

(DRICT-2019)



**International Development Research Symposium on
Information Technology, Communication and Media,
Engineering & Applied Sciences**

The Howard Plaza Hotel Taipei, Taiwan

April 19-20, 2019



ESRDB

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

ESRDB

Engineering Science Research & Development Board



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***International Development Research Symposium on
Information Technology, Communication and Media,
Engineering & Applied Sciences (DRICT-2019)***

Venue: The Howard Plaza Hotel Taipei, Taiwan

Conference Theme: : Exchange of ideas and providing prime networking opportunities for engineering and technology education stakeholders.



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CONFERENCE TRACKS

- Basic Science
- ICT
- Electrical Engineering
- Mechanical & Industrial Engineering
- Civil Engineering
- Business and Management Studies
- Electric Drives and Control
- Electrical Machines
- Instrumentation Engineering
- Power Generation, Transmission and Distribution
- Power System Engineering

CONFERENCE CHAIR MESSAGE

Ms. Mei Shu Lai

“International Conference of Engineering Science Research and Development Board” 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.

Ms. Mei Shu Lai

Conference Chair

Email: contact@esrdb.com



CONFERENCE AGENDA

**Conference Name: International Development Research Symposium on
Information Technology, Communication and Media, Engineering & Applied
Sciences (DRICT-2019)**

Day & Date: Friday, April 19, 2019

Venue: The Howard Plaza Hotel Taipei

Timeline of Day 01

09:00 - 09:05 am	Registration of Participants
09:05 - 09:10 am	Introduction of Participants
09:10 - 09:15 am	Inauguration and Opening address
09:15 - 09:20 am	Grand Networking Session

Tea/ Coffee Break: 09:20 - 09:30 am

DAY 01 Monday (April 19-, 2019)

Presentation Session (09:30 am - 10:30 am)

Venue: Room 1

Track A: Business, Economics, Social sciences & Humanities

Presenter Name	Manuscript Title	Paper ID
Dr Kamalesh Kumar	Investigating Differences in the CSR Practices of Large Organizations and Small and Medium Enterprises (SMEs)	BMBFS-APRIL19-103
Dr Donald Chang	Task Relationship, Organization Effectiveness, and Business Performance	BMBFS-APRIL19-107
Paveenut siwakan	Exploring The Co-Creation Of Millennials Customer Experience In Retailing: The Perspective Of The Co-Creation Between Online And Offline Customer Experience In Grocerants	BMBFS-APRIL19-113

Track B: Engineering, Technology & Applied Sciences

Dennis Fung	Training the Next Generation ICT Experts via Collaborative Mind Mapping	DRICT-APR19-TW103
Nurul Aulia Dewi	Simulation of Pressure Test on Poly L-Lactic Acid (PLLA) Coronary Stent Using Finite Element Method (FEM)	DRICT-APR19-TW106

Lunch Break & Closing Ceremony (10:30 am - 11:30 am)

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-349-101A

Nir Hoftman, M.D.

University of California, Los Angeles, Department of Anesthesiology and Pain
Medicine, United States



Conference Day 02 (April 20, 2019)

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

TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES



Investigating Differences in the CSR Practices of Large Organizations and Small and Medium Enterprises (SMEs)

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Keywords:(SMEs), Explicit, CSR

This study draws upon Matten and Moons (2008) framework of explicit and implicit CSR to investigate how CSR practices and programs differ between large organizations and small and medium sized enterprises (SMEs). Explicit CSR involves articulating company-specific CSR policies and programs of social interest, making explicit their attachment to various stakeholder groups, and making corporate claims about corporate social responsibility. Implicit CSR, on the other hand is based upon the expectations of companys role within the wider formal and informal institutions for societys interests and concerns. They result in policies and practices which are customary and mandatory obligations for companies, as they address various stakeholder issues. Analysis of data collected from 179 large and 211 SMEs show that while the CSR activities of the large companies are characterized by strong explicit CSR, the CSR activities of SMEs exhibit strong implicit CSR. By analyzing the responses obtained from these two types of businesses, we were able to develop a far more subtle, and not the least a more complex understanding, of the differences in the prevalence of CSR policies, programs and practices enacted by the large and small business enterprises. Managerial implications of the findings are also discussed.

Task Relationship, Organization Effectiveness, and Business Performance

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Keywords: Task Relationship, Market Orientation, and Business Performance

Top management plays an important role in forming a market-oriented culture and delivering high quality services to customers. To date, limited empirical work has been done to examine the effect of management behavior and management-subordinate relationship in the marketing context. Marketing concept has been the foundation of modern marketing theories and practices. The significance of customer and market orientation, i.e., the implementation of the marketing concept, has been closely examined in the marketing and management literature. The present study investigates the impact of management behavior and management-subordinate relationship on organizational effectiveness, as measured by market orientation, service quality, and job contentment. Specifically, the following issues are examined: 1. How does management-subordinate relationship affect organizational effectiveness? 2. What is the relationship between management behavior and management-subordinate collaboration? 3. Is there a relationship between organizational effectiveness and business performance? 4. Constructs were measured by multiple items with 7-point Likert scale. Exploratory factor analysis was employed to examine their validity. The relationships among management-subordinate task relationship, organizational effectiveness, and business performance are supported. Specifically, among management-subordinate task relationship components, both the goal-oriented management behavior and common-goal relationship have consistent, significant effects on all performance measures. This illustrates the importance of goal setting and communication. Surprisingly, both market orientation and service quality also promote conflict between the management and the subordinates, while enhance job satisfaction and reduce job switch intention. The research findings offer important managerial and research implications. Future research may further examine the direct and indirect linkages among management behavior, collaboration, market orientation, job contentment, and various business performance factors in various companies, industries, and cultures. Additional future research effort may also be directed toward how various corporate factors, such as the choice of marketing strategy, influence a firms orientation toward the market and its customers to gain more thorough understanding of the overall corporate management-performance model.

