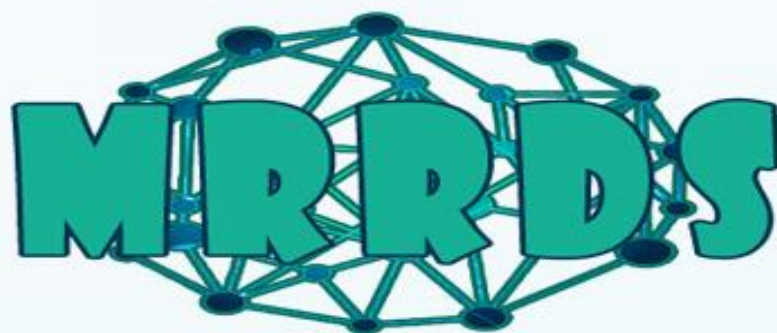


Osaka, Japan



Volume 02, Issue 19

July 27-28, 2019



MRRDS–Osaka, Japan

**2nd International Conference on
Information Systems, Business,
Management and Social Sciences
(ISBMS)**

July 27-28, 2019

Hotel MyStays Shin-Osaka Conference Center

Book of abstracts

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Office Address:

M2-17-01 Tower 2, Level 17 8trium
Bandar Sri Damansara,
52200 Kuala Lumpur, Malaysia
CONTACT: (+6) 03 6735 6566
EMAIL: contact@mrrds.education

Organizing Committee

1. Mr. Leon Yap

Conference Coordinator

2. Mr. Metin

Conference Coordinator

3. Ms. Petrel Qiu

Conference Coordinator

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Conference Chair Message

Dr. Hungxiz Li

2nd International Conference on “Information Systems, Business, Management and Social Sciences (ISBMS)” 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
MRRDS– 2019

Conference Schedule

DAY 01 Saturday (July 27, 2019)

Venue: Room 1

09:00 am – 09:10 am	Welcome Reception & Registration
09:10 am – 09:20 am	Introduction of Participants
09:20 am – 09:30 am	Opening Ceremony
09:30 am – 09:40 am	Grand Networking Session
09:55 am – 10:00 am	Tea Break

DAY 01 Saturday (July 27, 2019)**Session I (10:00 am – 01:00 pm)****Venue: Room 1****Session Chair: Mr. Leon Yap****Track A: Business, Social Sciences and Humanities**

ISBMS-JUL-101	The Geographic Analysis on the Early Adopters of a New Technology- The Case of Mobile Payment in Taiwan	Chih Cheng Chen
ISBMS-JUL-102	The Forecasting on the Price of Bitcoin with the Application of ARIMA model in Machine Learning	Lee Yao Xian
ISBMS-JUL-106	:Residential versus Organizational Preferences toward Logo of Property Developer in Thailand	Mittheera Leelayudthyothin
ISBMS-JUL-110	The Study of Business Model for Cross-border E-commerce	Chen-I Huanag
ISBMS-JUL-111	Relationships among Expectation, Satisfaction and Revisit intention of Tourist: A Case Study of Outbound Vietnam Tourism	Luong The Bao
ISBMS-JUL-112	Design and pre-implementation assessment survey of an online-based information system for Abdou Moumouni University of Niger	Assao Neino Alu
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TPMR19-07-104	CFOs versus CEOs: Risk-Taking Incentives and Decisions of Seasoned Equity Issues and Repurchases	Dr. Han-Ching Huang
TPMR19-07-106	In Dialogue with Nature: Experiential Learning through Farming in University Common Core Science General Education	Dr. Ming Li
TPMR19-07-118	The Economic Impact of Drought on Agricultural Land Sustainability: The Case of California's Central Valley	¹ Pei Xu
TPMR19-07-119	The Influence of "Affective Embodiment Creativity Training" on the Promotion of Perceptual Acumen and Creativity	Althea Y. CHEN
TPMR19-07-122	Idea Recognition: Revealing Fashion Entrepreneurs' Start Up Process	Lizhu Y. Davis

Track B: Medical, Medicine and Health Sciences

OSA-479-103M	Characterization of Fosfomycin Resistance and Underlying Mechanism(s) in Klebsiella Pneumoniae Clinical Isolates	Dr Jin Town Wang
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Lunch Break (01:00 pm - 02:00 pm)

