



**ASIAN-PACIFIC**  
RESEARCH FORUM

# **ABSTRACT PROCEEDING BOOK**

**Volume 01**

**April 17-18, 2018  
Seoul, South Korea**



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CONFERENCE  
PROCEEDINGS

BOOK OF ABSTRACTS  
ASIAN PACIFIC  
RESEARCH FORUM-  
2018

**International Conference on  
“Innovative Trends in Economics, Development, Managements  
and Social Science”  
(EDMS-2018), Seoul, South Korea**



# **Book of Abstracts Proceeding**

**International Conference on  
“Innovative Trends in Economics, Development, Managements  
and Social Science”  
(BMCR-2018)  
Seoul, South Korea**



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**“Innovative Trends in Economics, Development, Managements  
and Social Science”  
(EDMS-2018)**

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## TABLE OF CONTENTS

<b>ORGANIZING COMMITTEE .....</b>	<b>VI</b>
<b>CONFERENCE CHAIR MESSAGE .....</b>	<b>VII</b>
<b>CONFERENCE SCHEDULE.....</b>	<b>VIII</b>
<b>LIST OF CONFERENCE ATTENDEES .....</b>	<b>X</b>
<b>TRACK A: MEDICAL, MEDICINE &amp; HEALTH SCIENCES .....</b>	<b>12</b>
1. A T-WAVE VARIATION CHARACTERISTICS EVALUATION ALGORITHM FOR ISCHEMIC HEART BEATS.....	13
<b>TRACK B: ENGINEERING, TECHNOLOGY AND APPLIED SCIENCES .....</b>	<b>14</b>
2. TEXTURE SUPER-RESOLUTION FRAMEWORK BASED ON RECOMBINATION OF SELF-EXAMPLES.....	15
3. COMPARISON STUDY OF ETHANOL EXTRACT AND ESSENTIAL OIL OF CITRUS SINENSIS PEELS FOR ANTIBACTERIAL AGENT .....	16
<b>TRACK C: BUSINESS, MANAGEMENT, SOCIAL SCIENCES AND HUMANITIES .....</b>	<b>17</b>
4. DO CONSUMERS REALLY CARE ABOUT SOCIAL RELATION AND HARMONY? THE IMPACTS OF SOCIAL NEEDS ON CHINESE CONSUMER ETHICAL BELIEFS .....	18
5. HOW SOCIAL MEDIA HAVE CHANGED THE CREATIVE INDUSTRY OF SHORT VIDEO IN CHINA .....	19
<b>FUTURE EVENTS.....</b>	<b>20</b>



**International Conference on “Innovative Trends  
in Economics, Development, Managements and  
Social Science”  
Seoul, South Korea  
Venue: Ibis Style Myeongdong Hotel Seoul, South  
Korea**

**ORGANIZING COMMITTEE**

**1. Mr. Jiyong**

*Conference Coordinator*

**2. Mr. Jaywon Lee**

*Conference Coordinator*

**3. Mr. Youngsun Kwon**

*Conference Coordinator*



## CONFERENCE CHAIR MESSAGE

**Mr. Jiyong**

International Conference on “Innovative Trends in Economics, Development, Managements and Social Science” EDMS-2018 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.

**Mr. Jiyong**  
Conference Chair  
2018



## Conference Schedule

**DAY 01 Tuesday (April 17, 2018)**  
**Venue: Ibis Style Myeongdong Hotel Seoul, South Korea**

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 Conference Coordinator ASIAN PACIFIC RESEARCH FORUM
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 Tuesday (April 17, 2018)**  
**Session I (10:30 am – 12:00 pm)**  
**Session Chair: Leon Yap**

**Track A: Business, Economic, Social Sciences and Humanities**

<b>ED-APR-107</b>	Do Consumers Really Care About Social Relation And Harmony? The Impacts of Social Needs on Chinese Consumer Ethical Beliefs	Hsiu Hua Chang
<b>SBTM-048-ANI124</b>	How Social Media Have Changed the Creative Industry of Short Video in China	Vincenzo De Masi

**Track B: Medical, Medicine and Health Sciences**

<b>SEO-348-101M</b>	A T-wave Variation Characteristics Evaluation Algorithm for Ischemic Heart Beats	Jong Rul Park
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**Track C: Engineering, Technology Computer and Applied Sciences**

<b>IACA-048-KR101</b>	Texture Super-Resolution Framework Based on Recombination of Self-Examples	Seok Bong Yoo
<b>IACA-048-KR102</b>	Comparison Study of Ethanol Extract and Essential Oil of Citrus Sinensis Peels for Antibacterial Agent	Eny Kusrini

**Lunch (12:00 pm – 01:00 pm)**  
**Closing Ceremony**

## List of Conference Attendees

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1.	SEO-348-103EA	Tsolmon	IDER institute, Mongolia

