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Design in Urban Space in Terms of Climate; Bioclimatic Comfort

Sustainable Cities and Green Infrastructure

FUTURE EVENTS
CONFERENCE PROCEEDINGS

BOOK OF PROGRAM & ABSTRACTS

International Conference on
“Business Management, CSR and Research Method”
BMCR-2018

CIES – 2018

BARCELONA, SPAIN
Proceedings of the International Conference on

“Business Management, CSR and Research Method”

BMCR-2018

ISBN: 978-969-683-698-8

Disclaimer

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Organizing Committee

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   Conference Organizer
   Email: leon@cies.education

3. Mr. Metin
   Conference Organizer
   Email: metin@cies.education

International Conference on
Business Management, CSR and Research Method (BMCR)

Barcelona, Spain

Venue: Novotel Barcelona Sant Joan Despi, Spain
Conference Chair Message

Dr. Carlos

International Conference on “Business Management, CSR and Research Method” BMCR-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. Carlos
Conference Director
Email: carlos@cies.education
CIES–2018
“How to Improve the Quality of a Research Article and get it published in Scopus/ISI-Indexed Journals”

Trainer: Dr. Tauqueer Khan (Ph.D.)

In this workshop, we will discuss how to improve the quality of a research article and get it published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop, trainer will shed light on how to identify a hot research topic, how to find a research gap, importance of a catchy Research Paper Title, what reviewers are looking for in a research article, what editors are expecting from the authors, major reasons of article rejection in good journals, steps and tips to improve article’s quality and content, and finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about the publication process.
Conference Program

DAY 01 Saturday (April 21, 2018)

Venue: Novotel Barcelona Sant Joan Despi, Spain

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15 am – 08:45 am</td>
<td>Welcome Reception &amp; Registration</td>
</tr>
<tr>
<td>08:45 am – 08:55 am</td>
<td>Welcome Remarks -Ms. Leen- Conference Coordinator</td>
</tr>
<tr>
<td>08:55 am – 09:05 am</td>
<td>Opening Speech –Dr. T.I.K. (Ph.D.) - Conference Co-chair</td>
</tr>
<tr>
<td>09:05 am – 09:20 am</td>
<td>Keynote Speech- Dr. Miriam V. Sebastian</td>
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<tr>
<td>09:20 am – 09:45 am</td>
<td>Group Photo Session &amp; Ceremony</td>
</tr>
<tr>
<td>09:45 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
</tr>
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</table>
**DAY 01 Saturday (April 21, 2018)**

**Session 1 (10:00 am – 12:00 pm)**

**Venue: Room 1**

**Session Chairs: Lynn Van der Wagen & Manalelammawy**

**Track A: Social Sciences and Humanities**

<table>
<thead>
<tr>
<th>GTAR-18-113</th>
<th>Democracy in the Teaching Pedagogies in the Arab Region After 2011</th>
<th>El Hadj Moussa BenMoussa</th>
</tr>
</thead>
<tbody>
<tr>
<td>GTAR-18-114</td>
<td>Social Media And Arabic: Code-Switching Amongst Algerian Students Living in the UK</td>
<td>Linda Merzougui</td>
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<tr>
<td>GTAR-18-134</td>
<td>Measuring Smart Security and Safety Level: A Case Study In Bandung Indonesia</td>
<td>Indrawati,</td>
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<tr>
<td>DMER-18-108</td>
<td>Patterns of End-of-Life Health Care Expenditures For The Hungarian Elderly</td>
<td>Koczor Keul Melinda</td>
</tr>
<tr>
<td>DMER-18-117</td>
<td>Tweetology: Ideological Discourse Analysis of the Tweets of the Key Twitter Users Politicians of India with Special Reference to Shashi Tharoor and Subramanian Swamy</td>
<td>Kuldeep Siwach</td>
</tr>
<tr>
<td>04-GHSM-111</td>
<td>Social Networking Sites Usage and its Impact on Competitive Intelligence</td>
<td>Adel AL-Hashem</td>
</tr>
<tr>
<td>BMCR-APR-102</td>
<td>Sustainable Regional Economic Development in West Africa: Imperative of an ECOWAS Super Highway</td>
<td>Henry Iotenaan Ogiri</td>
</tr>
<tr>
<td>04-GHSM-102</td>
<td>The Global Lifestyle: A Critical Reading of the Postmodern Features of the Internet</td>
<td>Mahdi Shafieyan</td>
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</table>
DAY 01 Saturday (April 21, 2018)

