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**4. Ms. Petrel Qiu**

*Conference Coordinator*

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## Conference Chair Message

**Dr. Hungxiz Li**

International Conference on “Multidisciplinary Research in Development of Social Science Research” 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. Hungxiz Li  
Conference Chair  
MRDS– 2017

# Conference Schedule

**DAY 01 Tuesday (November 28, 2017)**

**Venue: Room 1**

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:40 am	Opening Ceremony
09:40 am – 09:50 am	Welcome Remarks – <b>Ms. Petrel Qiu</b> – Conference Coordinator MRDS
09:50 am – 09:55 am	Introduction of Participants
09:55 am – 10:00 am	Group Photo Session
10:00 am – 10.30 am	Grand Networking Session and Tea Break



**DAY 01 Tuesday (November 28, 2017)**

**Session I (10:30 am – 12:30 pm)**

**Venue: Room 1**

**Session Chair: Mr. Leon Yap**

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

<b>O-117-112</b>	How do we remember? Collective Memory and the Unofficial Memorial	Ms.Melissa Ignacio
<b>O-117-103</b>	Sustainability Goals and Project Success from the Perspective of Malaysian Green Building Project Stakeholders	Nor Kalsum Mohd Isa
<b>O-117-108</b>	The Factors Analysis of Barriers in Green Transportation Management	Anuwat Charoensuk
<b>O-117-109</b>	Examination on the "Civil Society Dialogue Program" as a Public Diplomacy Implementation between EU and Turkey	Dr. Emrah Aydemir
<b>O-117-110</b>	The Impacts of Personality, Job Stress and Job Satisfaction on Turnover Intention	Juo-Hang Chang,
<b>O-117-110A</b>	The Impacts of Personality, Job Stress and Job Satisfaction on Turnover Intention	Kuan-Hsun Chen
<b>O-117-111</b>	Impact on Voter Participation from Rising Inequality: An Empirical Approach to Floyd Hunter's Theory	Afraim Karim,
<b>O-117-111A</b>	Impact on Voter Participation from Rising Inequality: An Empirical Approach to Floyd Hunter's Theory	Mutasim Billah
<b>O-117-113</b>	Postpartum depression and medical utilization: the role of prenatal unemployment and living costs	Chung-Liang Lin

**Track B: Engineering, Technology & Applied Sciences**

<b>O-117-101</b>	The Simulation Optimization Approach for a Two-Echelon Inventory System Subject to Service Level Constraints	Shing Chih Tsai
<b>OKE-5117-101</b>	Vehicle Types Classification Using Deep Neural Network Techniques	JianDa Wu

**Lunch Break (12:30 pm – 01:30 pm)**

**DAY 02 Tuesday (November 28, 2017)**

**Session II (1:30 pm – 3:30 pm)**

**Venue: Room 1**

**Session Chair: Mr. Leon Yap**

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

<b>O-117-115</b>	Scientific Approach by Online Newspaper and Motivation: A study on Learning Effect	lisah andriyani
<b>O-117-116</b>	The Correlation between Student Learning Styles (Visual, Auditory, and Kinaesthetic) and Physics Learning Model that Preferred by Students	Dwiokta Muthia Putri Karlina
<b>O-117-119</b>	The Relationship between Student Self-efficacy and Physics Learning Outcomes	Ms. Zilfia Zulkarnain
<b>O-117-102</b>	Developing A Sustainable Neighbourhood Design Framework throughout Bees' Habitat and Behaviour from the Holy Quran	Mohd Yazid Mohd Yunos
<b>OKS-5117-103</b>	Psychosocial Factors Related to Aggressive Self Control Behavior of Youth in Reformatory Schools	Anon Khunakorncharatphong
<b>OKS-5117-106</b>	he Impact of Reforming Saudi Arabia's Energy Policy by Developing the Solar Residential Industry: A System Dynamics Approach	Amro A. Banjer
<b>IRBEMSH-117-ANI102</b>	Analysis of consumer attitudes towards luxury goods in Kuwait	Hama Abdelnabi Marafi
<b>O-117-124</b>	Usability Evaluation of the Operational Interface of the NARERO Learning System	Yen-Yu Kang