DAY 02 Sunday (July 28, 2019)

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**

The Geographic Analysis on the Early Adopters of a New Technology- The Case of Mobile Payment in Taiwan

Chih Cheng Chen*

Abstract Most of the conventional analysis on the pattern of adopters for a new technology are based on the model named as “technology adoption lifecycle” or the “innovation diffusion”, which describes the adoption or acceptance pattern of a new product or innovation, according to the demographic and psychological characteristics of defined adopter groups. One of the groups is the early adopter. This term is originated from Rogers (1962) and is referred to the early customer of a given company, product, or technology. Typically a customer in this group are considered to provide considerable feedback to help the vendor refine its future product releases, as well as the associated means of distribution, service, and support and furtherly expand the adoption rate of the new product/service/technology. Thus to know the characteristics for the customers in this group is very important for the vendor/innovator of a new technology. However, most of the past studies focusing on this group are concerned with the demographic and psychological characteristics. Rarely research this group from the perspective of geographic view. Thus, to bridge this literature gap by adding the geographic characteristics for the analysis on this group is the main purpose of this study. In this study, we will use the original data, named as “Digital Opportunity Survey for Individuals and Households” in 2017, and collected by Taiwan’s National Development Council. This survey has held every year from 2002 and some of the questionnaires adjusted according to the new environment of digital environment in Taiwan. Take for examples, the “Act Governing Electronic Payment Institutions” began to implement from May in 2015, which is considered as the law to help the development of Taiwan’s mobile payment. Thus, in 2017, this survey began to add a question for the adoption of mobile payment in questionnaires. According to the report of this survey in 2017, the adopt rates of mobile payment in Taiwan is 10.1% for the internet users. Thus, these observations could be considered as the early adopters of mobile payment in Taiwan. We will firstly analyze the geographic locations of these observations to explore the relationship between the spatial distribution of Taiwan’s early adopters of mobile payment and the social-economic characteristics of the locations. Secondly, we will employment these characteristics into the logit/probit model to investigate the statistical significance of these regional factors as well as the personal attributes of observations. Our results can help the innovators in Taiwan to know where and who to sell their products firstly.

Keywords: Early Adopters, Mobile Payment, Geographic Analysis, Innovation Diffusion

Department of Information Management Yuan Ze University, Taiwan

*E-mail: chihcheng@saturn.yzu.edu.tw

The Forecasting on the Price of Bitcoin with the Application of ARIMA model in Machine Learning

Lee Yao Xian^{1*}, Chih Cheng Chen²

Abstract Since the birth of Bitcoin in 2009, the market for virtual currencies has been built and expanded continuously. Accompanying with the rise of this market, it also attracts people to invest the activity to “mine” the virtual currencies. As a result, after successfully attract the eyes of investors, a lot of real currencies have been threw into this market and push the price of Bitcoin, the earliest mined and the most known virtual currency, to reach the historical high on December 16, 2017. At that time, the price per Bitcoin was list as \$19,665.39. However, the price of this virtual currency began to fall in January 2018. Recently, its price is swinging around \$3,000 to \$4,000, about 15-20% from its peak. Now that the price of virtual currencies, such as the Bitcoin, fluctuate frequently, their predictions are important because those can help the investors to make the correct investing decision. In this study, we will apply method of machine learning with the incorporation of the autoregressive integrated moving average model to predict the trend of price for Bitcoin. The data we use in this study is collected from CoinGeco within the period of 2013 to 2018. By executing the EACF package of R, the best combination on legged time periods of Bitcoin’s price for the autoregressive and moving averages model are derived. Then we apply this best fitted model to forecast the price of Bitcoin, including the intra-sample and out-of-sample forecasts. The experimental results show that the ARIMA model derived in this study is fair accurate on the prediction of Bitcoin’s price because the percentage of long-term forecasting error intra the sample is 1.7% only, whilst the out-of-sample prediction error is 2% in 7 days and 5.07% in 14 days. Most importantly, our predictions indicate that the price of Bitcoin will gradually decrease in the future.

