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CONFERENCE PROCEEDINGS

BOOK OF PROGRAM & ABSTRACTS

International conference on Recent Advance in Social Sciences, Entrepreneurship, Business and Economics Research (SEBER-AUG-2019)

CIES – 2019

ATHENS, GREECE
Proceedings of the International conference on Recent Advance in Social Sciences, Entrepreneurship, Business and Economics Research

(SEBER-AUG-2019)

ISBN: 978-969-683-698-8

Disclaimer

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International conference on Recent Advance in Social Sciences, Entrepreneurship, Business and Economics Research
(SEBER-AUG-2019)
Athens, Greece

Venue: Titania Hotel Panepistimiou 52, Athens 10678 – Greece
Conference Chair Message

Dr. Carlos

International Conference on Recent Advance in Social Sciences, Entrepreneurship, Business and Economics Research (SEBER-AUG-2019) 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 – 2019
## Conference Program

**DAY 01 Saturday (August 24, 2019)**

**Venue:** Titania Hotel Panepistimiou 52, Athens 10678 – Greece

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<th>Time</th>
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<td>09:00 am – 09:20 am</td>
<td>Welcome Reception &amp; Registration</td>
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<tr>
<td>09:20 am – 09:30 am</td>
<td>Introduction of Participants</td>
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<td>09:30 am – 09:40 am</td>
<td>Welcome Remarks – Conference Coordinator</td>
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<td>09:40 am – 10:00 am</td>
<td>Grand Networking Session</td>
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<td>10:00 am – 10:30 am</td>
<td>Tea Break</td>
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DAY 01 Saturday (August 24, 2019)
Presentation Session (10:30 am – 12:00 pm)
Venue: Room 1

Track A: Medical, Medicine and Health Sciences

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Track B: Business, Economics, Social Science & Humanities

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<td>SEBER-Aug-102</td>
<td>The Impacts of Trade Frictions between the U.S. and China On the Growth Strategies of China’s Hi-tech Companies</td>
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<td>HuiJun Ma</td>
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Lunch Break & (Closing Ceremony 12:00 pm - 01:00 pm)
The following Scholars/practitioners who don’t have any paper presentation, however they will be attending the conference as delegates & observers.

**Official ID:** ATH-489-103MA  
**Name:** Simuran Brar  
**Affiliation Details:** Department of Psychiatry at the University of Toronto in Canada

**Official ID:** ATH-489-104MA  
**Name:** Nouf Abdulaziz Althabit  
**Affiliation Details:** King Saud University Medical city, Riyadh, Saudi Arabia
DAY 02 Sunday (August 25, 2019)

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
Do Individuals Free Ride On Participation In Environmental Policies? Personal Values And Waste Management Practices

Shigeru Matsumoto*
Aoyama Gakuin University, Tokyo, Japan

Abstract

Even if an individual actively engage in environmental activities, others may not follow such behavior. On the other hand, even if s/he does not fulfill environmental responsibilities expected by society, s/he is unlikely to be punished. Therefore, it is rational for most individuals to free ride on participation in environmental policy. Despite such a prediction, we often see the scene in which individuals voluntarily spend time for environmental activities. Previous studies revealed that environmental preferences differ among individuals and the intensity of the participation in environmental policies varies considerably. If there exist such heterogeneities, one natural question arises. Do individuals more actively engage in environmental activities if they consider that the government’s policies are weak? Or, do they free ride on participation in environmental policies? To answer this question, we analyze micro-level data from the Japanese General Social Survey 2002 (JGSS). JGSS is a nationwide survey and includes both sociodemographic information and respondents’ opinions on a variety of issues. In the 2002 survey, respondents were asked the frequency of engaging in waste reduction activities. They were also asked whether the government’s environmental measures were satisfactory. For the empirical analysis, we first applied the item response theory method to assess the waste reduction ability of each respondent. We then analyze the relationship between waste reduction ability and socioeconomic characteristics based on the two-sided truncation model. We found that respondents who answered that the government’s environmental policies were inadequate had been engaging in waste reduction activities more actively. It means that individuals sacrifice time to make up for the poor environmental protection by the government. In addition, we found that higher education increases waste reduction ability but higher income rather decreases it.

Keywords: Environmental Activities; Free Ride; Item Response Theory Method; Micro-Level Data

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The Impacts of Trade Frictions between the U.S. and China On the Growth Strategies of China’s Hi-tech Companies

Fei Huang¹*, HuiJun Ma², Yu Lu³
Army Logistic University, China

Abstract

On the basis of analyzing the status quo of trade frictions between the U.S. and China (including Extraordinary Characteristics, Superficial Causes and Central Truth), the paper firstly explores Concrete Impacts of Trade Frictions between the U.S. and China on the Growth Strategies of China’s Hi-tech Companies. Secondly, the authors make good use of SWOT method to analyze the restructuring of the growth strategies of China’s hi-tech companies under the impacts of trade frictions between the U.S. and China. Finally, the paper puts forward basic vision of restructuring the growth strategies of China’s hi-tech companies in order to respond to trade frictions between the U.S. and China.

