

ASBMSR



Conference Proceeding Book of Papers

**2nd International Conference on “Advancements in Social, Business and Management
Sciences Research (ASBMSR-2019)”**

Editor:

Dr Ahmad Saddam Ph.D., Country Director (Global Illuminators Iraq)

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A.Saddam

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)

2nd International Conference on “Advancements in Social, Business and Management Sciences Research (ASBMSR-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 regional and global challenges faced by our societies. 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. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face and interact with other renowned scholars for possible future collaborations.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session chairs from industry, academia and policy-making institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as key note speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. 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.

Type of ASBMSR Papers

For this year, ASBMSR has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researcher and reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute in the scientific body of knowledge. Contrary, Inside papers meet the needs of policy makers and professionals and reviewed on the basis of high practical standards. The objective of the Insight is to identify the real world problems and how can solve with the help of information systems.

Reviewing Criteria

In ASBMSR all papers are used to judge on the criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

Relevancy: Relevancy has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

Significance: Knowledge in different researches in the conference is related to research papers and insight papers.

Originality: Ideas that are new for the researchers are used in the conference.

Validity: Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

Clarity: Papers are according to the format, language is easy and understandable by the audience in the conference.

Acceptance Rates

| Full Research Papers | | | | |
|----------------------|-----------------|-----------|--------------------|-----------------|
| Submitted Papers | Accepted Papers | Withdrawn | Unqualified papers | Acceptance Rate |
| 22 | 12 | 2 | 8 | 54% |

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Acknowledgment

A huge numbers of people helped in conducting the conferences. First of all thanks to all the members of the Conference and Program Committee and representatives of the ASBMSR board and their helpers. We also want to thank all the Track Chairs, Track Co-Chairs and reviewers, as well as all the member of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the ASBMSR tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.) and Muhammad Abbas (Ph.D.)

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School of Public Health, North China University Of Science And Technology

ASBMSR 2019 Keynote Speakers

Professor Kimberly Gomez

Kimberley Gomez', Professor of Education and Information Studies, centers her work in examining teachers' and students' development and use of literate practices in formal and informal contexts. She employs the design and study of literate practices to enhance learning in mathematics, science, and technology use with an aim of informing theoretical and practical understandings. She views context as the primary lens in understanding the development of experiences and outcomes associated with learning. A corollary of this commitment is that she designs educational interventions and professional development opportunities in a collaborative and participatory manner working side-by-side with frontline practitioners across disciplinary and organizational contexts including teachers, health professionals, psychologists, computational designers, and engineers. Gomez received the Ph.D. from the University of Chicago in 1994. She served as a post-doctoral fellow and a research associate in the Center for Learning Technologies in Urban Schools (LeTUS) NSF-funded study at Northwestern, in Northwestern University's , Learning Sciences program. Gomez is currently a tenured Professor of Education at the University of California, Los Angeles (UCLA). She is jointly appointed in the Information Studies department at UCLA. Since 2011, Gomez has been the lead language and literacy fellow at the Carnegie Foundation for the Advancement of Teaching. In 2018 she received the Bobbie and Mark Greenfield Faculty Award for Applied Research in Learning and Achievement from the UCLA Graduate School of Education and Information Studies, and in 2017, she received the Distinguished Teaching Award from UCLA's Graduate School of Education. She is an Osher Fellowship recipient (awarded by the Exploratorium, San Francisco, CA). She is a Sudikoff Family Institute for Education & New Media fellow (2013-14) and received the Harold A. and Lois Haytin Faculty Award, from Graduate School of Education & Information Studies, UCLA for her collaborative work with teacher practitioners. She is the author of over 50 refereed journal articles, book chapters, and conference proceeding articles.

ASBMSR 2019 Track's Chairs

Business, Management, and Economics Studies

Hanadi Behairi & Youngmi Yoo

Social Sciences & Humanities

Kimberley Gomez & Harri Jalonen

Engineering & Technology Studies

Farooq Ahmed Jam & Shun-Chuan Chang

Abdulrahman Hashem

Best Paper Nominee List

Liquidity, Leverage, and Cash Holding: Evidence from Indonesia Listed Real Estate Firms

Zunairoh^{1}, Fatkhurrohman²*

¹ Airlangga University, Indonesia

² Gadjah Mada University, Indonesia

Basic Elements of Project Management on the Example of Lean Manufacturing Student Research Group Activities Carried Out at the AGH University of Science and Technology in Cracow