Exploring the co-creation of millennials customer experience in retailing: The perspective of the co-creation between online and offline customer experience in grocerants

*Paveenut siwakan

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Keywords: Value co-creation, Customer experience, Millennials, Retailing, Marketing 4.0

As technology has rapidly developed and was influenced to customer purchase behavior become more complex, involving offline and online touchpoints supported by their mobile devices. Moreover, the target of this research is millennials who are the first generation of digital natives, their expectations are higher and purchasers are empowered like never before. It is more important than ever for retailers to focus on how to co-creation between online and offline customer experience to make the best customer experience to beat another competitor. This research aimed to understand the co-creation of millennials customer experience in retailing by using the perspective of grocerants that has three main objectives. First, it aims to understand millennials customer experience. Second, it aims to understand the co-creation of online&offline millennials customer experience. Third, it intends to develop millennials customer experience in grocerants as a new business model. For methodology, will adapt to linear snowball sampling that uses one finding refers to the next finding until getting the answer. Using data collected for analyzing by literature review, one case study by using observation, shadowing, in-depth interview and end up with an online questionnaire. The research findings are as following, begin with, deeply understand millennials customer experience. Furthermore, it conducts the framework and shows the values co-created by using online and offline customer experience in the retailing. Researcher aimed that this research will be useful to help to develop millennials customer experience in retailing for a better opportunity in business and can adjust to apply for others industry.

TRACK B

ENGINEERING, TECHNOLOGY & APPLIED SCIENCES



Training the Next Generation ICT Experts via Collaborative Mind Mapping

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Keywords: Collaborative Mind Mapping, Hong Kong; ICT Experts, Next Generation

Mind maps, a type of graphic organiser, consist of a central concept around which one adds related information, in the form of words or images, to enrich the topic and build up various branches of ideas radiating from the central concept. This pictorial technique, which has become recognised as mind mapping (Barufaldi, Worthy, & Jackson, 2005; Buzan, 1974), constitutes a structural form of imagery that associates images with language, serving not only to illustrate the relationships between various concepts (Sousa, 2009), but also to generate a diagram (i.e. mind map) that represents an individual's knowledge of a subject visually (Lawless, Hederman, & Wade, 2008). An exploratory study was conducted in Hong Kong to investigate how students learned to express their science concepts through mind mapping in a collaborative approach. The students were requested to use ICT to represent their products of mind maps, in which they were also cultivated with IT skills as well as the attitude in using technology in learning science. The results offered insights regarding the limitations and possible solutions to the difficulties in training for the next generation ICT experts via current education systems worldwide.

Simulation of Pressure Test on Poly L-Lactic Acid (PLLA) Coronary Stent Using Finite Element Method (FEM)

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Keywords: Stent, Poly L-Lactic Acid (PLLA), Mechanical Behavior, Mechanical Strength, Von Mises, Recoil, Foreshortening, Finite Element Method

Stent is a tiny wire mesh tubeone for treating patients with coronary heart disease. The stent performance is affected by the design of its strut and link. Material used to build the scaffold also affects its performance regarding the ability of stent to expand due to pressure test. This research presents the simulation result of balloon expandable Poly L-Lactic Acid (PLLA) stent in responding to various inflated pressures. Simulations are performed on stents with size of 20 mm long, outer diameter of 1.6 mm, and thickness of 100 m. Various inflated pressures are tested by using finite element method (FEM) with Abaqus 6.13 software in order to obtain the mechanical performance such as von mises, radial recoil, longitudinal recoil, foreshortening, and inflated diameter. The results show that the best stent design to reach is stent with expansion pressure of 0.05 MPa. The responses generated from this parameter are von mises of 63.94 MPa, radial recoil of 32.28%, longitudinal recoil of -3.78%, foreshortening of 3.65%, and inflated diameter of 2.4 mm. Further research needs to be conducted to get the better result which can achieve the goal for getting inflated diameter more than 2.5 mm and minimum recoils and foreshortening

UP COMING EVENTS

You can find the details regarding our upcoming events by following below:

<http://esrdb.com/conferences/esagc-2019/>

<http://esrdb.com/conferences/csebd-june-2019/>

<http://esrdb.com/conferences/etase-2019/>

<http://esrdb.com/conferences/cetas-2019/>

<http://esrdb.com/conferences/sdcit-sep-2019/>

<http://esrdb.com/conferences/itcea-2019/>

<http://esrdb.com/conferences/citas-nov-2019/>

<http://esrdb.com/conferences/aecit-dec-2019/>



Vision

Invests in creation of 21st century engineers and discovery of technologies through transformational center-based research, research in education and inclusion, and research opportunities for students and teachers.

Mission

To increase the diversity of the scientific and engineering workforce by including all members of society, regardless of race, ethnicity, or gender, in all aspects of the centers' activities. Because ESRDBs play critical roles in academe by integrating research, education, diversity, outreach, and industrial collaboration.



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