Keywords: Trade Frictions, the U.S. and China, Growth Strategies, China’s Hi-tech Companies

*All correspondence related to this article should be directed Fei Huang
Army Logistic University, Tokyo, Japan
Corresponding Email: hfhly2001@163.com
Abstract

Deglobalization" refers to the regression of globalization. Since the establishment of the Bretton Woods System, the world economy and trade have been gradually integrated in the past decades, and the links around the world are even more inseparable in the Internet era. However, since the outbreak of the financial crisis in 2008, the policy of global integration has been blocked, the Brexit of the UK, the decline of the willingness of the United States to implement globalization, the rise of national populism and many other black swan events have demonstrated the rise of the "deglobalization" wave. In the context of this international environment, the potential threat of financial economic risks is constantly rising. Facing with such a situation, it is necessary not only to objectively analyze the manifestations and causes of the phenomenon of "deglobalization" and explore its impact on international finance, but also to study financial risks in combination with China's specific conditions and discuss practical and effective risk prevention measures, so as to achieve sound and healthy development of national economy.

Keywords: Deglobalization, International Financial Risks, Brexit, The Chinese Model

*All correspondence related to this article should be directed HuiJun Ma
Army Logistic University, China
Email: hfhly2001@163.com
TRACK B: MEDICAL, MEDICINES & HEALTH SCIENCES
Classification and regression trees (CART) and support vector machines (SVM) have become very popular statistical learning tools for analyzing complex data that often arises in biomedical research. While both CART and SVM serve as powerful classifiers in many clinical settings, there are some common scenarios in which each fails to meet the performance and simplicity needed for use as a clinical decision-making tool. In this paper, we propose a new classification method, SVM-CART, that combines features of SVM and CART to produce a more flexible classifier that has the potential to outperform either method in terms of simplicity or prediction accuracy. Furthermore, to enhance prediction accuracy we provide extensions of a single SVM-CART to an ensemble. Finally, we develop methods to select the single most representative classifier from the SVM-CART ensemble. The goal is to produce a decision-making tool that can be used in the clinical setting, while still harnessing the stability and predictive improvements gained through the SVM-CART ensemble. The methods are illustrated using a clinical neuropathy dataset.

**Keywords**: Statistical Learning, Complex Interactions, Classification and Regression Trees

*All correspondence related to this article should be directed to Mousumi Banerjee*
University of Michigan, USA
Email: mousumib@umich.edu
Real-time Detection and Analysis of Facial Action Units to Identify Patients at Risk in Critical Care

Marcos A Rodrigues¹*, Mariza Kormann²
GMPR–Geometric Modelling and Pattern Recognition Research Group Sheffield Hallam University, Sheffield, UK

Abstract

The emotional expressions of humans and animals have been investigated ever since Charles Darwin. It is generally accepted that facial expressions convey what we are feeling, although interpretations may vary among cultural groups. Previous collaborative research between North Middlesex University Hospital (London) and the GMPR Research Group at Sheffield Hallam University [1], [2], [3], [4] has demonstrated for the first time that patterns of facial action units identified in deteriorating patients can predict admission to intensive care. Our aims are to extend the current data set and compare automatic predictions with standard methods. We are collecting facial data from patients in critical care and investigating methods for automatic recognition of facial action units as predictors of patient deterioration. The system was implemented on a MacBook Pro 2.5GHZ Intel Core i7, 16GB memory 1600 MHz DDR3 running on macOS Mojave 10.14.5. The algorithms operate on live video comparing current measurements with a baseline. The baseline is estimated from a patient’s face image from a few hours back or from a previous day. Upon detecting all regions and data points of interest on the face, the following are the parameters for AU evaluation: • AU15: lip corner depressor. From the detected data points on the lip, evaluate the corner depression using both trigonometric relationships and curvature measures. Compare those measurements with the baseline and determine whether the measures indicate deterioration or improvement or indifferent. • AU25: lips relaxation. Determine how much the lips are relaxed (open) by evaluating the area enclosed by the detected data points. Determine whether the area is increasing, decreasing, or stable as an indication of deterioration/improvement/indifferent. • AU43: eyes relaxation. Similar to lips, estimate the area enclosed by the data points. It constantly compares previous to current image and makes a prediction based on measurements in real time. The green banner means no significant change from baseline measurements. To calculate the lip depressor we use the angle between two straight lines. The lines are defined between the end of the lips intercepting at the point at the centre of the top lip – note that these points are automatically detected by our algorithms. Let \( m_1 \) and \( m_2 \) be the slopes of the two lines, then the angle \( \theta \) is estimated by: \[ \theta = \tan^{-1} \left( \frac{\pm m_2 - m_1}{1 + m_1 m_2} \right) \]

Our approach to automatic recognition of facial action units can overcome human factors associated with the lack of recognition of deteriorating patients in the ward. We are at TRL1–basic principles observed as we have demonstrated that patterns of action units can be used as a predictor of admission to critical care, and at TRL2 technology concept formulated for a non-contact device to assist admission to critical care. The advantages of our solution are independent of human factors (safety) and can decrease the number of nurses needed to assure monitoring patients in the ward (cost-effective).

Keywords: Real-time Detection, Analysis of Facial, Patients at Risk in Critical Care

*All correspondence related to this article should be directed Marcos A Rodrigues
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