**Tea Break 3: 30 pm to 3:45 pm  
(Closing Ceremony)**

**DAY 02 Wednesday (November 29, 2017)**

## **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.

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

# Sustainability Goals and Project Success from the Perspective of Malaysian Green Building Project Stakeholders

Nor Kalsum Mohd Isa<sup>1\*</sup>, Mohd Yazid Mohd Yunos<sup>2</sup>, Kamarul Ismail<sup>3</sup>, Mohd Hairy Ibrahim<sup>4</sup>

**Abstract** Green building is an emerging concept with the ultimate target to achieve sustainable development. Many studies revealed that the building had contributed towards sustainability and project success in the past. The purpose of this study was to determine the advantages of sustainable application in building projects, looking towards project success from the perspective of Malaysian project stakeholders and to explore the establishment of sustainability goals in the green building projects in Malaysia. The Triple Bottom Line Concept of Sustainability (TBL) was used as the foundation theoretical framework. Quantitative, qualitative and multiple case study methods were employed. A sample of 188 Malaysian building project stakeholders was selected for questionnaire surveys, and 15 stakeholders from three award-winning green building projects in Malaysia were involved in the interviews. The study found that majority of the respondents believed that the development of a green building project impacts more on the quality enhancement aspect of the building as compared to the others. The goal of achieving environmental sustainability was given more priority than the other goals throughout the development of the green buildings.

**Keywords:** Green Building, Sustainability Goals, Project Stakeholders, Project Success, Malaysia

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# Developing a Sustainable Neighbourhood Design Framework throughout Bees' Habitat and Behaviour from the Holy Quran

Mohd Yazid Mohd Yunos<sup>1\*</sup>, Nor Kalsum Mohd Isa<sup>2</sup>, NurAfikah Idrus<sup>3</sup>, Noor Fazamimah Mohd Ariffin<sup>4</sup>

**Abstract** The concept of sustainable environmental could be in disagreement to a fundamental clarity of designing a vibrant neighbourhood design for a community place. Therefore, our environment change uninterrupted and considerably in a more or less disordered way and reflect social and economic. Worthlessly, it is t many sudden and complete transformations caused by natural disruption and human action. Henceforth, a good concept of sustainable environment should also be derived from the Islamic value as provides a holistic way of life. The research objective is to develop a new concept of sustainable environment for neighbourhood design through systems via simulation of the Quranic verses on the habitats of bee. The chapter of An-Nahl,verse 68-69 of the Quran on the habitats of the bee will derived to develop component sustainable environment ecology for neighbourhood area. This paper used a qualitative approach. The content analysis is applied in this research to analyse contextualisation of quran and its tafseer of the Ibnu Kathir with inherent of sustainable habitat design. The Quran portrays the socio-ecological, behavioural and spatial dimensions the three insects' habitats. Simulation of the Quranic Verses & Principles of Islamic will be drawn from the habitats from the bee. It also supports sustainable environment of neighbourhood preserve of the ecosystem, low carbon, social responsibility, low crimes, security and safety, comprehensiveness and respect for human rights and solemnity.

**Keywords:** Sustainable Design, Neighbourhood, Bee's Habitat, Biomimicry

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# The Factors Analysis of Barriers in Green Transportation Management

Anuwat Charoensuk\*

**Abstract** The purpose of this study was to investigate barriers of Green Transportation Management of transportation companies in Thailand. The total of participants was 400 transportation service companies in Bangkok. The simple random sampling method was used to select samples. The research instrument was a 5-point rating scale questionnaire. The data were analyzed for descriptive analysis using SPSS and for confirmatory factor analysis (CFA), and single level Structural Equation Modeling analysis (SEM) using Mplus. The results showed that obstacles of Green Transportation Management of Transportation companies in Thailand had two dimensions including internal factors (itf) and external factors. Internal factors affected Green Transportation Management more than external factors. The factor loading of internal factors was 0.75 and of external factors (etf) was 0.36. The most two effective internal factors were: 1) the policy emphasized on Green Transportation Management, and 2) the company's location suitable for Green Transportation Management. For the external factors, the most two effective factors were: 1) traffic and 2) technology.