Keywords: Machine Learning, Bitcoin’s Price, ARIMA, Price Prediction, Price Forecasting

^{1,2} Yuan Ze University, Taiwan
E-mail: y2k702631393@gmail.com

Residential versus Organizational Preferences toward Logo of Property Developer in Thailand

Mittheera Leelayudthyothin^{1*}, Amon Boontore²

Abstract One basic strategy that most organizations use in differentiating itself from others is brand identification which normally expresses in the form of logo. It is predominantly required in all kinds of business, especially the corporation that pays high attention on its identity and image particularly real-estate developer. The main objective of this research was to compare the preferences between residents and staff members of the company toward logo design elements consisting of type font, graphic, and color. The most recent annual sales of property development business in Thailand were reviewed, and Pruksa brand was selected as our case study due to its top selling margin. Through questionnaire interview, samples of two groups including: 1) A hundred and fifty residents of Pruksa's low-rise and high-rise residential properties in Bangkok and 2) Forty Pruksa's staff members were randomly selected to rate three types of logo preference in terms of uniqueness, recognition, and aesthetics. The preferences concerning logo's main elements and the attitudes toward brand personality between the aforementioned two groups were analyzed by T-Test and Chi-square statistics, respectively. Guidelines for real-estate logo design aiming to represent brand personalities—sophistication, excitement, simplicity, and security—while meets their client's preferences at the same time will be proposed.

Keywords: Logo Design, Logo Preference, Brand Personality, Property Developer

^{1,2} King Mongkut's Institute of Technology Ladkrabang, Thailand
*E-mail: mittheera@gmail.com

The Study Of Business Model For Cross-Border E-Commerce

Chen-I Huanag *

Abstract The purpose of this study is to explore the business model for a cross-border watch company in the virtual market. The virtual market in this research focuses on mobile App devices and social communities. In the e-commerce market, the company uses community marketing and cross-border e-commerce to enhance its merchandise sales. In-depth interviews are applied to e-commerce platform experts. The findings suggest that the successful business model include a clear brand positioning, exposure to social media channels, enhance of the webpage experience and optimization of global cross-border e-commerce purchasing platform.

Keywords: Business Model, Cross-border, E-commerce, Community Marketing

Yuda University, Taiwan
*E-mail: cih@ydu.edu.tw

Relationships between Expectation, Satisfaction and Revisit Intention of Tourists: A Case Study of Outbound Vietnamese Tourists

Luong The Bao¹, Jiin-Ling, Lin*²

Abstract This research focuses on the relationship between expectation, satisfaction and revisit intention of outbound Vietnamese tourists. The research study sets with the individual unit of analysis. Data was collected from 256 outbound Vietnamese tourists who are living and working at Ho Chi Minh City, Vietnam. Outbound tourist guides and travel agency staff helped in the collection of data. The survey questions includes four parts; demographics, tourist behavior, expectation, satisfaction and revisit intention. The research instrument is a questionnaire to measure the perception of respondents through a five-point Likert Scale. The research model was tested using the SPSS software. Study results revealed that: (1) outbound Vietnamese tourists' expectations significantly predicted their satisfaction; (2) outbound Vietnamese tourists' satisfaction significantly predicted their revisit intention; (3) outbound Vietnamese tourists' expectations also significantly predicted their revisit intention. Based on the findings of this study, suggestions were made for travel agencies, tour operators, and the Vietnamese government (national and local).

Keywords: Expectation, Satisfaction, Revisit Intention, Outbound Vietnamese Tourists

^{1,2} I-Shou University, Taiwan
*E-mail: jinlingl@isu.edu.tw

Design and pre-implementation assessment survey of an online-based information system for Abdou Moumouni University of Niger

Assao Neino Alu*¹, Tomokazu Nagata², Yukiko Muller³

Abstract This work proposes to digitize the Abdou Moumouni University of Niger information system based on the socioeconomical situation of students and the challenges they face each time during the manual registration process as well as to enable the University in manipulating data records easily. The project targets to develop a complete web-based Information system with students e-registration process. It also uses the latest local available transaction systems which is the Mobile Banking system through mobile network operators in parallel with the banking system to enable students do their registration exercise from their resident, town or country at appropriate time without spending lot of time and resources. Furthermore, the work was based and followed by a survey which evaluate and appreciate the impact by the students for its implementation. The results obtain from the survey show that if implemented, the system will positively impact in time and resources management also will creates a business environment opportunity in which all involved actors (University, students & corporates) will be benefiting from.

