order to increase the potential for rice production with transplanting method which will result in higher production efficiency and higher return.

Decision Planning in Agricultural Production for Achieving the Green Economy of Mae Faek, Sansai District, Chiang Mai Province

^{1*}Montri Singhavara, ²Phunchit Pinthadit, ³Aree Cheamuangphan, ⁴Wasapol Wongdeethai, ⁵Kamoltip Panyasit

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Keywords: Multi-Criteria Decision, Extended Goal Programming , Green Economy , Trade-Offs ,Cropping System

The research is to study decision toward using producing factors appropriately under the green economy concept and community economic sustainability of 250 agricultural households who grow glutinous rice, animal feed maize and potato in the areas of 2,500 Rai in Tambol Mae-faek Mai, Sansai District, Chiang Mai. The study employs methodology of Fuzzy Analysis Hierarchical Process: AHP together with Multi-goal and Multi-Period Linear Programming. The result reveals that growing in-season glutinous rice alternating with potato is the most appropriate way to increase net revenue and decrease amount of green house effect released, followed by growing in-season glutinous rice alternating with animal feed maize as this helps income stability when drought occurs. On the other hand, growing in-season glutinous rice alternating with off-season glutinous rice not only risks lack of water resource but also affects in increasing amount of green house gas from growing process.

A study of Japanese immigrant in Thailand; Push and pull factors since 2002

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Keywords: International Migration, Country Development, Japanese Immigrant

Japanese immigrant has become very momentous situation in Thailand development over a decade as same as Chinese migrant movement to global migration labor. The situations have developed from economic values merge to social adaptation and 2nd generation. The implementation for this research could lead to understanding of few Japanese migrant situation studies in Thailand which relates to developments situation, social credibility, and skilled labor from 2002 until the present. The research aims (1) to find out and clarify the push and pull factors of Japanese immigrant in Thailand to indicate the Japanese migration role, (2) to analyze the role of Japanese immigrant in Thailand through nationality issues and (3) to indicate migrant management system reconstruction in Thailand in the future. This research is a critical study case of documentary research from the accessible secondary data, PEST analysis (Political with economic, society, and technology) is used to analyze in clarifying of macro push and pull factors of external concerned points with relate to government and Japanese migrant until the few studies of 2nd Japanese migrant in Thailand possibly. According to Thailand and Japan situations that might be concerned to Japanese migrant in Thailand, the long-term effect of Japanese immigrant will cultivate to Thailand society over generation in the sense of migrant management. As the first step of this study, tourists, non-immigrants, immigrants and 2nd generation of immigrants are issues compared and future approach possibly. Results of this study indicate; (1) The role of Japanese migrant push and pull factors are the essential point of development issues, (2) A few 2nd generation study of Japanese migrant in Thailand is crucial for government approach. (3) Limitation of migration system which relates to Japanese. Consequently, Japanese migrant increasing in Thailand; investment part to social adaptation and 2nd generation migrant, the government should realize to allocate the migration system such as social credibility from state/ company/ local government to Japanese migrant group.



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Valuing International Organizations Law

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Keywords: Constitutions of International Organizations, Comparative Law, Mixed-Methods Inductive Design

This paper is a response to the lack of rigorous methodological work among the authoritative works on international organizations law. To date, the prevailing view of international organizations has been that they provide a formal channel of interstate cooperation. Since the mid-19th century, international organizations have focused mostly on particular regions or specialized purposes. At the same time, they enshrine several common principles and values, although not as many as the leading scholars of international organizations law would have us believe. The authors of this paper have put these values to the test. Using a database of the founding charters and treaties of 191 international organizations (representing the largest statistical census of these documents to date), the paper empirically assesses whether international organizations at least on paper share the same values and principles. Unsurprisingly, the authors found large differences between international organizations. Somewhat surprisingly, regional organizations do not stress cooperation as fervently as their universal cousins. Moreover, organizations formed to uphold peace and security do not differ so much in the principles they espouse as some of the more specialized organizations. This paper reports those findings.