**Keywords:** Green Transportation, SEM , Transportation Management, Barriers

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# **Examination on the "Civil Society Dialogue Program" as a Public Diplomacy Implementation between EU and Turkey**

Dr. Emrah Aydemir\*

**Abstract** The European Union promotes the internal and external interaction of the Union with the help of its public diplomacy implementations. The European Union, which has carried out various public diplomacy implementations towards Turkey within the framework of European Union-Turkey relationships, runs the Civil Society Dialogue Program based on democracy and *acquis*. This article evaluates the Civil Society Dialogue Program, an important public diplomacy implementation for the European Union and it focuses on how the implementation operates and what it aims for Turkey's change and transformation.

**Keywords:** Public Diplomacy, Civil Society, European Union, Turkey, Dialogue

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# The Impacts of Personality, Job Stress and Job Satisfaction on Turnover Intention

Chi-Chuan Wu<sup>1\*</sup>, Juo-Hang Chang<sup>2</sup>, Kuan-Hsun Chen<sup>3</sup>, Zhi-Ren Fang<sup>4</sup>

**Abstract** From ancient times to the present, talent in the fierce competition in the business environment, it seems, really represents a power, because talent symbol is the competitiveness of enterprises, because enterprises have the amount of talents will affect the ability to compete with others, and in a changing environment continued survival, and because an employee may because of various factors and elsewhere, possibly making makes the enterprise will have unexpected losses. So retain talent, enterprises can not only have a strong competitiveness, but also to enhance the overall organizational performance and value. Taking into account the employees have their personality traits, and in the past, the study of the relationship between personality traits, job stress and job satisfaction of the three parties on the impact of turnover intention. Therefore, this study to satisfy the personality traits, job stress, and work as an independent variable to explore the influence on turnover intention, to understand how to reduce the turnover intention of members of the organization, then due to personality traits have a variety of classification definition. So he decided to development a long stable of big five personality traits, in order to understand the personality traits on job stress, job satisfaction and turnover tendency of the relationship between the three variables have an impact on whether. In this study, “Cheers” magazine published in 2016, “the new generation of most enterprise” workers as the object of investigation, after deduction of non recycling and invalid questionnaires, the final recovery of a total of 213 valid questionnaires. Then, this study uses structural equation model (equation modeling structural, SEM) to carry out data analysis and verification. It was found that personality traits were not only related to job stress, but also had positive effect on job stress, and job stress had positive correlation with turnover intention.

**Keywords:** Personality, Job Stress, Job Satisfaction, Turnover Intention

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# Impact on Voter Participation from Rising Inequality: An Empirical Approach to Floyd Hunter's Theory

Tanvir Sobhan\*<sup>1</sup>, Afraim Karim<sup>2</sup>, Mutasim Billah<sup>3</sup>

**Abstract** Democratic Processes alone does not drive the political system of a nation. They are vastly dependent on the contribution of voters within the system. The paper, incites three pressing questions about the reduction in electoral turnout. With the support of Floyd Hunter's Community power structure, the paper shows that policies are mostly driven by interest groups, which happens more in a nation with rising income inequality. The paper concludes by showing how income inequality has a negative relation with voter turnout while the interest group has a positive relation, proving the hypothesis of the paper.