Session 1 (12:00 pm – 01:00 pm)
Venue: Room 1

Session Chairs: Amal Rateb & Indrawati

Track B: Business, Management and Economic Studies

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>GTAR-18-162</td>
<td>Good Corporate Governance towards Employees’ Performance at Indonesian Energy Company</td>
<td>Mahir Pradana</td>
</tr>
<tr>
<td>DMER-18-116</td>
<td>Digital Leadership in Health Care: An Enabling Leadership to Support Health Care Transformation</td>
<td>Mohan Tanniru</td>
</tr>
<tr>
<td>DMER-18-115</td>
<td>Aesthetics, Protection or Price? Analysis of Customer Behavior and Safety Gear Purchases among Motorcyclists in Israel</td>
<td>Elad Harison</td>
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<tr>
<td>04-GHSM-104</td>
<td>Evaluation of Retail Customer’s Behaviour and its Influence on Credit Risk of Bank by Artificial Neural Network Model (ANN)</td>
<td>Majid Lotfi Ghahroud</td>
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</table>

Lunch Break (01:00 pm – 02:00 pm)
DAY 01 Saturday (April 21, 2018)

Workshop Session (02:00 pm – 03:15 pm)

Workshop on

“How to Improve the Quality of Research Article and get published in Scopus/ISI Indexed Journals

<table>
<thead>
<tr>
<th>Panellists</th>
<th>Dr. Tauqeer Khan (Ph.D.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants</td>
<td>All Participants</td>
</tr>
</tbody>
</table>

In this workshop, we will discuss how to improve the quality of research article and getting published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop trainer will shed light on how to identify a hot research topic, How to find a research gap, Importance of a catchy Research Paper Title, What Reviewers are looking in research article, What editors are expecting from authors, Major Reasons of article rejection in good journals, Steps and tips to improve article quality and content and Finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about publication process.

Tea Break (03:15 pm – 03:30 pm)
DAY 01 Saturday (April 21, 2018)

Session 2 (03:30 pm – 05:00 pm)
Venue: Room 1

Session Chairs: Tauqeer Khan & Xiuli Chao

Track C: Engineering, Technology and Physical Studies

<table>
<thead>
<tr>
<th>GTAR-18-112</th>
<th>Developing Allometric Equations for More Accurate Above-Ground Biomass in Secondary Evergreen Forests, Thailand</th>
<th>Titinan Pothong</th>
</tr>
</thead>
<tbody>
<tr>
<td>04-RFAS-101</td>
<td>Design of Compact Dual band-notched UWB Antenna with Slots Loaded for Wireless Systems</td>
<td>Haitham Alsaif</td>
</tr>
<tr>
<td>GTAR-18-126</td>
<td>Information resources of soil nanoparticles chemistry</td>
<td>Panova Elena</td>
</tr>
<tr>
<td>GTAR-18-150</td>
<td>Sustainable Cities and Green Infrastructure</td>
<td>Gürültü Pınar</td>
</tr>
<tr>
<td>GTAR-18-140</td>
<td>To Study The Impact Of Materials, Planning and Devices On Building Energy Footprint</td>
<td>Chaitali Joshi</td>
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<tr>
<td>GTAR-18-146</td>
<td>Indicators to Measure a Smart Water Concept: An Indonesian Perspective</td>
<td>Indrawati</td>
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<tr>
<td>GTAR-18-149</td>
<td>Design in Urban Space in Terms of Climate; Bioclimatic Comfort</td>
<td>Gürültü Pınar</td>
</tr>
<tr>
<td>GTAR-18-161</td>
<td>Interactive Planning Process for Construction Projects</td>
<td>Jaehyun Choi</td>
</tr>
</tbody>
</table>

