Proceedings of AUSSRE Annual International Conference on Entrepreneurship Social Innovation and Economic Research (ESIE)

Sydney, Australia
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Book of Abstracts Proceeding

Sydney, Australia

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Sydney, Australia
Venue: Holiday Inn Potts Points

ORGANIZING COMMITTEE

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   Conference Coordinator

   Email: chyi@aussre.com

3. Dr. Partha Gangopadhyay
   
   Conference Coordinator

   Email: partha@aussre.com
CONFERENCE CHAIR MESSAGE

Dr. Richard Yang

International Conference on “Entrepreneurship Social Innovation and Economic Research (ESIE-2018)” serves as a platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Richard Yang
Conference Chair
Email: richard@aussre.com
AUSSRE-2018
### Conference Schedule

**DAY 01 Saturday (July 07, 2018)**

**Venue:** Holiday Inn Potts Points

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00 am – 09:10 am</td>
<td>Welcome Reception &amp; Registration</td>
</tr>
<tr>
<td>09:10 am – 09:20 am</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td>09:20 am – 09:30 am</td>
<td>Welcome Remarks – Conference Coordinator</td>
</tr>
<tr>
<td>09:30 am – 09:40 am</td>
<td>Introduction of Participants</td>
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<tr>
<td>09:40 am – 09:50 am</td>
<td>Group Photo Session</td>
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<tr>
<td>09:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
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</tbody>
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## DAY 01 Saturday (July 07, 2018)

**Session 1 (10:00 am – 12:00 pm)**

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

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<tr>
<td>MTSBR-078-ANI101</td>
<td>Factors Influencing Adoption of Knowledge Management of Staff in Private University in Bangkok Metropolitan and Vicinity</td>
<td>Tanawut Prakobpol</td>
</tr>
<tr>
<td>ESIE-JUL-103</td>
<td>A Web Based Decision Support Systems for Green Inventory Routing Problem with Simultaneous Pickup and Delivery</td>
<td>GiaShie Liu</td>
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<tr>
<td>ESIE-JUL-106</td>
<td>The relationship between CSR and performance: Evidence in China</td>
<td>Erin Huichuan Kao</td>
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<td>ESIE-JUL-109</td>
<td>Offloading Decision Model for Real-Time Services in Mobile Edge Cloud</td>
<td>Sangwook Han</td>
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<tr>
<td>ESIE-JUL-110</td>
<td>Docker Based Cloud System for Efficient Management of School Computer Labs</td>
<td>Minsu Chae</td>
</tr>
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**Track B: Medical, Medicine and Health Sciences**

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<td>SYD-278-101M</td>
<td>Establishment Of The Shari’ah Framework For The Application Of Somatic Gene Therapy In Human</td>
<td>Zakiah Samori</td>
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</tbody>
</table>

**Lunch Break (12:00 pm – 1:00 pm)**

**Closing Ceremony**
LIST OF CONFERENCE ATTENDEES

The following scholars/practitioners/educationists don’t have any paper presentations; however they will be attending the conference as delegates and observers.

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Official ID</th>
<th>Name</th>
<th>Affiliation Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>SYD-278-102MA</td>
<td>Abdullah Mohammad Alghamdi</td>
<td>RMIT University, Australia</td>
</tr>
</tbody>
</table>
DAY 02 Sunday (July 08, 2018)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCE & HUMANITIES
Psycho-Spiritual: An Exploratory Study On Its Practices

Nurul Sakinah binti Aziz¹*, Dr. Rafeah binti Saidon²

Abstract Nowadays, the integration of psychology and spiritual terms known as a psycho-spiritual has been widely used and implemented worldwide. Many scholars have recognized the importance of spiritual role which reflect the entire span of a human being’s daily life. Due to that, many studies have been explored to reveal the relation of this spiritual element with the human wellbeing. However, there has been no comprehensive study done to reveal the existing approaches of psycho-spiritual treatment in various practices. Hence, this study will briefly illustrate the current practices of this so-called integrated element and examining its approaches in different practices. Special focus will also be paid to the significant impact of spiritual role towards the human spiritual formation. This study adopts a qualitative approach where major authentic academic literature in the related field is utilized based on content analysis. The finding of this study highlights some significant psycho-spiritual practices in healthcare and rehabilitation process of treatment. This study further submits that a psycho-spiritual approach is crucially essential to lessen spiritual illness that might otherwise arise and affects psychological state. It is hopeful that the finding of this study would provide an insight for the researchers and practitioners on the role of spiritual involvement as a promising factor to heal and restore physiological disturbances.