**Keywords:** Inequality, Voter participation; Floyd Hunter's Theory

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# How Do We Remember? Collective Memory and the Unofficial Memorial: A Case Study of the Suisun Bay “Mothball” Reserve Fleet in Benicia, California

Ms.Melissa Ignacio\*

**Abstract** All over the world, memorials have come to signify and represent cultural landmarks and collective memory plays an imperative role in the sustainable development of culture. Memorials have come to represent cultural identities and landmarks shared by collective memories collected from various communities and even individuals. Cities are known for their structures, their monuments, their memorials; the memories of the places they have come to represent. Many of these examples can be found all around us, represented through objects which can include statues, plaques, paintings, sculptures, shrines, ribbons, gardens, trees, freeways, buildings, mementos and even fragments of structures that are left standing. Regardless of form and formal recognition from the government and/or organizations, aspects of visual culture have opened up the ways in which memorials are remembered and reflected. They no longer have to be grandiose allegorical statues or officially recognized in order to hold a resonating and profound impact. One of these places is The Suisun Bay “Mothball” Reserve Fleet. This reserve fleet has had hundreds of ships pass in and out of its location since 1946, and while less than ten ships remain, powerful memories still persist. This fleet is not an official memorial, yet somehow it has fortuitously come to serve as one for many who share collective memories of the time when the Fleet played some part in many of their lives. As a result of military bases and shipbuilding, people from diverse backgrounds and generations share forged histories. Through the surplus of vessels, people honor sacrifices made on behalf of the people who have interacted with them. These ships do not commemorate grandiose gestures of war and victory, but remember the everyday people who have come across their path. In an attempt to see where the fleet fits amongst a myriad of histories and meanings, history, art history and cultural anthropology aid my research and allow me to examine preconceived notions of how monuments and memorials are understood and remembered. Through evolving visual culture this Fleet has come to culturally serve as a marker, recording and commemorating war and workers in the San Francisco Bay Area.

**Keywords:** Memorials, Collective Memory, Cultural Landmarks, Collective Identity

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# Postpartum Depression and Medical Utilization: The Role of Prenatal Unemployment and Living Costs

Chung-Liang Lin\*

**Abstract** This study is the first to explore the extent to how prenatal economic fluctuations and living costs affected maternal care utilization during three-month, six-month, and one-year postpartum period in Taiwan and document its procyclicality. I find evidence that medical care utilization and postpartum depression occurs during the postpartum period are sensitive to macroeconomic and living-cost fluctuations during both the first and third trimesters of pregnancy. This analysis reveals that job security and life stress have significant negative effects on mothers and increase the medical utilization of obstetric and gynecological services and postpartum depression within the one-year postpartum period.

**Keywords:** Unemployment Rate, Postpartum Depression, Maternal Care Utilization

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# The Factors Analysis of Barriers in Green Transportation Management

Anuwat Charoensuk\*

**Abstract** The purpose of this study was to analyze the factors that became obstacles of Green Transportation Management of Transportation companies in Thailand. The sample used in this study is the group of Transportation Service companies in Bangkok, vicinity provinces selected by purposive sampling method in accordance with the characteristic of study. The total of participants was 400 companies. The research instrument was a 5-point rating scale questionnaire. The data were analyzed for descriptive analysis using SPSS and for confirmatory factor analysis (CFA), and single level Structural Equation Modeling analysis (SEM) using Mplus. The results showed that obstacles of Green Transportation Management of Transportation companies in Thailand by two dimensions including internal factor (itf) with the factor loading of 0.745 and external factor (etf) with the factor loading of 0.358. It was found that there were four internal barriers, that affected that Green Transportation Management with the Transportation companies in Thailand including: 1) policy ( $\hat{I}^2=0.867$ ); 2) place of company ( $\hat{I}^2=0.783$ ); 3) knowledge ( $\hat{I}^2=0.667$ ); and 4) readiness ( $\hat{I}^2=0.546$ ).

**Keywords:** Green Transportation, SEM , Transportation Management, Obstacles

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# Scientific Approach by Online Newspaper and Motivation: A Study on Learning Effect