## **DAY 02 Wednesday (April 18, 2018)**

### 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.



**TRCAK A: MEDICAL, MEDICINE & HEALTH  
SCIENCES**

# A T-wave Variation Characteristics Evaluation Algorithm for Ischemic Heart Beats

Jong Rul Park\*<sup>1</sup>, JongEun Park<sup>2</sup>

**Abstract** During an exercise, muscle contraction occurs for body movements, and requires more amount of oxygen. Then, heart beating rate tend to increases during an exercise [1]. While heart beating rate varies, the sympathetic nerve, respiratory, and blood circulation system adapt to the muscle contracting action. Sympathetic nerve system with a calcium ion handling problem causes abnormal myocardial actions, and has potential to develop arrhythmia [2]. However, the heart beat electric signal variations through wearable electrodes are less noticeable without an electric signal data screening process. The proposed electric signal data screening process determines whether ischemia beat is present or not, and evaluates the T wave variation characteristics in terms of the root-mean-squared (RMS) values of the amplitude and duration. The T wave represents depolarization and repolarization of the left ventricle. Duration of the T wave is from the Q point of the QRS complex and represents QT interval. QT interval prolongation with the T wave morphology becomes a biomarker of acute myocardial ischemia, and represents the ventricular repolarization abnormalities [3]. This paper characterizes depolarization and repolarization actions of the left ventricle from the electric signal outputs of ECG The proposed electric signal data screening process evaluates beat-to-beat information of amplitude and duration of T waves among electric signals from multi-electrode ECG. Among the experimental data in this paper, the heart beat showing the maximum QT interval tended to have the maximum RMS value of amplitude. For the experimental 12-lead electrocardiography (ECG or EKG) data, certain beat-order tended to represent the maximum QT interval through the 12 channels. [1] S. M. Narayan et al., “T-wave alternans testing for ventricular arrhythmias,” *Progress in Cardiovascular Diseases*, vol. 51, no. 2, pp. 118-127, 2008. [2] R. L. Verrier et al., “Microvolt T-wave alternans,” *Journal of the American College of Cardiology*, vol. 58, no. 13, pp. 1309-1324, 2011. [3] J. J. Candil et al., “QT interval and acute myocardial ischemia: past promises, new evidences,” *Revista Española de Cardiología*, vol. 61, no.6, pp.561-563, 2008.

**Keywords:** Electrocardiography, Myocardial Ischemia, QT Prolongation

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**TRACK B: ENGINEERING, TECHNOLOGY AND  
APPLIED SCIENCES**

# Texture Super-Resolution Framework Based on Recombination of Self-Examples

Seok Bong Yoo\*<sup>1</sup>, Mikyong Han<sup>2</sup>, Jong-Hyun Jang<sup>3</sup>

**Abstract** As display resolution increases in recent displays such as an ultra-high-definition television, highly accurate image upscaling techniques are needed. Accordingly, various image super-resolution techniques have been developed for the image upscaling of low-resolution contents. Among the techniques, deep learning-based approaches based on convolutional neural network are generally known as a promising solution of the ill-posed problem in image super-resolution. Despite of the promising results in the edge region, however, the super-resolution performance is still not gratifying in the texture region. This is because image blurring and subsampling tend to remove weak signals in the texture region completely, unlike in the edge region. Thus, additional texture creation scheme beyond image sharpening is required for texture super-resolution. In this paper, we present a new simple yet effective texture super-resolution strategy via natural texture creation. Specifically, we obtain self-example patches by resampling neighbor pixels in input image. The pixel values of self-example patches are rearranged so as to maximize the amount of random high-frequency components. The whole high-frequency texture image is then estimated by the patch-based synthesis scheme with overlapping. Experimental results show that the proposed texture super-resolution framework achieves sharper and more visually pleasing textures compared with the existing super-resolution techniques.

**Keywords:** Texture Super-Resolution, Natural Texture Creation, Self-Example

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# Comparison Study of Ethanol Extract and Essential Oil of Citrus Sinensis Peels for Antibacterial Agent

Eny Kusrini\*

**Abstract** The comparison of ethanol extract and essential oil of Citrus sinensis (*C. sinensis*) peels have been characterized and utilized for antibacterial application. Ethanol extract of *C. sinensis* peels was obtained by soxhlet extraction method in ethanol with purity of 96%. The essential oil was obtained by distillation method for 5 hours at 100°C. The antibacterial activities of the extracts were investigated against *Staphylococcus aureus*. The experimental results showed that the ethanol extract of *C. sinensis* with the yield is 29.50% (w/w), total flavanoid compounds of 4.74 mg/g and polyphenolic of 20.54 mg/g, while the water extract (essential oil) of *C. Sinensis* has total polyphenolic compounds of 0.65 mg/g and yield of 6.80% (w/w). The flavanoid compound was not observed in the water extract of *C. sinensis* from distillation method. The bioactive compounds in the ethanol extract of *C. sinensis* using soxhlet extraction are larger than those found in the water extract of *C. sinensis* using a distillation method. The ethanol extract of *C. sinensis* showed strong inhibitory effect of growth of *Staphylococcus aureus* with zone inhibition diameter of 18 mm, whereas the essential oil of *C. sinensis* and the commercial d-limonene extract have similar zone inhibition diameter of 15 mm. The comparison among the extracts is necessary to investigate their feasibilities in real application as antibacterial agent.

