



ASIAN-PACIFIC
RESEARCH FORUM

ABSTRACT PROCEEDING BOOK

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Seoul, South Korea**



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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS ASIAN PACIFIC RESEARCH FORUM- 2019

2nd International Conference on
“Recent Innovations in Social Science and Business Disciplines”
(RISB-2019), Seoul, South Korea

Book of Abstracts Proceeding

2nd International Conference on
“Recent Innovations in Social Science and Business Disciplines”
(RISB-2019)
Seoul, South Korea

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2nd International Conference on
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(RISB-2019)

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**2nd International Conference on
“International Conference on
Recent Innovations in Social Science and Business
Disciplines”
Seoul, South Korea
Venue: Nine Tree Premier Hotel Myeongdong 2,
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

2nd International Conference on “Recent Innovations in Social Science and Business Disciplines” RISB-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.

Mr. Jiyong
Conference Chair
2019



Conference Schedule

DAY 01 Friday (January 18, 2019)

Venue Nine Tree Premier Hotel Myeongdong 2

09:00 am – 09:10 am	Welcome Reception & Registration
09:10 am – 09:20 am	Introduction of Participants
09:20 am – 09:30 am	Inauguration and Opening address
09:30 am – 09:40 am	Grand Networking Session
09:40 am– 10:00am	Tea Break

DAY 01 Friday (January 18, 2019)
Session I (10:00 am – 11:30 am)
Session Chair: Leon Yap

Track A: Business, Economic, Social Sciences and Humanities

RISB-JAN-102	Usage of Big Data and Social Media in non e-commerce SME settings	Marina Mattera
RISB-JAN-103	Leveraging the Hyperconnectivity with Current Imperative Digital Lifestyle and Society	Murtaza Hussain Shaikh
RISB-JAN-106	Exploring the Role of Collaboration on Product Development- The Case of New Drug	Hsin yin Chang
RISB-JAN-107	How do Geographic Distance Influence R&D investment?	Huang, Chih-Hua

Track B: Medical, Medicine and Health Sciences

SEO-319-101M	Intention to Get HPV Vaccine to Prevent Cervical Cancer in Young Women Based on Knowledge Profile and Health Belief Model Theory	Firly Fajar Imani
SEO-319-101MA	Intention to Get HPV Vaccine to Prevent Cervical Cancer in Young Women Based on Knowledge Profile and Health Belief Model Theory	Rifdah Atikah Safitri
SEO-319-101MB	Intention to Get HPV Vaccine to Prevent Cervical Cancer in Young Women Based on Knowledge Profile and Health Belief Model Theory	Mutrikah

Lunch (11:30 am – 12:30 pm)
Closing Ceremony

DAY 02 Saturday (January 19, 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: BUSINESS MANAGEMNET, ECONOMICS,
SOCIAL SCIENCES AND HUMANITITES**

Usage of Big Data and Social Media in Non E-Commerce SME Settings

Marina Mattera*

Abstract Big Data is being widely used and it is contributing to an enhancement of business' understanding of their consumers and overall economic context. However, there are certain industries and sectors where firms do not only sell online, but in fact most of their transactions are performed on-site. Currently, many agencies promoting online marketing are inciting SMEs to use their services in order to increase their sales yet those firms whose baseline for sales depends on physical interactions cannot know the ROI unless digital data is crossed with physical data. The present paper focuses on providing practical tools to enhance the understanding of investments carried out in the digital world and the real impact in volume of sales. Specifically, the case of firms operating in the restaurant industry is analysed through combination of results in AdWords campaigns in Q3 and Q4 of 2017, and Q1 and Q2 of 2018; and new clients generated during that period. Lastly, the loyalty of those clients is evaluated, further resting the ROI of digital marketing investments.