Lisah Andriyani<sup>1\*</sup>, I. Made Astra<sup>2</sup>

**Abstract** This study aims to know the effect of Scientific Learning approach by online newspaper story problem on physics learning outcome, the effect of student's motivation on physics learning outcome, and interaction between scientific approach by online newspaper story problem and student's motivation on learning outcome. The method used in this research was quasi-experiment treatment by 2x2 comparison of two physics class for high school student (N= 30, grade 11 natural science class 1, topic: gravitational field and force) learning with scientific approach using online newspaper story problem vs conventional approach (N=30, grade 11 natural science class 3, topic: gravitational field and force) showed considerable positive learning outcome. According to the data analysis, we know that: (1) There was a different or learning outcome between the students taught using Scientific Learning approach by online newspaper story problem and conventional approach. This conclusion was based on the result of the hypothesis testing with Anova Two Ways and level of significance  $\alpha=0.05$  that is  $F_{\text{calculate}} = 35,95$  and  $F_{\text{table}} = 4.00$  ( $F_{35.95} > F_{4.00}$ ). (2) There was not different of learning outcome between the student who had high motivation and the ones had low motivation, it showed from is  $F_{\text{calculate}} = 0.45$  and  $F_{\text{table}} = 4.00$  ( $F_{0.45} < F_{4.00}$ ). (3) There was not a correlation between Scientific Learning approach by online newspaper story problem and student's motivation on the learning outcome, it showed from is  $F_{\text{calculate}} = 0.089$  and  $F_{\text{table}} = 4.00$  ( $F_{0.089} < F_{4.00}$ ).

**Keywords:** Scientific Approach, Online Newspaper, Motivation, Learning Outcome

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# The Correlation between Student Learning Styles (Visual, Auditory, and Kinaesthetic) and Physics Learning Model that Preferred by Students

Dwiokta Muthia Putri Karlina<sup>1\*</sup>, Desnita<sup>2</sup>

**Abstract** The aim of this research is to determine the correlation between student learning styles (visual, auditory, and kinaesthetic) and physics learning model that preferred by students. Method used in this research was questionnaire with 200 high school student in Jakarta, Bogor, Depok, Tangerang, and Bekasi as the respondents and data was analyzed using Pearson Product Moment correlation. The result showed that (1) there is a significant correlation between the visual learning style toward preferred the problem-based learning model with  $r = 0.243$  and the significance value of 0.011; (2) there is a significant correlation between auditory learning style toward preferred problem-based learning model with  $r = 0.267$  and significance value 0.017; (3) there is non-significant correlation between kinesthetic learning style toward preferred problem-based learning model with big  $r = 0.236$  and significance value 0.46; (4) there is a non-significant correlation between visual learning styles toward preferred the direct instruction learning model with a large  $r = 0.171$  and the significance value of 0.077; (5) there is a non-significant correlation between auditory learning styles toward preferred direct instruction learning model with a large  $r = 0.068$  and a significance value of 0.55; and (6) there is a non-significant correlation between kinesthetic learning styles toward preferred direct instruction learning model with a large  $r = 0.191$  and a significance value of 0.55.

**Keywords:** Learning Styles, Learning Model, Physics Learning

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# The Relationship between Student Self-efficacy and Physics Learning Outcomes

Ms. Zilfia Zulkarnain<sup>1\*</sup>, I. Made Astra<sup>2</sup>

**Abstract** This study aims to investigate the relation between student self-efficacy and physics learning outcomes in senior high school. This research is a quantitative research and survey was used as a method in this research. Data were collected from 200 students in Jakarta, Depok, Tangerang, and Bekasi using the questionnaire developed by Bandura, that adapted by the researcher, and physics learning outcomes. Correlation coefficient and regression analysis was used on the collected data. The results showed that there was a positive relationship between student self-efficacy and physics learning outcomes. The regression model is  $\hat{Y} = 1.770 + 0.317X$ . The correlation coefficient obtained 0.254 which means there is a positive correlation with weak criteria. Self-efficacy contributes to physics learning outcomes of 6.4% while 93.6% is caused by other factors.