Integrating I-Jing's branching theories, such as Yin-Yang, Five Elements, and Eight Characters, into one quantitatively applicable model-take Alibaba Jack Ma as an example

^{1*}Wen-Chi Chen, ²Jin-De Chang, ³Kuo-Ping Lin, ⁴Hui-Ru Chi, ⁵Wen-Hong Chiu,
⁶Pei-Fan Tsai, ⁷Cheng-Lung Lee
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Keywords: Yin-Yang, Five Elements, Eight Characters, Innovation

This thesis has provided the new approach to transform complicated theories into a simple computable system as a whole. The model decrypts the mysterious theories into practical application. Up to modern days, there are only one or two mathematical approaches to Yi-Jing decoding. Yet, this new methodology will break through the conventional ones, and bring the quantitative approach to an unprecedented level. By using this quantitative approach to Yi-Jing application, it can reach the means of choosing optimal timing hours among days, enable one to be in best controlling advantage, select best proper location, achieve desirable position, and obtain most needed supplementary elements from Yi-Jings Five Elements. It also generates explanatory charts and diagrams for readers to understand in concise and simplicity manner. This quantitative approach will revoke the traditional ones, and transcribe theories into practical application with solid statistical evidence. It also consolidates theories in the Yi Jing's Chapter Xi-Tsu, which describes approaches for methods of linking messages to Gods, transmitting their messages down to the general public, defining failure and success, answering the century lingering doubts, and achieving wishful accomplishments. This quantitative system also can be used to dynamically reconstruct world order, answer the unanswered, and achieve the tasks previously unachievable in both philosophy theories and daily life application. Yi-Jing, as the most profound and complicated philosophy, will be applied easily with this quantifying model. It unlocks the myth of life and death, and generates four main contributions summarized in the conclusion of this thesis. It provides guidelines for choosing supplementary elements from the Five Elements, enforcing them with best timing, and overseeing life's long path with clarity. Furthermore, it serves as self-consulting references in fastest and most accurate results. Decoding a thousand years accumulative knowledge, all compressed in one simple computing system, this thesis provides new entry to Yi-Jing that explores the cosmic philosophically and practically. It not only can be applied in corporate man-



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agement, and human resource recruitment in daily life, but also, in a larger scope, such as state governing guideline. The method has been proven satisfactory results with consistency, and scientifically efficient. Most of all, it is a new approach to answering and predicting several aspects of human life and nature, without disengaging traditional systematic principles.

Using Internet of Things to Improve the Effectiveness of Formative Assessment

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Keywords: Formative Assessment, ICT, IOT, Seneor, Teaching Environment

Formative assessment, which focuses on the learning growth process, has always been regarded as the most responsive student's true learning situation, unlike summative assessment based on a one-time evaluation of the final outcome. For teachers in the forefront, the implementation of formative assessment requires a lot of attention to the student's learning status, which leads to the reduction of teaching time, and it is impossible to pay attention to all students at the same time. Therefore, most teachers still adopt the summative assessment to judge the learning outcomes of students. Advances in information and communication technologies (ICT) have enabled many idealized strategies to be realized. This study proposes a teaching environment that can help teachers to conduct effective formative assessments based on the Internet of Things (IOT). The proposed solution supported by technology enables to prevent the assessment work distracting teachers. The proposed environment consists of mainly three parts: sensors, cognition, and alarm. The sensing part involves the integration of hardware mainly for detecting the information generated by different body reactions. The cognitive and warning part is to perform data calculation by multiple deep learning algorithms to judge the data collected in the first part. Through the setting, all assessments are based on automated data collection and calculations to produce effective and objective results for teachers to further use. Teachers only need to focus on normal teaching work or conduct differentiated instruction for students suggested by the results.



