



Charles Institute of European Studies

**Proceedings of International Conference on
Human Resource Management, Social,
Culture & Social Works
HRMSC-DEC-2017**

Volume 01, Issue 03

**December 16-17, 2017
Barcelona, Spain**

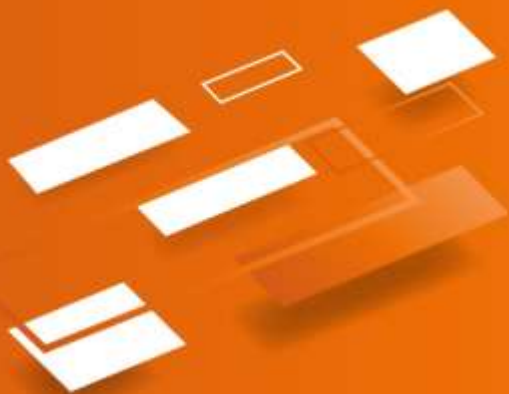


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CONFERENCE
PROCEEDINGS

BOOK OF PROGRAM & ABSTRACTS

**International Conference on
“Human Resource Management, Social, Culture & Social Works”
HRMSC-2017**

CIES – 2017

BARCELONA, SPAIN

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Proceedings of the International Conference on
“Human Resource Management, Social, Culture & Social Works”
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ISBN: 978-969-683-698-8

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**International Conference on
Human Resource Management, Social, Culture & Social Works (HRMSC)**

Barcelona, Spain

Venue: Salles Hotel Pere iv Carrer De Pallars, Barcelona Spain

Conference Chair Message

Dr. Carlos

International Conference on “International Conference on Human Resource Management, Social, Culture & Social Works” HRMSC– 2017” serves as 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. Carlos
Conference Director
Email: carlos@cies.education
CIES– 2017

Conference Program

DAY 01 Saturday December 16, 2017)

Venue: Room 1

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:45 am	Opening Ceremony
09:40 am – 09:50 am	Welcome Remarks – Mr. Metin – Conference Coordinator Charles Institute of European Studies
09:50 am – 09:55 am	Introduction of Participants
09:55am – 10:00 am	Group Photo Session
10:00am – 10:30 am	Grand Networking Session and Tea Break

DAY 01 Saturday (December 16, 2017)

Session I (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

HC-Dec-105	Computation of a Customer Satisfaction Index for the Accommodation Sector and an Examination of its Antecedents	Dr Robin Nunkoo
HC-Dec-108	Gift-Giving and Re-Gift Giving Behaviours on Turkish Consumers	Hanifi Murat Mutlu
HC-Dec-110	The Role of Fair Trade on Young Consumers Purchasing Behavior	Hasan AKSOY
12-ISHR-139	Examining of Health Tourism Development within the Tourism Movements	Assoc. Prof. Dr. Ebru Tarcan İçigen
12-ISHR-140	Choosing Direct Charitable Donation over Cause-Related Marketing: Is It True in China?	Prof. Miao Zhao
HC-Dec-121	Social Media As A Tool of Young Employees Development	Pawel Luczak
HC-Dec-123	A Sufi Reflected by the Prophet Mohammad's Human Love Thought: Abul-Hasan Kharakani	Alparslan KARTAL

Lunch Break (12:00 – 01:00 pm)

DAY 01 Saturday (December 16, 2017)

Session II (1:00 pm – 3:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track B: Engineering, Technology and Applied Sciences

12-IEAS-102	Determination of an Optimized Weighting Factor of Liver Fat Percentage Imaging Techniques Accuracy on Non-Alcoholic Fatty Liver Disease	Seung-Man Yu
12-IEAS-108	Canonical Reduction of Self-Dual Yang-Mills Theory to some Nonlinear Evolution Equations to Inhomogeneous nonlinear Schro'dinger and Exact Solutions	Gharib Mousa Gharib
12-IEAS-109	Bicarbonate-enhanced Photocatalytic Oxidation of Organic Compounds by WO ₃ /H ₂ O ₂ System under Visible Light Illumination	Hak-Hyeon Kim
12-IEAS-110	Chemical Actinometry and Bio-dosimetry for Determination of UV Fluence in Pilot-scale Disinfection System	Taewan Kim

Tea Break (3:00 – 3:15 pm)

Closing Ceremony

DAY 02 Sunday (December 17, 2017)

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 SCIENCES AND HUMANITIES

Computation of a Customer Satisfaction Index for the Accommodation Sector and an
Examination of its Antecedents