**Keywords:** Antibacterial, Citrus Sinensis, Distillation

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**TRACK C: BUSINESS, MANAGEMENT, SOCIAL  
SCIENCES AND HUMANITIES**



# Do Consumers Really Care About Social Relation And Harmony? The Impacts of Social Needs on Chinese Consumer Ethical Beliefs

Hsiu Hua Chang\*

**Abstract** Consumer ethical beliefs is a personality attitude that lead individuals to behave questionable ethical consumption or not. The higher the ethical beliefs consumers have, the higher the ethical perceptions that viewed questionable or unethical activities that may cause businesses or other people to lose benefits or to get harms whether directly or indirectly as wrong or not acceptable. Regarding to related literatures, researchers mention that personal values and cultural factors are vital to significantly influence consumer ethical beliefs. In Asia-Pacific countries such as China, relation and social harmony belonged to moral values have played a cultural role in guiding individual social norm, moral obligations and behaviors. Individual social needs or social support is also a core personality to build relationship with others, and then guides persons to act ethically. However, research into this field, which could improve the relationships with sellers and consumer ethical beliefs, is scarce and non-existent in an Asian setting. According to the value-attitude-intention-behavior hierarchy, personality values influence attitudes, which, in turn, affect consumer intentions and behaviors. Similarly, the Hunt-Vitell General Theory of Marketing Ethics (Hunt and Vitell, 1986, 1993) posits that an individual's ethically deontological or teleological evaluation process is influenced by personal experiences and traits, and that ethical assessments affect consumer intentions and actions. This study's findings thus indicate that the three constructs, including consumer relationship proneness, need for social affiliate, need for social recognition, have the significant relations with consumer ethical beliefs although prior studies have not considered the inner psychological characteristics of general social needs how to influence consumers' ethical judgment. Finally, this study contributes to the literature by extending the understanding of whether consumers with the psychological desires for socially relationships would lead to their friendly ethical beliefs in general and be different from those who do not have the same desires.

**Keywords:** Consumer Ethics, Social Needs, Consumer Relationship Proneness, Social Affiliate, Social Recognition

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# How social media have changed the creative industry of short video in China

Vincenzo De Masi<sup>1\*</sup>, Alessandro Diviggiano<sup>2</sup>

**Abstract** In China during the last 10 years the creative industry (or cultural industry) has been having an incredible change due to the emergence of apps that have shocked the Chinese creative landscape (De Masi 2016). In China social media have evolved in a different way from the rest of the world because of a simple reason: the great western social networks (Facebook, WhatsApp, Twitter, Instagram, Tinder and others) are not allowed in China. This is one of the reasons why the Chinese creative industry has generated its own apps. Some Chinese companies have grown up very quickly such as the famous BAT (Baidu, Alibaba and Tencent). At the beginning these companies were only copies similar to the western ones (Ellis 2017), but afterwards they had their own evolution overcoming, in some cases, the original ones thanks to their simplicity and functionality. WeChat is an example of an app born as instant messaging (the Chinese version of WhatsApp) that now incorporates several features that have made this app something different: it is possible to transfer money, pay in most stores (almost the totality), rent bikes, order food, hotels, taxis and more. Even the apps that use short videos, such as Douyin, Xiaokaxiu, Meipai, Miaopai and Kuaishou, are having a great success. Currently Douyin is the most important social media in China; it has over one billion videos seen every day in. Besides in a year it has had over 100 million users (Graziani). This study will focus in particular on the new apps that use video, in order to understand their functionality and the context where they were born; the importance in social media and their economic aspect.

**Keywords:** Social Media, Creative Industries, Apps, China, Short Video

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## **FUTURE EVENTS**



**You can find the Details regarding our future events by following below:**

**<http://Asian Pacific Research Forum.org/conferences/seoul-csom-may-2018/>**

**<http://Asian Pacific Research Forum.org/conferences/seoul-mbes-june-2018/>**

**<http://Asian Pacific Research Forum.org/conferences/seoul-hrmes-july-2018/>**

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**<http://Asian Pacific Research Forum.org/conferences/seoul-rbms-sep-2018/>**

**<http://Asian Pacific Research Forum.org/seoul-bmec-oct-2018/>**

**<http://Asian Pacific Research Forum.org/seoul-bmec-oct-2018/>**

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**<http://Asian Pacific Research Forum.org/seoul-gsbem-dec-2018/>**



# VISION

Our Vision is to bridge knowledge creation and dissemination for a more progressive and sustainable future.



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