Closing Ceremony: (05:00pm to 05:30pm)
LIST OF CONFERENCE ATTEDEES

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>ID</th>
<th>Name</th>
<th>Affiliation</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMCR-APR-109A</td>
<td>Augustar Omoze Ehigahulu</td>
<td>University of Winchester</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>DMER-18-110</td>
<td>Myeong Hyeon Cho</td>
<td>Korea University Business School</td>
<td>South Korea</td>
</tr>
<tr>
<td>DMER-18-112</td>
<td>Xiuli Chao</td>
<td>University of Michigan</td>
<td>USA</td>
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<tr>
<td>GTAR-18-137</td>
<td>Dr. Amal Rateb</td>
<td>King Saud Bin AbdulAziz for Health Sciences</td>
<td>Saudi Arabia</td>
</tr>
<tr>
<td>GTAR-18-138</td>
<td>Prof. Manalelammawey</td>
<td>King Saud Bin AbdulAziz for Health Sciences</td>
<td>Saudi Arabia</td>
</tr>
<tr>
<td>GTAR-18-139</td>
<td>Dr. Azza Algendy</td>
<td>King Saud Bin AbdulAziz for Health Sciences</td>
<td>Saudi Arabia</td>
</tr>
<tr>
<td>GTAR-18-123</td>
<td>Dr. Lynn Van der Wagen</td>
<td>TAFE NSW</td>
<td>Australia</td>
</tr>
</tbody>
</table>
DAY 02 Sunday (April 22, 2018)
“CITY TOUR”

Gathering of Participants at the Lobby of Novotel Barcelona Sant Joan Despi, Spain at 1:00 pm

Departure: 01:30 pm for City Tour

End of City Tour at 7:00 pm

Important Note: This tour is organized by Charles Institute of European Studies and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk one day before the tour.
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES
Practices and Problems in the Operation and Administration of Private Institutions in Valenzuela and its Implication to Educational Management

Miriam V. Sebastian*
Miriam's Academy of Valenzuela Inc, Philippines

Abstract

School’s school plant, financial and faculty and student safety is the utmost priority for an elementary school administrator and is high on the list of public and private education concerns. The intent of this study was to identify the practices and problems in the operation and administration of private elementary institution in Valenzuela City and its implication to educational management. The study addressed the following research questions: (a) to what extent do current elementary school administrators receive training in the areas of school plant management, financial management and faculty and students management and its implication to educational management; (b) to what extent do elementary school administrators receive training in the area of school plant management, financial management and faculty and students management and its implication to educational management; (c) what are the most prevalent topics when administrators receive training in the area of school plant management, financial management and faculty and students management and its implication to educational management; and (d) what future training, in the area of school plant management, financial management and faculty and students management and its implication to educational management handling student discipline, do elementary school administrators need? This descriptive, quantitative study included a survey, created by the researcher that was used to collect data from 99 elementary school administrators.

Keywords: Management, Administration, Practices, Problems, Operation

*All correspondence related to this article should be directed to Miriam V. Sebastian, Miriam's Academy of Valenzuela Inc, Philippines
Email: miriamsacademy@yahoo.com.ph
Good Corporate Governance towards Employees’ Performance at Indonesian Energy Company

Mahir Pradana¹*, Mahendra Fakhri², Alini Gilang³, Rizqi Khairunnisa⁴
Telkom University, School of Communication and Business, Indonesia

Abstract

Good Corporate Governance is a key component in achieving the company's mission and strategy effectively in creating a working environment conducive to improving employee performance. Currently PT Bukit Asam (Persero) Tbk is still ranked 16th out of 50 companies implementing GCG, this is due to the lack of GCG sustainability of the company. This study aims to identify the influence of Good Corporate Governance on Employee Performance at PT Bukit Asam (Persero) Tbk Tanjung Enim. The method used in this research is descriptive and causality. By using Probability sampling technique, the sample in this research is 96 respondents from 2,400 employees in PT Bukit Asam (Persero) Tbk Tanjung Enim. The result of descriptive analysis shows Good Corporate Governance is categorized as excellent and employee performance is included in good category. The influence between Good Corporate Governance on Employee Performance at PT Bukit Asam Tanjung Enim is still very small, while it is the contribution of other variables that are not examined in this research. Based on the results of research, suggested PT Bukit Asam Tanjung Enim socialization related how the regulations that must be obeyed by all organs in the company, providing socialization about the absence of fraud in any case.

Keywords: Good Corporate Governance, Employees Performance, Business Ethics, Management Performance

*All correspondence related to this article should be directed to Mahir Pradana, Telkom University, Indonesia
Email: mahir.pradana@gmail.com
Evaluation of retail Customer’s Behavior and its Influence on Credit Risk of Bank by Artificial Neural Network Model (ANN)

Majid Lotfi Ghahroud1*, Ramezan Alizade2, Seyed jalal Tabatabaei3
University of Tehran, Iran

Abstract

The recent financial crisis shows credit risk is one of the most important problem of banks and financial institution. Credit risk of retail customers is a main section of credit risk. In this research we gather information of retail customers who have received different types of loans and their debts paid or not in Bank Mellat (one of the biggest bank in Iran). Our statistical sample, choose from each branch of bank which is classified as a separate category and from each category, customers of branches are selected using simple random method. Number of credit retail customers have been selected for the years 2010 to 2016 are 320 customers (All kind of retail customers consist of special customers and usual customers) and to analyze information, both logit and neural network model were applied. In this research we study effect of financial situation, past performance (background), education of retail customer and condition of the industry (in which the applicant of loan operates) on credit risk of financial institutions and banks. The survey results show, the better financial position, background and level of education of retail customers, the lower default and so credit risk. Also Lots of default in agricultural section loan, show that banks and financial institutions must define contract with higher interest rate or more collateral.