Dr Robin Nunkoo*
University of Mauritius, Mauritius

Abstract

Accommodation is one of the largest components of the tourism sector. The accommodation services market is characterized by ever rising level of competition among the service providers. Customers are therefore provided with a range of accommodation choices and thus, have higher expectations. Despite the practical usefulness of a national customer satisfaction index, there has been no attempt to develop one for the South African accommodation sector. The purpose of this research is therefore to develop a South African Accommodation Customer Satisfaction Index (SAACSI) using data collected from 672 travelers staying at the various accommodation establishment located in the different provinces of South Africa. Five service quality dimensions of accommodation services were found to have a significant positive direct effect on customer satisfaction at the 5% level of significance, namely, accommodation infrastructure, expertise of employees, room quality, safety and security and waiting time. Among these, the ones having the strongest influence on overall satisfaction level of customers aver to be waiting time ($\beta = 0.219$), followed by room quality ($\beta = 0.161$), expertise of employees ($\beta = 0.160$) and accommodation infrastructure ($\beta = 0.156$). The computed SAASI score of 79.9 out of 100 compares favourably with that of customer satisfaction index scores for the tourism and hospitality sector. For example, the American Customer Satisfaction Index (AMSI) score with regards to the hotel industry as at year 2015 was 75, which lower than the SAASI by 4.9. For Singapore the national customer satisfaction index for hotels in 2015 is 70.8 (ISE, 2015) even lower than for the US. These positive benchmark findings are indeed very encouraging for the South African accommodation industry and it is recommended that this is communicated to major stakeholders.

Keywords: Satisfaction, Loyalty, Accommodation, Hotels

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Gift-Giving and Re-Gift Giving Behaviours on Turkish Consumers

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Abstract

Gift-giving behavior is not only a transactional act but also a reflection of a multifaceted behavior and cultural tradition involving various social motives. The aim of this study is to empirically examine Turkish consumers' gift giving and re-gift behavior with a sample from Turkey. The situational factors of gift-giving behavior, value, time, and ties between parties are considered as research variables. The studies on gift giving and re-gift behaviors are mainly based on the use of qualitative research methods, but this study tests the research model with data from quantitative methods that can provide access to larger examples. The research is concluded with the discussion of the empirical findings of the gift giving behavior and re-gift behavior of the Turkish consumer.

Keywords: Gift-Giving, Re-Gift Giving, Consumption, Customer Behaviors

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The Role of Fair Trade on Young Consumers Purchasing Behavior

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Abstract

Extreme poverty remains a persistent problem across the globe. Academics, practitioners, politicians, and activists have sought ways to address this problem. Traditional approaches that deals with poverty have centered especially around international trade. International trade has often been used to increase the economic standing of an impoverished country. Trade has the potential to increase a country's economic situation. However, it does not necessarily reduce poverty. Fair Trade is one of those approaches that seeks to balance the inequalities of traditional trade and provide a market where those on the bottom can participate more fully and fairly in economic enterprise. It contributes to sustainable development by offering better trading conditions to and securing the rights of, marginalized producers and workers. This study investigates the state of the alternative form of trade known as Fair Trade. The purpose of the study was to understand and predict young Turkish consumers' purchase behaviors related to fair trade products. Data were collected via web-based and printed surveys from a random sample of college students. The web-based surveys have published online and the link is sent only to college students. Printed surveys are also delivered to the college students. Totally, two hundred completed surveys were used for the statistical analysis. The collected data was analyzed by using SPSS.18 and AMOS statistical programs and structural equation model.

Keywords: Fair Trade, Young Consumers, Purchasing Behavior

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Social Media as A Tool of Young Employees Development

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Abstract

Employee development is one of the key processes constituting human resources management. Due to rapid progress in technology and accessibility of internet, a significant part of human activity is being transferred to the virtual world. One of the most popular tool used in the internet is social media. It is beyond any discussion that the role of internet and social media in employees development is increasing. Social media offer clear advantages for teaching employees from new generations (like Y or Z). Attributes such as openness, collaboration, and user-generated content, combined together with social media's increasing popularity among young employees are the reason why use of social networks in human resources development garner substantial interest among employers. The author of the paper attempts to analyse the method in which social media are used as tools for supporting young employees development.