Keywords: Psycho-Spiritual, Spiritual practices, Spiritual component

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A Web Based Decision Support Systems for Green Inventory Routing Problem with Simultaneous Pickup and Delivery

GiaShie Liu*

Abstract Most publishing logistics firms in Taiwan decide their distributed routes by considering the inventory related cost and transportation cost independently based on their past intuitive experiences. In fact, by concerning both of them, it is more likely to plan the delivered routes economically and efficiently. Due to the increasing environmental concern by the whole world, this total inventory routing cost better accounts for Greenhouse gas emission cost regarding global warming. Most literatures of Inventory-Routing problems find the solutions by simulation, rather than solve the real case problem of logistics firms. Furthermore, few of them consider pickup and delivery problems at the same time. Due to environmental awareness, carbon emission cost is also incorporated into the model by considering the interrelationship between the transportation cost and Greenhouse gas emission level. Therefore, this research develops a decision support system to the Green Inventory Routing Problem with Simultaneous Pickup and Delivery (GIRPSPD) and to show the planned routes on GoogleMap. The mathematical model for GIRPSPD is first constructed, then Savings method is applied to obtain the initial feasible solution, finally implement Target insert heuristic method and Target exchange heuristic method to find the optimal solution. The numerical examples will be illustrated by applying this publishing logistics firm’s actual operating data to acquire the optimal delivery routes, and the related economic order quantities, the optimal reorder points and customer service levels of the retail stores located in those proposed routes. Furthermore, the performance of two proposed Target heuristic methods will be compared with Savings method and current routing planning implemented by this specific logistics company. Finally, sensitivity analyses are also conducted based on truck loading capacity to simulate the optimal distribution system design regarding the total inventory routing cost and GHG emission level. Consequently, the outcomes of this proposed decision support system to GIRPSPD not only have important theoretical contribution, but also provide practical application applications for the proposed logistics publishing firm’s distribution system design.

Keywords: Green Inventory-Routing Problem With Simultaneous Pickup And Delivery, Greenhouse Gas Emission

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The Relationship between CSR and Performance: Evidence in China

Erin Huichuan Kao*

Abstract This study uses a system of simultaneous equations to investigate various hypotheses on the relationship between corporate social responsibility (CSR) and firm performance for state-owned enterprises (SOEs) and non-SOEs in China. The results show variations in market response to CSR engagement by firm ownership type. That is, the market responds favorably to CSR by market-oriented non-SOEs but neutrally to CSR by SOEs with substantial agency costs. The Chinese firms are able to link their CSR activities to firm performance over time, likely recognizing the long-term benefits of CSR. Our study demonstrates the important role of ownership in the dynamic CSR-performance relationship.

Keywords: Corporate Social Responsibility, Simultaneous Equation Modeling, Agency Cost Theory, Stakeholder Theory

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Offloading Decision Model for Real-Time Services in Mobile Edge Cloud

HwaMin Lee*, Sangwook Han²

Abstract Beyond the IoT era, the 5G era has begun, and assorted services using mobile devices and sensors are emerging in wireless network environments such as autonomous vehicles, health care services, AR services, and smart cities. There are limitations to deal with services offered by the existing cloud computing technology when analyzing a huge amount of collected by various sensors and immediately generated data from individuals and providing multimedia contents service requiring large-scale computing power and network bandwidth. In addition, mobile devices cloud computing technology needed to provide a variety of services in real-time computing power is weak because there is a limit of the battery. However, there are various problems with offloading in a dynamic and highly variable MEC environment. Considering the quality and mobility of the mobile application, it should be able to request optimal offloading according to the situation. In the current MEC environment, all or part of the application is offloaded to a predetermined target node. Therefore, in this paper, we propose an efficient operation offloading method specialized for real-time service in MEC environment. We consider the service limitation and mobility of MEC and propose an offloading scheme that can maximize resource usage. Then, we conduct experiments and evaluation for validation and verification of the proposed real-time service-oriented offloading technique.