Katarzyna Styk^{1}, Klaudia Drobek²*

AGH University of Science and Technology, Poland

Immoral Behaviors in Online Games: Effects of Moral Positioning, Game Motivation, Aggression, and Self-Esteem on Flaming and Trolling in League of Legends

Sungje Lee¹, Jeonyoung Kong², Meiyong Piao³, Euijun Jeong^{4}*

^{1,2,3,4} Konkuk University, Seoul, South Korea

Optical Recognition of Music Symbols of a NSBSN Structure

Ku Chin Lin^{1}, María José Rodezno Ayestas²*

^{1,2} Kun Shan University, Taiwan

GIMAR 2019 Best Paper Award Winner

Liquidity, Leverage, and Cash Holding: Evidence from Indonesia Listed Real Estate Firms

Zunairoh^{1}, Fatkhurrohman²*

¹ Airlangga University, Indonesia

² Gadjah Mada University, Indonesia

List of ASBMSR 2019 Academic Papers

1. Business, Management and Economic Studies

ID: ASBMSR-19-134

Basic elements of project management on the example of Lean Manufacturing student research group activities carried out at the AGH University of Science and Technology in Cracow

Katarzyna Styk^{1}, Klaudia Drobek²*

^{1,2} AGH University of Science and Technology, Poland

ID: GIMAR-19-112

Liquidity, leverage, and cash holding: Evidence from Indonesia listed real estate firms

Zunairoh^{1}, Fatkhurrohman²*

¹ Airlangga University, Indonesia

² Gadjah Mada University, Indonesia

2. Social Sciences and Humanities

ID: ASBMSR-19-123

Corporate Financial Performance Effect on Stock Prices: Empirical Evidence from a Small Market: A Study in Amman Stock Exchange over the Period 2006 – 2017

Abdulrahman Hashem^{1}, Saleh Zurqan²*

^{1,2} Isra University, Amman, Jordan

ID: ASBMSR-19-126

Exclusion's Measurement of Different Social Groups: Methodological Preliminary Work and Empirical Results

Narbut N.P.^{1}, Puzanova Zh.V.², Larina T.P.³, Tertyshnikova A.G.⁴*

^{1,2,3,4} Peoples' Friendship University of Russia (RUDN University), Moscow, Russian Federation

ID: ASBMSR-19-129

Continuous Improvement Education: Adaptation of Kaizen Philosophy on the Example of the Student Project AGH Lean Line

Magdalena Kołodziejczak^{1}, Joanna Szarska², Aleksandra Edelmuller³*
^{1,2,3} AGH University of Science and Technology, Poland

ID: ASBMSR-19-136

Immoral Behaviours in Online Games: Effects of Moral Positioning, Game Motivation, Aggression, and Self-Esteem on Flaming and Trolling In League of Legends

Sungje Lee¹, Jeonyoung Kong², Meiying Piao³, Euijun Jeong^{4}*
^{1,2,3,4} Konkuk University, Seoul, South Korea

ID: ASBMSR-19-137

Studying Social Representations on Groups of Minorities (Evidence from LGBT)

Narbut N.P^{1}, Puzanova Zh.V², Larina T.I.³, Tertyshnikova A.G⁴*
^{1,2,3,4} Peoples` Friendship University of Russia (RUDN University), Moscow, Russian Federation

ID: GIMAR-19-109

Meeting in the Middle: The Challenge and Promise of Supporting STEM Learning Through Language and Literacy Inclusion

Kimberley Gomez
University of California, Los Angeles, USA

1. Engineering and Technology

ID: ASBMSR-19-130

AGH Lean line Simulation Game as a Method for Lean Manufacturing Training

Krzysztof Grzesik¹, Jakub Liszcz^{2}, Kamil Paluch³*
^{1,2,3} AGH University of Science and Technology, Poland

ID: EASIT-19-101

Optical Recognition of Music Symbols of a Nsbn Structure

Ku Chin Lin^{1}, María José Rodezno Ayestas²*
^{1,2} Kun Shan University, Taiwan

ID: GIMAR-19-114

Effect of Fiber Volume Fraction to Tensile Strength in Composites Polyester Reinforced Sugar Palm Fiber (SPF)

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¹Gadjah Mada University, Indonesia
²Airlangga University, Indonesia

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