**Keywords:** Self-Efficacy, Physics Learning Outcomes, Senior High School

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# Psychosocial Factors Related to Aggressive Self Control Behavior of Youth in Reformatory Schools

Anon Khunakorncharatphong<sup>1\*</sup>, Sudarat Tuntivivat<sup>2</sup>

**Abstract** The aim of this research was to predict aggressive self control behavior of youth in reformatory schools both in overall and sub groups, by the psychological traits, psychological states and social situation factors. The sample consisted of 381 youths in reformatory schools, selected by stratified random sampling. The seven questionnaires were used for data collection; aggressive self control behavior (.88) future orientation and self control (.83) conscientiousness (.85) positive attitude toward aggressive self control behavior (.92) hope to aggressive self control behavior (.91) social support (.93) and peer role model (.84). The data were analyzed by hierarchical multiple regression. The results showed that factors; psychological states factors (positive attitude toward aggressive self control behavior, hope to aggressive self control behavior), and social situation factors (social support, peer role model) affecting aggressive self control behavior of youth in reformatory schools, where as psychological trait factors (future orientation and self control, conscientiousness) were not affected. These variables that affecting could account for 32.5 percent to predict aggressive self control behavior of youth in reformatory schools.

**Keywords:** Aggressive Self Control Behavior, Youth In Reformatory Schools, Social Support

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# The Impact of Reforming Saudi Arabia's Energy Policy by Developing the Solar Residential Industry: A System Dynamics Approach

Amro A. Banjar\*

**Abstract** Saudi Arabia is highly dependent on oil for domestic energy consumption, this dependency costs the country its oil export supply. Remaining with the same energy policy puts the country at the risk of becoming an energy importer by 2038. Therefore, it is vital to find solutions to conserve energy, sustain new energy sources, and preserve most of the oil for strategic market control and exporting purposes. The author uses System Dynamics (SD) modeling to simulate six scenarios starting from 2018 to 2030. Simulating the Saudi 2030 Vision's energy initiatives and the proposed policy, with three scenarios for each simulation. A low, medium, and high oil prices scenarios. The proposed policy will use a fixed capital of 2 billion dollars, to invest in developing the solar manufacturing industry to mass produce solar systems solely for all residential consumers throughout the simulation period. All proposed policy scenarios showed positive results; they tremendously increased GDP, managed to save oil by eliminating oil consumption, increased employment and decreased carbon dioxide emissions. Additionally, results showed the sensitivity of oil price to the country's GDP; this is because of the high dependency on oil.

**Keywords:** Policy Reform, System Dynamics, Oil, Solar Energy, Residential Electricity, Saudi Arabia

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# Analysis of Consumer Attitudes towards Luxury Goods in Kuwait

Dr. Hama Marafi\*

**Abstract** Luxury goods can be defined as goods that "lower the utility rate to the price, while the rate of insubstantial utility increases to the price" (Nueno and Quelch, 1998). Such goods compete in the market based on the identity of the brand identity. The brand name and know-how are Brand Awareness and Perceived Quality (Phau and Prendergast, 2000). Although luxury goods until the eighteenth century were available to the aristocratic class alone (Ormaechea and Sanchez.2013), today they are not limited to that class, but are available to many privileged income consumers (Hennings et al.2012). The luxury goods market has been growing steadily since the 1990s, with the market reaching about \$ 1 trillion in 2010 (Truong.2010). The luxury clothing market alone is worth 240 billion US dollars (Tungate.2012) of the booming markets in Kuwait, where the luxury goods market in the Gulf Cooperation Council (GCC) was estimated between \$ 6 and \$ 10 billion in 2014 with an Annual growth rate of 11% since 2009 (Robinson 2015). It includes products such as yachts, automobiles, clothing, watches, beauty tools, leather products and gifts Although Jackson 2004 classifies luxury products into four categories: clothing, perfumes, cosmetics, watches, jewelry, wines and spirits, (not available in Kuwait for religious reasons). It is noteworthy that both Chevalier and Mazzalovo 2008 have made use of the classification proposed by Jackson 2004 to include luxury goods as well as luxury cars, hotels, tourism, aviation, home furnishings and private banks, all of which are available in Kuwait. Analysis of consumers attitude towards luxury goods is important, as this is the first step in building a marketing strategy that should be based on segmenting the market into specific categories that are easy to meet their needs. Marketing programs based on an inaccurate forecast of different consumer categories are no longer effective programs because they may eventually target the consumer who does not purchase the product. Although it is important to analyze consumer attitudes towards luxury goods, there is hardly any scientific research conducted in this field in Arab countries. Therefore, we aim to identify the impact of many demographic and demographic factors on the behavior of the Kuwaiti consumer in terms of goods and welfare.