Keywords: Credit Risk, Artificial Neural Network, Retail Customers, Behavioral Finance

*All correspondence related to this article should be directed Majid Lotfi Ghahroud, University of Tehran, Iran
Email: majidlotfi@ut.ac.ir
Sustainable Regional Economic Development in West Africa: Imperative of an ECOWAS Super Highway

Henry Itotenaan Ogiri*
Rosebowl Education Consult Ltd, Lagos, Nigeria

Abstract

Over the last four decades, countries in West Africa sub-region have continued to search for an economic integration model through which its socio-economic prosperity will be enhanced. However, despite numerous sub-regional summits, little has been achieved to date in terms of sustainable economic development thus securing an almost permanent seat for the region as one of the world poorest. This paper examines the critical factors that have hampered socio-economic growth in the West Africa sub-region and highlights the imperative of an ECOWAS Super Highway as a driving force for the rapid transformation of a region so rich in human and materials resources yet is nested in a web of abject poverty. The SPSS data software was used in the empirical analysis. Three main hypotheses were formulated and tested for this study. Results from this study indicate a strong association between a super Highway and improve economic integration in the ECOWAS sub-region. Our study further reveals that a Super Highway will serve to promote political stability within the ECOWAS sub-region, although not to a significant extent. The study makes original contribution to knowledge as the empirical literature is enriched. Furthermore, the study provides a platform that brings the ECOWAS Super Highway conundrum to both regional and International conversations. Finally, the paper provides an opportunity for further research to assist regional policy formulation particularly as it affects cross-border transportation system within the ECOWAS sub-region.

Keywords: Sustainable development, West Africa sub-region, Economic Integration, ECOWAS, Super Highway

*All correspondence related to this article should be directed to Henry Itotenaan Ogiri, Rosebowl Education Consult Ltd, Nigeria
Email: ebaalodi@yahoo.com
Digital Leadership in Health Care: An Enabling Leadership to Support Health Care Transformation

Mohan Tanniru*
Oakland University, USA

Abstract

Business transformations enabled by the need to create value to customers through services has started to influence health care organizations, both inside and outside the hospital walls. Digital leadership, an enabling leadership that develops digital “services” to address patient needs has to focus on not only innovation of care staff to improve hospital operations but also engagement of patients post-discharge. This paper will summarize the role health care organizations can play in patient engagement using a number of digital services.

Keywords: Health Care, Business Services, Digital Leadership, Continuity of Care, Engagement Service

*All correspondence related to this article should be directed to Mohan Tanniru, Oakland University, USA
Email: tanniru@oakland.edu
Democracy in the Teaching Pedagogies in the Arab Region after 2011

Ben Moussa Elhadj Moussa1*, Dave Burnapp2, Janet Wilson3, David Simmons4
The University of Northampton, UK

Abstract

In 2011, the Arab region witnessed one of the most influential popular revolutions that have shaped the area on a multiplicity of levels up (map, ideologies, social life, and so on). It is interesting to consider, here, education as a separate field and the consequences of the Arab Spring and the democratic waves on it. It is true that many of the political regimes have been replaced. However, we need an answer to the following question: have the established new governments left opportunity for democracy implantation in education in the Arab region? To answer this question, I will analyses the textbooks of the module of the history of the third year secondary school level that belongs to both pre-and post-Arab Spring periods in the following countries: Tunisia, Libya and Egypt applying the content analysis approach. This study aims to contribute particularly to our understanding of the concept of democracy in education after the Arab Spring. The current study may end up by finding that the spirit of the newly modified pedagogies has not marked a considerable difference from the old ones. Therefore, it could conclude by assuming that decision makers still dominate and direct the work of syllabus designers according to their ideologies.