Keywords: Mobile Edge Cloud, Offloading, Real-Time

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Docker Based Cloud System for Efficient Management of School Computer Labs

Minsu Chae¹, HwaMin Lee*²

Abstract Recently, the importance of software education has been emphasized all over the world. In Korea, software education has been introduced for elementary schools that have applied for software education since 2015, and software education has been adopted as a regular subject in all elementary schools since 2017. As the importance of the software industry grows, interest in coding education is increasing. In Korea, students must complete 16 hours of instruction in elementary school and 34 hours in middle school from 2019. In Korea, however, there are not enough professional teachers who majored in software, and many schools have poor laboratory environments. For successful software coding education, a basic hands-on environment should be supported. It is also difficult for the teacher to analyze and score all students' program sources during class. In this paper, we propose a computer labs management system that can be executed within seconds by using images already generated by Docker for software education at school. And we implemented a programming practice management system using Docker. Our system provides the ability for teachers to automatically identify and score students' source code as they conduct coding training.

Keywords: Docker, School Computer lab, Software Coding Education

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Factors Influencing Adoption of Knowledge Management of Staff in Private University in Bangkok Metropolitan and Vicinity

Tanawut Prakobpo

Abstract This research aims to: 1) study the levels of knowledge about knowledge management (KM), participation in KM, attitude towards KM, and adoption of KM of Staff in private university in Bangkok Metropolitan and vicinity and 2) factors influencing the adoption of KM of Staff in private university in Bangkok Metropolitan and Vicinity. The data were collected by questionnaire from a sample of 332 people in Bangkok Metropolitan and Vicinity and then analyzed by frequency Percent means and standard deviation. The statistics are used to test the hypothesis Multiple Regression Analysis. The results showed that: Staff in private university in Bangkok Metropolitan and Vicinity are knowledgeable about knowledge management at a high level, Participate in overall knowledge management. At the moderate. When considering each aspect, it was found that participation in knowledge management in practice was the highest, followed by participation in knowledge management in evaluate and participation in knowledge management in thinking. Attitude toward knowledge management at a moderate level and adoption of knowledge management at a high level. Knowledge about knowledge management, Participation in knowledge management in terms of evaluation and attitudes towards knowledge management can predict adoption of knowledge management of private university in Bangkok Metropolitan and Vicinity was significant at the 0.05 level. The predicted adoption of knowledge management was 29.2%.

Keywords: Knowledge Management, Adoption of knowledge management, Private Universities

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TRACK B: MEDICAL, MEDICINE AND HEALTH SCIENCES
Establishment of the Shari’ah Framework for the Application of Somatic Gene Therapy in Human

Zakiah Samori1, Fadilah Abd Rahman2

Abstract 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. Since it comprises of two different therapies namely somatic and germ line gene therapy, each involves different procedures thereby poses different legal ruling and decision. This study attempts to propose a complementary model of the Shari’ah 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 Shari’ah Framework on the application of the somatic gene therapy after an in depth study of its position from the Shari’ah point of view. In achieving this, a detailed analysis and outlook into the Qur’anic 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 Shari’ah) and the Qawa’id Fiqhiyyah (Islamic Legal Maxims) is also analysed in further detail. Various fatwas (Islamic verdict) decreed by the variety of fatwa councils from all over the world are also highlighted. 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. Consideration of the position of Somatic Gene Therapy from the Shari’ah perspective is undeniably crucial in any attempt to regulate Somatic Gene Therapy in any Muslim countries in the future.

Keywords: Somatic Gene Therapy, Shari’ah Framework, Islamic Principles

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