**Keywords:** Consumer Attitudes, Luxury Goods

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**Track B: Engineering and Technology, Computer,  
Basic and Applied Sciences**

# The Simulation Optimization Approach for a Two-Echelon Inventory System Subject to Service Level Constraints

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**Abstract** We propose a sample-average-approximation-based simulation optimization approach for solving a two-echelon inventory problem containing a total cost objective function and multiple service level constraints. Some necessary parameter settings and conditions of the algorithm are provided to achieve the stopping condition in practice and the convergence to the optimal solution. The approach takes into account the stochastic nature of the objective and constraint performance measures, and allows the customer demands to occur with a random size and all events to occur at random points in time (including the stochastic lead times). Experimental studies are performed to evaluate the efficiency of the developed algorithms and other existing solution approaches.

**Keywords:** Multi-Echelon Inventory Problem, Service Level, Sample Average Approximation, Stochastic Objective, Multiple Stochastic Constraints

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# Vehicle Types Classification Using Deep Neural Network Techniques

Jian-Da Wu<sup>1\*</sup>, Yi-Cheng Luo<sup>2</sup>

**Abstract** Traffic flow is one of the most important information elements in intelligent traffic transportation engineering. This study developed a vehicle type classification system using a neural network technique. The architecture of this study is divided into two parts, vehicle pictures are collected first, divided into motorcycles, sedans, recreation vehicles, buses and trucks to build a contrast database. The image processing techniques included median filtering and edge detection used to de-noise to improve recognition efficiency. The second stage is processing the previous data stage into the system identification database. All data created by the database were then input into the classifier for calculation. The classification recognition rate was finally obtained. This study uses the generalized regression shallow learning neural network (GRNN), deep neural network (DNN) and convolutional neural network (CNN) classification algorithms. The results show that vehicle classification using the convolutional neural network is better than that obtained with the deep neural network using the restricted Boltzmann machine. Both types of neural networks produced much higher classification than the generalized neural network. The deep learning technique was shown better than the shallow learning approach in this study.

**Keywords:** Vehicle Classification System, Deep Neural Network, Convolutional Neural Network, Generalized Regression Neural Network, Image Processing..

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# Usability Evaluation of the Operational Interface of the NARERO Learning System

Yen-Yu Kang<sup>1\*</sup>, Hsin Pei Lee<sup>2</sup>, Takamitsu Tanaka<sup>3</sup>, Mitsuhiro Setoyama<sup>4</sup>, Yukari Chiba<sup>5</sup>, Suleeporn Kamchompoo<sup>6</sup>, Wei Wen Wang<sup>7</sup>

**Abstract** This study explored and analyzed the usability of the operational interface of the NARERO learning system. The blind spots in the usage of the NARERO learning system were used to analyze user obstacles and to provide recommendations. In this study, the people, events, and objects were collected and analyzed through observation methods, literature collection methods, and user evaluation methods in order to summarize and organize the problems of the NARERO learning system. Furthermore, a Likert five-point scale was used to measure and analyze user evaluations and learning performance, and an objective experimental test was used to assess user satisfaction. Subjects in this study were all first-time users of the NARERO learning system. In the experimental process, each user was recorded for subsequent user evaluation. These records were of two male and two female first-time users. Subsequently, the two-part objective experiment was conducted, in which five experts and 40 high school users evaluated the system interface respectively. Ultimately, system functions were conducted to assist in evaluating learning performance. In order to ensure precision in the experiment, the experiment was conducted on the subjects in the same space and on the same machine. The study explored (1) evaluation of expert satisfaction toward system components and (2) evaluation of user satisfaction toward system components.

**Keywords:** NARERO, Usability Evaluation, Interface Design, Experiment Design

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