Keywords: Teaching Pedagogies, Democracy, The Arab Region, Pre-And Post-Arab Spring Pedagogies

*All correspondence related to this article should be directed to El Hadj Moussa BenMoussa, The University of Northampton, UK.
Email: Elhadj.benmoussa@northampton.ac.uk
Social Media and Arabic: Code-Switching Amongst Algerian Students Living in the UK

Linda Merzougui*
West of Scotland University, UK

Abstract

This paper explores the concept of individual identity construction and code-switching amongst Algerian students living in the UK. By adopting social media as the main context because although code-switching tends to only occur in spoken language, social media use tends to have moved into informal language use similar to that of the spoken rather than the written form. Moreover, a sample size of 15 participants are recruited to send their post, tweets and conversation over the course of three month period. At the outset of the research each participant will complete a detailed questionnaire to provide a profile of individual identity including gender which is then further explored in their subsequent use of code-switching if and where it occurs. Finally a sample of code-switching users will be interviewed to explore perspectives on how and why this phenomenon is occurring, what purpose it serves, and to establish whether there is a link to identity and code-switching use. The outcomes are aimed at contributing to academic discussions on the evolvement of Arabic as a language, the link between gender and Arabic code-switching and also the influences of social media on Arabic language use.

Keywords: Code-Switching, Arabic/English, Gender, Identity Construction, Social Media

*All correspondence related to this article should be directed to Linda Merzougui, West of Scotland University, UK
Email: lindamerzougui@gmail.com
Measuring Smart Security and Safety Level: A Case Study in Bandung Indonesia

Indrawati¹*, Tania Dayarani², Husni Amani³, Mahir Pradana⁴
Telkom University of Indonesia, Indonesia

Abstract

Nowadays, the development of technology is very fast and increasingly sophisticated, no doubt all the problems in a city can be solved quickly and well. Hence, facing a large urban population, the city must adopt a smart city concept that can help city residents improve their quality of life. Some of the cities the world have applied the concept of smart city. One of the dimensions in smart city concept is smart security and safety. This study aims to know the indicators and index level of smart security and safety in Bandung city of Indonesia. This research explores the indicators and measures the index level of a smart security and safety in Bandung, ideas from 16 respondents who are government, business players, experts, and customers' of smart security & safety in Indonesia are explored and confirmed. This study finds that there are 20 indicators to measure the index level of each variable to smart security and safety. The smart security and safety of Bandung City is 72% which is considered that the measured indicators are already good enough and satisfied, but there are some indicators that should be improved.

Keywords: Smart City, Bandung, Smart Surveillance, Smart Security and Safety, Quadruple Helix

*All correspondence related to this article should be directed to Indrawati, Telkom University of Indonesia, Indonesia Email: indrawati02@yahoo.com
Social Media and Arabic: Code-Switching Amongst Algerian Students Living in the UK

Linda Merzougui*
West of Scotland University, UK

Abstract

This paper explores the concept of individual identity construction and code-switching amongst Algerian students living in the UK. By adopting social media as the main context because although code-switching tends to only occur in spoken language, social media use tends to have moved into informal language use similar to that of the spoken rather than the written form. Moreover, a sample size of 15 participants are recruited to send their post, tweets and conversation over the course of three month period. At the outset of the research each participant will complete a detailed questionnaire to provide a profile of individual identity including gender which is then further explored in their subsequent use of code-switching if and where it occurs. Finally a sample of code-switching users will be interviewed to explore perspectives on how and why this phenomenon is occurring, what purpose it serves, and to establish whether there is a link to identity and code-switching use. The outcomes are aimed at contributing to academic discussions on the evolvement of Arabic as a language, the link between gender and Arabic code-switching and also the influences of social media on Arabic language use.

Keywords: Code-Switching, Arabic/English, Gender, Identity Construction, Social Media

*All correspondence related to this article should be directed to Linda Merzougui, West of Scotland University, UK
Email: lindamerzougui@gmail.com
Aesthetics, Protection or Price? Analysis of Customer Behavior and Safety Gear Purchases among Motorcyclists in Israel

Elad Harison¹*, Yinon Amir²
Shenkar College of Engineering and Design, 12 Anne Frank St., Ramat Gan, Israel

Abstract

The number of motorcyclists in Israel is estimated by approx. 130,000 vehicles, most of them are used by one person. The number of motorcycles in Israel consists of 4% of all the vehicles in the country, and has not changed since the 1990s. The motorization level in the nation is 15 motorcycles to 1000 persons, which is considerably low in comparison to other countries. For example, the U.S. average is 26 motorcycles to 1000 persons, in the U.K. is it 26 motorcycles to 1000 persons and in Australia and Nigeria the ratio is 34 motorcycles to 1000 persons. The scope of research literature on the customer behavior of motorcyclists is relatively limited. In particular, only few studies were conducted to assess the behavior and attitudes of motorcyclists to the risks involved in using their vehicles, despite their lower degree of safety in comparison to the use of other forms of transportation. Our research examined the customer behavior of motorcyclists in Israel regarding the purchase of protective accessories and safety gear, particularly in light of the risks that the traffic of heavier vehicles in comparison to the small share of motorcycles in it imposes.