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TRACK B

ENGINEERING, TECHNOLOGY & APPLIED SCIENCES

Implementation of an Intelligent Parking Management System base on Hybrid-MCUs Platforms with Multi-Thread Deployment

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Keywords: MCU, Internet-of-Things, Hibernate Mode

Internet-of-Things applications bring lots of convenience to our daily life. But in IoT application produce a large amount of network package during the communication between edge and data center. Not only come up with the risk of network attack also request higher performance server to analyze useful data. In this thesis, we design a system with MCU to extract useful data and set up a scheduler in MCU. There are two features: (i) easy to set up and manage the end device; (ii) low power cost of the system. The MCU pre-process the field status data instead of sending every status data to the data center. This system takes the challenge of MCU to implement the hibernate mode for power saving when the system is well operated.

An Implementation of Smart-Phone Based VTS

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Keywords: VTS, QR Code, FCM, Exception Management, Bluetooth, Automatic Retransmission Mechanism

Advancements in smart phones and mobile communication technology have ushered a generational trend of connectivity for all devices; using smartphones as a platform to manage vehicles online has become the trend. Smartphones using Bluetooth to binding vehicles and then sending out GPS tracking information, additionally including real-time data computation, analysis, display, and notifications have turned IoT applications into reality. This study proposes the development of an IoT application with computation, analysis, display, and notification mechanisms based on GPS, BLE, mobile communications, and SMS technology on iOS and Android smartphone operating systems. This study integrates QR code pairing, mobile notifications, Firebase Cloud Messaging (FCM), automatic retransmission mechanism for GPS tracking information, exception management, and emergency notification to achieve a lightweight electronic tracking and management App for implementing a Vehicle Tracking System on smartphone.



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TRACK C

MEDICAL, MEDICINES & HEALTH SCIENCES

Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human

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Keywords: Somatic Gene Therapy, Shariah Framework, Islamic Principles Maqasid Syariyyah Qawaid Fiqhiyyah

Human gene therapy is best known as a transfer of nucleic acids to either the somatic cells or germ cells of an individual. It introduces genetic materials which have therapeutic purpose ranging from inherited genetic disorders to certain malignancies and infectious diseases. This medical scientific breakthrough has received lucrative demand worldwide as it offers potential treatment to cure genetic diseases in human at the molecular level. Since then, thousands of people have already participated in the trials thus it is likely to be part of medical practice in the future. Despite of the tremendous benefits that it promises, this new biomedical technology has given rise to several contentious issues from the ethical and religious point of view. This study attempts to propose a complementary model of the Shariah framework on the human gene therapy with special reference to the somatic gene therapy. This proposed framework is designed and developed to fulfil the lacuna of the Shariah Framework on the application of the somatic gene therapy after an in depth study of its position from the Shariah point of view. In achieving this, a detailed analysis and outlook into the Quranic evidences along with the Hadith of the Prophet Muhammad pbuh were carried out. Following this, its position from the pragmatic approach of the Maqasid al-Syariyyah (Objective of the Shariah) and the Qawaid Fiqhiyyah (Islamic Legal Maxims) is also analyzed in further detail. This model of Shariah Framework would serve as the ethical basis for the application of somatic gene therapy in Malaysia and beyond (particularly Muslim countries) especially for Muslim doctors, scientists and Muslims at large. For Muslim countries such as Malaysia where Muslims makes the majority of the population and Islam as the official religion in Article 3 of its Federal Constitution, this framework is deemed to be important reference in providing the essential guidelines on the permissibility of this therapy. Consideration of the position of Somatic Gene Therapy from the Shariah perspective is undeniably crucial in any attempt to regulate Somatic Gene Therapy in any Muslim countries in the future.

UP COMING EVENTS

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<http://academy-ss.com/upcoming-conferences/>

VISION

The vision of Taiwan Academy of Social Sciences (TASS) is to be a world leading forum for research presentation and networking in academic community.