Keywords: Niger, Abdou Moumouni University, Information System, Mobile Banking System, Online Registration System

^{1,2,3} Graduate School of Engineering and Science, University of the Ryukyus, Okinawa Japan
*E-mail: alouassao@gmail.com

International Tourists' Decision Making of Choosing Vietnam as a Travel Destination

Jiin Ling Lin^{1*}, Tran Tuan Anh², The Bao, Luong³

Abstract International tourism in Vietnam grew by 29.1% in 2017. This increase brought a focus to investigating international tourists' travel decision making for the region. Previous studies show that destination image influence tourists' satisfaction and their after-sales behavior (Hui, Wan & Ho, 2007). In addition to destination image, perceived risks impact tourist's decision making (Kim & Seo, 2018; Lepp, & Gibson, 2003). According to Saechau and Yu (2015), tourist's perceived risks differ between destination selections. This study examines the relationships between destination image, tourists' overall satisfaction, and their revisit intention, and the mediating effect of perceived risks on the relationship between destination image and revisit intention for tourists visiting Vietnam. Data was collected from 293 international tourists departing from Hanoi. The results revealed that destination image and satisfaction significantly predict tourists' revisit intention. Additionally, tourists' perceived risks significantly mediate the impact of destination image on their revisit intention.

Keywords: Destination Image, Overall Satisfaction, Revisit Intention, Perceived Risks

^{1,2,3} I-Shou University, Taiwan
*E-mail: jinlingl@isu.edu.tw

CFOs versus CEOs: Risk-Taking Incentives and Decisions of Seasoned Equity Issues and Repurchases

Dr. Han-Ching Huang^{1*}, Pei-Shan Tung²

Abstract This paper explores the impact of the equity incentives of Chief Executive Officers (CEOs) and Chief Financial Officers (CFOs) on the decisions of seasoned equity issues (SEO) and repurchases. A popular reason that a firm repurchases is the availability of free cash flow. Sonika et al. (2014) find that firms are prone to implement repurchase programs when exposed to higher systematic risk and lower idiosyncratic risk. Consistent with Croci and Petmezas (2015), which indicate that higher risk-taking incentives result in greater acquisition investments, we find that higher risk-taking incentives have impacts on greater probability that firms conduct a repurchase program. Moreover, this paper finds that higher risk-taking incentives of CFOs have higher absolute impacts on the probability that firm conducts repurchases than those of CEOs since the decisions about repurchase involve more specialized judgment on the part of finance team. Traditionally, market timing is regarded as the most prominent explanation for SEOs. Nevertheless, DeAngelo et al. (2010) find that the foundational reason most firms conduct SEOs is to meet a near-term cash need. We find that higher risk-taking incentives have greater impacts on the probability that firm conducts a SEO, which is consistent with Croci and Petmezas (2015). Specifically, higher risk-taking incentives of CFOs have higher absolute impacts on the probability that firm conducts SEOs than those of CEOs since CFOs are more directly responsible for SEO than CEOs.

Keywords: Chief Executive Officer (CEO); Chief Financial Officer (CFO)

^{1,2} Chung Yuan Christian University, Taiwan, Taiwan

*E-mail: samprass@cycu.edu.tw

In Dialogue with Nature: Experiential Learning through Farming in University Common Core Science General Education

Dr.Ming Li*

Abstract Agriculture embraces interdisciplinary arts which combine scientific knowledge with the traditional wisdom to support civilizations. It has faced tremendous challenges caused by global issues such as overpopulation, climate change, pollution, environmental equity, human rights, and other social politics. Full awareness of these global issues is crucial for general education in the 21st Century. Complementary to conventional teaching, experiential learning has been well recognized for its pedagogical benefits. The objective of this study is to investigate the effect of introducing experiential learning through farming on the teaching and learning general education. Started from the academic year 2015-16, experiential learning through farming had been designed and implemented in a common core science general education course in Hong Kong. A total of 101 year-one and year-two university students from different disciplines had joined the experiential learning through farming, in which hands-on farming was practiced followed by interactive discussion sessions. Quantitative surveys and qualitative feedbacks revealed that the experiential learning through farming deepened students' understanding of the course materials, fostered their reflection on the environmental, social and policy issues, as well as the science and techniques in agriculture. Experiential learning through farming did not only enrich students' learning experience but also reinforced the connection between textbook knowledge and real-life situations in society. Students can apply their scientific knowledge, face the struggles of using scientific technology, feel the dilemma of choosing different living styles, experience the impact of the global environmental issues, and taste the urgency for sustainable developments. This study provides insightful findings and references for the introduction of experiential learning through farming on teaching and learning general education. Given the diverse aspects and interdisciplinary nature of agriculture, this practice could be extended to other general education courses, such as humanity courses, so that the students can become better global citizens.