Keywords: Aesthetics, Protection, Motorcyclist

*All correspondence related to this article should be directed to Elad Harison, Shenkar College of Engineering and Design, 12 Anne Frank St., Ramat Gan, Israel
Email: eladha@shenkar.ac.il
Patterns of End-of-Life Health Care Expenditures for the Hungarian Elderly

Koczor Keul Melinda*
University of Pannonia, Veszprem, Hungary

Abstract

The end-of-life health care expenditures represent a topic of growing interest in academic circles. In case of the elderly, health costs are higher than in any other age group, as they are the ones who are usually the closest to death, so the higher costs associated with death are mainly connected to them. The aim of this study is to expand our knowledge on the expenditures related to the end-of-life care given to elderly patients. In this paper I analyzed the health care spending during the last year of life by the Hungarian elderly (aged 65+ years). The data used for the research were filtered from the database of the Hungarian National Health Insurance Fund. From the database, I obtained health insurance claim information during the year prior to death for all individuals (95,850 persons) who died in fiscal year 2014 and were at least 65 years old. The main findings of this study are: (i) End-of-life health spending has shown a significant increase in the last months of life; (ii) In the last twelve months of life health care expenditures show a significant decline between the age groups of the elderly; (iii) Men have higher health spending than women in the last 12 months of life.

Keywords: Aging, Health Expenditure, Elderly, Last Year Of Life, End-Of-Life Health Care Expenditures

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Tweetology: Ideological Discourse Analysis of The Tweets of the Key Twitter users Politicians of India with special reference to Shashi Tharoor and Subramanian Swamy

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Abstract

Since the advent of social networking sites, the communication patterns among people have radically transformed as people are seemingly more extrovert than earlier years of 21st century. The notion has been presumed that almost every member of a society seems concerned positively to certain political ideology and follows her/his ideal politician(s). Current research paper investigates the tweetology of the twitter’s posts of two prominent politicians bearing the opposition parties in India to examine how ideologically conflicting ideas are interpreted and represented on micro blogging site. Primarily aiming at investigating the hegemonic political discourse on Twitter among the Indian politicians, present study will critically analyze the tweets of Shashi Tharoor and Subramanian Swamy, contextual analysis of their tweets, self-expression, discursive usage-patterns and public discourse employing the formula of van Dijk’s Ideological Square. Key-concern of this study was to examine the ideological-patterns of politicians which motivate them to pick out the subjects of constructing the discursive argument; and to calculate the spirit of democratic participation of people in the discourse which takes shape on micro blogging site Twitter. Discursive practices and patterns in a discourse will be analyzed in the contexts of social practices and communicative events under the principle of Norman Fairclough.

Keywords: Twitter, Tweetology, Contextual-Analysis, Hegemony, Public-Discourse

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Abstract

The purpose of this research paper is to investigate the social networking sites usage and its impact on competitive intelligence (competitor intelligence, marketing intelligence, strategic intelligence and technological intelligence) in telecommunications sector in Jordan. A simple random sample of (67) employees from all managerial levels responded to the survey. The result of the study showed that social networking sites usage have a significant impact on competitive intelligence, in terms of competitor intelligence, marketing intelligence, strategic intelligence and technological intelligence. The study recommended telecommunication sector companies should be understood the various diminutions of competitive intelligence that can be improved by social networking sites and have to take into account how to effectively train their staff to exploit and use the social networking sites as critical instruments for competitiveness.