Keywords: social media, Human Resources Development

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A Sufi Reflected by the Prophet Mohammad's Human Love Thought: Abul-Hasan Kharakani

Alparslan Kartal*
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Abstract

One of the first regions in which Turks enter Anatolia is Kars and its vicinity. Before the Seljuk Sultan Alparslan's Malazgirt Victory (1071), Abu'l-Hasan Kharakani (963-1033) has migrated from Iran to the Kars region. The reason for his advent of Kars is spreading the tolerance and universal values of Islamic religion to these lands. At the beginning of the 11th century when the Turks had not yet fully entered Anatolia, Abu'l-Hasan Kharakanî was illuminating people in Kars, where people from different religions were living together. He was a great sufi, and his greatest goal was to make people believe in God and meet their needs. Those sentences belong to him: "God! Under all circumstances I am the servant of you and your Messenger, the servant of the believers! "The greatest goodness; to serve the servant of Allah without feeling tired and weary". This human love of Kharakani, who finds respect for all people to be the slaves of the same God, is one of the main features of Anatolian Sufism. This understanding, which Harakani laid the foundation for and continued by the Anatolian Sufis, ensured that very different nations would live together harmoniously in these lands. In this study, Abu'l-Hasan Kharakani's understanding of mysticism in general and tolerance and human love in particular will be examined. Examples of ethics of co-existence in his own period will be included. It is also argued how Kharakani's understanding of tolerance means for today and how it constitutes exemplary.

Keywords: Abu'l-Hasan Kharakanî, Anatolian Sufism, Co-Existence, Human Love, Tolerance

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Examining of Health Tourism Development within the Tourism Movements

Dr. Ebru Tarcan İigen *
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Abstract

Today people participate in tourism for various reasons. One of the reasons for people to participate in the tourism is the health. This kind of tourism, called health tourism, has been developing all over the world. The participation of people in the tourism for the purpose of getting health services has caused an increase in the quality and quantity of the institutions and enterprises that can serve in the field of health tourism in the countries that accept tourists. The main purpose of this study is to examine the development of health tourism, which emerges from the combination of health care and holiday facilities, in Antalya. For this purpose, a literature survey has been conducted on the subject and the present situation on health tourism have been examined through secondary sources.

Keywords: Tourism, Health Tourism, Antalya

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Choosing Direct Charitable Donation over Cause-Related Marketing: Is It True in China?

Miao Zhao^{1*}, Yimin Zhu²
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Abstract

Corporations could donate to charities in two ways: direct charitable donation and cause-related marketing (CRM). Past research suggests that since corporations benefit from CRM by linking donations to product sales, consumers are more likely to suspect the donation motives of CRM than direct charitable donation. Therefore, they show lower attitudes and purchase intentions when corporations use CRM than directly donate to charities. Moreover, it is found that corporate reputation moderates the impacts of donation type on consumer responses. The object of this study is to explore how donation type affects consumer responses and the moderate role of corporate reputation (irresponsible, average vs. scrupulous company) in China. Consistent with the current literature, a significant interaction effect of donation type and corporate reputation has been identified. However, given the unique donation culture and environment in China, our research suggests that 1) corporations should choose CRM instead of direct charitable donation, and 2) corporations with different reputations choose CRM for different reasons.

Keywords: Charitable Donation, Cause-Related Marketing

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TRACK B: ENGINEERING, TECHNOLOGY AND APPLIED SCIENCES

Determination of an Optimized Weighting Factor of Liver Fat Percentage Imaging Techniques Accuracy on Non-Alcoholic Fatty Liver Disease

Seung-Man Yu*

Gimcheon University of Korea, Korea

Abstract

The aim of this study was to determine accurate weighting factor that are required for precise quantification of high fat diet non-alcoholic fatty liver, when the 6-point interference Dixon fat percentage imaging techniques is used, by analyzing changes in WFs of liver LP. Material and Methods, We manufactured phantom series which comprised four test tubes, oleic, linoleic and two soybean oil for the repeatability test, and we studied repeatability of the 6-point interference Dixon fat percentage imaging measurements of fat percentage in response to weighting factor changes. The 7 lipid protons were quantitatively analyzed, and Spearman test was used for correlation analysis on different LP concentrations. The concentrations associated with fat deposition were calculated as the water-to-total 7 lipid peak concentration ratios using water scaling. The mean fat percentage value was not changed in oleic acid ($p=0.146$) whereas the mean fat percentages of the remaining 3 test tubes were significantly changed in phantom study. Results The 0.9 ppm lipid proton had a statistically significant positive correlation with the 1.3 ppm and a significant negative correlation with the 1.6, 2.25 and 2.7 ppm lipid proton. Conclusion, We confirmed the importance of accurate weighting factors in the calculation of 6-point interference Dixon fat percentage imaging techniques on phantom experiment.

Keywords: Optimized Weighting, Imaging Techniques

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Canonical Reduction of Self-Dual Yang-Mills Theory to some Nonlinear Evolution Equations
to Inhomogeneous nonlinear Schrödinger and Exact Solutions

Gharib Mousa Gharib*

Zarqa University, Jordan

Abstract

The (constrained) canonical reduction of four-dimensional self-dual Yang-Mills theory to two-dimensional inhomogeneous nonlinear Schrödinger equation are considered. On the other hand, other methods and transformations are developed to obtain exact solutions for the original two-dimensional inhomogeneous nonlinear Schrödinger equation. The corresponding gauge potential A_μ and the gauge field strengths $F_{\mu\nu}$ are also obtained. New traveling wave solution for inhomogeneous nonlinear Schrödinger equation are obtained by using the Bäcklund transformations with the aid of Mathematica.