Keywords: Big Data, Social Media, SMEs, ROI

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Leveraging the Hyperconnectivity with Current Imperative Digital Lifestyle and Society

Murtaza Hussain Shaikh*¹, Noor Ahmed Ansari²

Abstract In this article, we tried to show that hyperconnectivity is not only related to the technology that enables interaction and communication but also to the impact this technology has on personal digital lifestyle and social community behaviour. Indeed, hyperconnectivity results from a combination of wider availability of high broadband expansion, exponential growth in the spread of mobile and laptops and high-speed wireless network. It includes the dominance of social media and consumer-generated media in daily life and the recent use of cloud for data and application access. Furthermore, hyperconnected communication includes not only human to human setups (i.e. as individuals and as members of groups and uses a significant amount of digital media) but also communication among individuals and machines and amongst machines to machines without the direct involvement of human being. In this article, we have tinted this idea that hyperconnectivity is leveraging with today's imperative digital lifestyle and digital media. Also, we advise that hyperconnectivity may become a central issue for future if proper preparation does not espouse.

Keywords: Hyperconnectivity, Lifestyle, Technology, Digital, Communication, Knowledge

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Exploring the Role of Collaboration on Product Development- The Case of New Drug

Hsin yin Chang^{1*}, Hsin-ning Su²

Abstract New product development has often been influenced by R&D strategies. Motivating R&D collaboration has been considered as one important strategy to facilitate product innovation. This study intends to explore how collaboration related factors influence product development by using patents of new drugs approved by FDA as the empirical case study. A total of five collaboration-related patent indicators, i.e. assignee count, assignee country count, inventor count, inventor country count, inventor distance are used to test how they influence new drug development likelihood and new drug development speed. The results show that the higher inventor distance, inventor count and assignee country count, the higher probability new drug can be developed. In addition, the higher inventor distance, inventor country count, assignee count, the faster new drug development speed.

Keywords: Patent, Drug, Commercialization, Collaboration, Distance

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How do Geographic Distance Influence R&D Investment?

Huang, Chih-Hua*¹, Su, Hsin-Ning²

Abstract R&D is a common and important activity for innovating firm capability as well as obtaining financial benefit. R&D allows firms to produce new knowledge as well as develop patentable inventions. Collaboration as a critical perspective of R&D strategy helps strengthen communication, coordination and cooperation among business partners. However, the positive effect of collaboration on R&D activities has barely been characterized systematically with geographic distance. To fill the gap, this study analyzed how geographic distance influences R&D investment and R&D expenditure of top 1500 R&D intensive firms with USPTO patent. The results show 1) non-significant relationship between collaboration strength, i.e. inventor country count and assignee country count, and R&D investment, and 2) non-significant relationship between geographic distance and R&D expenditure.

Keywords: Geographic, Distance Influence, R&D investment

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**TRCAK B: MEDICAL, MEDICINE AND HEALTH
SCIENCES**

Intention to Get HPV Vaccine to Prevent Cervical Cancer in Young Women Based on Knowledge Profile and Health Belief Model Theory

Firly Fajar Imani*¹, Rifdah Atikah Safitri², Mutrikah³, Nurul Cholifah⁴

Abstract Human Papilloma Virus (HPV) is sexually transmitted virus and passed on through genital contact or sexual activity. It is the main cause of cervical cancer. WHO estimated 570.000 new cases of cervical cancer in 2018 and approximately 90% mortality occurred in low- and middle-income countries. The aim of this research is to find out young women's intention to get HPV vaccination, the primary prevention of cervical cancer. Non-random sampling is used as sampling method and total 108 respondents from Indonesia participated in this research. The results show the intention to get HPV vaccine is low, amount of 39,8% (n=43). Approximately 40,7% (n=44) respondents have high knowledge, but there is not correlation between knowledge level and intention to do HPV vaccination. In Health Belief Model (HBM) construct, 100% (n=108) respondents have high perception in perceive severity and 96,3% (n=104) respondents have high perception in perceive benefit. Meanwhile, 61,1% (n=66) of respondents show low perception of perceived barrier, that means mostly respondents have barriers to get HPV vaccine. Therefore, effort to spread information about cervical cancer and HPV vaccine is needed to increase intention of young women to do HPV vaccination.

Keywords: Cervical Cancer, HPV Vaccination, Health Belief Model

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FUTURE EVENTS

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VISION

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



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