Keywords: Competitive Intelligence, Social Networks

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The Global Lifestyle: A Critical Reading of the Postmodern Features of the Internet

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Abstract

For more than half a century postmodernism has been being the dominant approach to literature, philosophy, hermeneutics, or generally the humanities. In literary criticism, it gave birth to his children one after another, such as postcolonial studies, new historicism or cultural poetics, and the like. In other branches such as biomedicine, or cyberculture theory that got along with computing studies, it posed concepts such as posthuman, which borrows its “post-” not as a prefix meaning “after”, but from postmodernism with its connotations. The Internet, as one of the postmodern manifestations, seen positive or utopian by Sherry Turkle and David Bell, among others, could be regarded through another lens. To call it dystopian, in the sense that it is against the human identity from different perspectives, in essence, the present study is to show that what Jacques Derrida and his camp posed against modernism has entangled postmodernism, although mention should be made that this paper is not going to undermine or even underestimate the Internet’s blissful characteristics and its aids to the academia. In this study, the Internet’s features are counted one after another and are linked to the postmodern tenets the majority of which derive from Derrida; then, each is explained, and its possible problems are expounded. The findings confirm that if the Internet is assumed, not simply as a medium, but as a “text” to be read by the postmodern criteria, one can spot how it flies against the positive aspects it claims.

Keywords: The Internet, Postmodernism, Cyberculture, Critique

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TRACK B: ENGINEERING, TECHNOLOGY AND APPLIED SCIENCES
To Study the Impact of Materials, Planning and Devices on Building Energy Footprint

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Abstract

In this growing world, there is a great need to use energy efficiently. Use of electricity is increasing day by day and there must be a way to reduce its consumption. Our research is based on how energy consumption of a building can be reduced without compromising its required luminance by permutation of various orientation of the building with different wall to window ratio. This gives a clear picture of the best suitable situation of any particular building. This simulation is done in rhinoceros software with DIVA plug-in and we have incorporated factors such as building orientation, wall to window ratio, and sensor placement keeping in mind codes. To check reliability of the output obtained from DIVA we manually collected data from the existing building and emulated. This will provide us how much energy could be saved by using the best combination of all parameters mentioned above. In the final output, the difference this setup can make in long term costing of the building though it could be seen. If the new buildings are constructed keeping in mind this analysis, a lot could be saved in terms of energy and capital too.

Keywords: Material, Planning, Energy, Footprint

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Indicators to Measure a Smart Water Concept: An Indonesian Perspective

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Abstract

Water is the most essential thing for human life. Limitations of suitable water source and excess water during floods should be managed wisely, especially in city where the population are very huge. Implementing smart water concept as a dimension of smart city especially in Indonesia is important due to the urbanization rate of Indonesia is over the average of urbanisation in South Eastern Asia and Asia. This paper is working paper discuss the variables and indicators of a smart water coming from existing literatures, ideas from 24 respondents who are governments, business players, experts of smart water, and customers in Indonesia. This study finds that there are six variables and 19 indicators to measure if a city has implemented a smart water concept. The variables and indicators should be tested in the further study before it is implemented through pilot test with sufficient numbers of respondents.

Keywords: Smart City, Smart Water, Urban, Quality Of Life, And Indonesia

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Interactive Planning Process for Construction Projects

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Abstract

IAP (Interactive Planning) is defined as an effort to integrate planning for a certain type of projects at the early stage of execution. When it comes to a construction projects, various participants collaborate from the beginning of the project execution for the project success. Milestone activities by various trades need to be identified and logically sequenced for execution. This task become extremely challenging if the project becomes larger in size and more complex. This research involved the methodology to streamline the IAP process for industrial construction projects in order to verify essential requirements and extract action items in the IAP process.

Keywords: Construction Projects, Interactive Planning, Collaborative Process, Milestone Activities

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Design of Compact Dual band-notched UWB Antenna with Slots Loaded for Wireless Systems

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Abstract

This paper presents a compact double band notched hexagonal-shape ultra-wideband antenna with slot loaded. The notch bands cover entire WiMAX IEEE802.16 3.30–3.70 GHz and X-band downlink satellite systems (7.25–7.75 GHz). The monopole has a hexagonal shape and fed using coplanar waveguide technique (CPW) with a standard characteristics impedance of 50 ohms. The antenna is miniaturized with a total size of 23.5x24 mm2 and printed on substrate material of rogers RT 5880lz with relative permittivity of 1.9 and tangent loss of . It provides extreme wide bandwidth starting from 2.45 GHz to more than 11 GHz over which the monopole has high gain up to 6 dBi. The design has been investigated and optimized in terms of bandwidth, radiation pattern, and structure size.