Keywords: Nonlinear Evolution Equations, Yang-Mills Theory, Gauge field Theories

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Bicarbonate-enhanced Photocatalytic Oxidation of Organic Compounds by WO₃/H₂O₂ System under Visible Light Illumination**Hak-Hyeon Kim¹, Changha Lee*², Jaemin Choi³, Hongshin Lee⁴, Jiwon Seo⁵, Min Sik Kim⁶, Taewan Kim⁷, Ki-Myeong Lee⁸, Hyeongjin Jeong⁹**
Ulsan National Institute of Science and Technology (UNIST), Korea

Abstract

Tungsten(VI) oxide (WO₃) has been studied as a photocatalyst for oxidative degradation of organic contaminants. However, WO₃ alone is not effective in oxidizing contaminants due to the fast recombination of electron and hole pairs. The addition of hydrogen peroxide (H₂O₂) can inhibit the electron-hole recombination by trapping electrons from the photo-excited conduction band, resultingly improving the production of hydroxyl radical (•OH) in the valence band. Through this mechanism, the oxidative degradation of organic contaminants by illuminated WO₃ can be accelerated by H₂O₂. In this study, it was found that the addition of bicarbonate ion (HCO₃⁻) further enhances the degradation of organic contaminants by illuminated WO₃/H₂O₂ system. Interestingly, HCO₃⁻, generally known as a •OH scavenger, increased the production of •OH by illuminated WO₃/H₂O₂, which was evidenced by experiments using •OH probe compounds and electron paramagnetic resonance (EPR) spectroscopy. All photocatalytic experiments were carried out under visible light illumination ($\lambda > 400$ nm).

Keywords: Tungsten Oxide, Photocatalyst, Bicarbonate, Visible Light, Oxidative Degradation

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Chemical Actinometry and Bio-dosimetry for Determination of UV Fluence in Pilot-scale Disinfection System

Hak-Hyeon Kim¹, Changha Lee^{*2}, Jaemin Choi³, Hongshin Lee⁴, Jiwon Seo⁵, Min Sik Kim⁶, Taewan Kim⁷, Ki-Myeong Lee⁸, Hyeongjin Jeong⁹
Ulsan National Institute of Science and Technology (UNIST), Korea

Abstract

Ultraviolet (UV) disinfection has been widely used and studied as an effective technology to inactivate pathogens in water. Unlike chemical disinfection using chlorines and ozone, UV disinfection does not produce harmful disinfection byproducts. Since the IT values (product of UV intensity and time required for log inactivation of microorganisms) are known for many microorganisms, the microbial inactivation efficacy of UV disinfection systems can be quantitatively estimated by determining UV fluence. Computational fluid dynamics (CFD) modeling is routinely used to predict the UV fluence. However, the simulation by CFD modeling can have less reliability compared to the methods by experimental measurements. Biodosimetry using test microorganisms can be an option to experimentally measure the UV fluence, but it also has limitations regarding cost, accuracy, and large-scale application. Chemical actinometry can be an alternative to assess the UV fluence in disinfection systems. In this study, uridine was selected as a chemical actinometer. UV fluence was quantified and compared in a lab scale disinfection system using both biodosimetry and chemical actinometry using uridine. Uridine was also applied to measure the UV fluence of a full-scale disinfection system for an outdoor floor fountain.

Keywords: Chemical Actinometry, Bio-dosimetry

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FUTURE EVENTS

You can find the Details regarding our future events by directing to the following links:

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<http://cies.education/conferences/barcelona2018-march-event/>

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<http://cies.education/conferences/barcelona2018-may-event/>

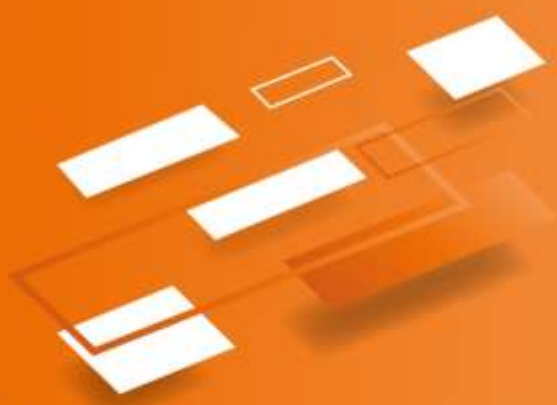
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