Keywords: Compact, Monopole, Patch, UWB

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Developing Allometric Equations for More Accurate Above-Ground Biomass in Secondary Evergreen Forests, Thailand

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Abstract

Forest areas being replaced by monocultures is a main driver of deforestation and forest degradation, and one of the reasons behind the recurring winter smog crisis in Thailand and around Southeast Asia. Accurate biomass estimation of trees is important to quantify valuable carbon stocks and changes to these stocks in case of land use change. But presently Thailand lacks proper tools and optimal equations to quantify its valuable biomass and carbon stocks, especially for secondary hill evergreen forests including fallow areas after shifting cultivation and smaller trees with a diameter at breast height (DBH) of less than 4.5 cm. Tree biomass was collected by harvesting 136 individual trees (including coppiced trees) from 23 species with a DBH ranging from 1 to 31 cm, and developed regression models to allow estimation of above-ground biomass. DBH, total tree height (H), and wood density (WD) were used as independent variables, while biomass was used as a dependent variable for creating allometric equations. Models were developed, showing that above-ground biomass was strongly related to DBH, H, and WD. Including WD in the model was found to improve the accuracy of the above-ground biomass estimation. This study provides insights for reforestation management, and developed models can be used to prepare baseline data for Thailand’s carbon stocks for the REDD+ and carbon trading schemes.

Keywords: Allometric Equation, Biomass, Carbon Stock, Secondary Forest

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Information Resources of Soil Nanoparticles Chemistry

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Abstract

One of fundamental problems of soil science is studying the mobile migratory and capable forms of chemical elements. Colloidal particles (the size less than 1000 nanometers) play an important role by elements transport on a soil profile, can react with a mineral matrix and control availability of chemical elements. The most dangerous is transform chemical compounds into mobile forms which migrate into soils, ground water and involve into biocenoses. Modern methods of direct visual of nano-objects allowed to distinguish particles up to 0.25 nanometers in size. The NF is taken by water under special conditions and analyzed by the ICP MS. The detection limit is (soil/nano-fraction, ppm): U-0,01/0,00002; Tl-0,03/0,00006; Mo-1,0/0,0002; Cd-0,1/0,0006; Hg-0,005/0,0005; Te-1,0/0,002; Sb-0,1/0,0006; Bi-0,2/0,0001; As-0,6/0,001; Se-0,5/0,01; In-0,01/0,0002; Sc-0,1/0,0006; Au-0,002/0,0002; Ag-0,05/0,0001; Re-0,03/0,0001; Scientific basement for registration of ultra low concentrations of chemical elements in soil; 2) agricultural model of metals colloidal transport in a soil; 3) method of exploration of toxicants mobile forms in the environment; 4) to create new sorts of fertilizer based on the mobile forms of nutrients.

Keywords: Soil, Nanoparticles, Chemistry, Agriculture

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Design in Urban Space in Terms of Climate; Bioclimatic Comfort

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Abstract

Bioclimatic comfort is the study of the relationship between living beings and climate and the environment in which humans have the healthiest climatic conditions. The bioclimatic comfort plays an important role in land use decisions in urban areas. The most efficient models for planning and design and determination of suitable regions for human health can be determined by making detailed analyzes on climate and evaluating these analyzes with a measurable method. Thus, healthy environments can be created by providing the most accurate distribution of areas for people's accommodation, nutrition, recreation and similar uses. In this research, the importance of bioclimatic comfort in urban design, the factors affecting bioclimatic comfort and the necessary methods for creation these spaces and the effects of plantation material on bioclimatic comfort in green space planning are explained. Thus, it has been aimed to encourage climate-friendly designs and to create spaces with more favorable climate characteristics in cities that have worsened living spaces due to increased industry and concrete.

Keywords: Urban Space, Bioclimatic Comfort, Landscape, Climate

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Abstract

Urban green spaces create quality spaces for people. In order to create quality and sustainable places on the whole city, green infrastructure should be planned along with transportation and infrastructure systems. Cities are open to continuous development with dynamic structures. Urban systems are needed to organize urban life and to prevent irregular urban expansion. Green infrastructure is a system in which open and natural areas within the city are combined and contributed to the urban landscape as a system. In other words, it is a network of green spaces that provide nature, semi-natural areas and ecosystem services that support human well-being and quality of life. Green infrastructure has multiple functions and benefits. These functions include; environmental (such as conserving biodiversity or adapting to climate change, etc.), social (water drainage or green areas, etc.), and economic sides (increasing employment and property prices, etc.). Surveys show that green infrastructure solutions are less expensive than gray infrastructure, while at the same time providing a variety of benefits for local economies, social fabric and the wider environment. In this study; the importance of green infrastructure has been demonstrated with examples of creating sustainable cities with high quality of life.

Keywords: Green Infrastructure, Sustainability, Green Areas, Urbanization

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