Keywords: In Dialogue with Nature, General Education, Experiential Learning, Farming, Agriculture

Office of University General Education, The Chinese University of Hong Kong, Hong Kong
*E-mail: liming@cuhk.edu.hk

The Economic Impact of Drought on Agricultural Land Sustainability: The Case of California's Central Valley

Pei Xu*

Abstract Of California's 100 million acres of land, 43 million acres are used for food production (CDFA, 2016). The on-going drought is putting wide-ranging pressure on the region's agricultural real estate values. One direct impact is the depreciation in farm values and the loss of farmland. More than 500,000 acres of farm land were fallowed in 2016, as a result of water shortage (Water and Drought, 2016). The already challenging situation was compounded by the uncertainty of future drought years. The 2018 valley winter rain and snowpack survey, two important gauges of the valley's water supply, had shown drought as an even bigger concern of many farmers (The Fresno Bee, 2018) and it was reported that more farmland were put into the marketplace. This study examines the impact of drought on sustainability of farm land use in the largest food production region of central California in U.S.A. Results from a factor analyses and a Probit model using data gathered from 24 farmers in spring 2019 show that droughts are a direct impact of land sales in central valley. With water shortage, farm related land use decisions were significantly impacted and droughts have brought substantial financial pressure to the farming community. Nuts, fruits and vegetable growers all felt excessive value decline of their land as a result of unpredictable water situation. The study provides invaluable information for the help of proposing specific agricultural policy recommendations and the plan for enhanced adaptation of farming in Central Valley to future droughts

Keywords: Economic Impact, Drought, Agricultural Land Sustainability

Agribusiness Department, California State University Fresno, USA
*E-mail: pxu@mail.fresnostate.edu

The Influence of "Affective Embodiment Creativity Training" on the Promotion of Perceptual Acumen and Creativity

Althea Y. CHEN^{1*}, Wen-Yin Chen², Ko-Chiu Wu³

Abstract This study designs a creative thinking training that enhances perceptual acuity and applies to the arts, humanities and design courses. It is expected to enhance students' perceptual acuity, stimulate students' creativity and imagination, and cultivate students' cooperative spirit and logical deductive ability; After this training program, to explore the influence for students' sensibility, creativity, and learning experience. This study focuses on the sensibility and imagination in the training program. The sound performance, emotional expression, and limb rhythm is used. The training is carried out in a group cooperative and independent performance mode. Before and after the "Affective Embodiment Creativity Training program", the Torrance Tests of Creative Thinking (TTCT) were used to collect pre- and post-test data. The researcher evaluated the impact of the "Affective Embodiment Creativity Training program" on creativity of these students. The researchers analyzed several data, including classroom observation reports and the training program feedback from students. Furthermore, all the evidence suggested that the experimental group significantly outperformed the control group in all aspects of perceptual acumen and creativity. The research results show that this teaching and training program effectively enhances students' perceptual acumen and creativity, and expresses a positive attitude in students' feedback after class. It believes that this teaching training method can effectively enhance emotional acuity, creative thinking and imagination, in emotion. Both the aspects of expression and the accuracy of the communication can bring positive results.

Keywords: Influence Affective, Embodiment, Creativity Training

^{1,2,3} National Taipei University of Technology, Taiwan

*E-mail: mugi3112@gmail.com

Idea Recognition: Revealing Fashion Entrepreneurs' Start Up Process

A Lizhu Y. Davis*

Abstract Entrepreneurship is essential for the fashion industry. Besides creating employment opportunities, fashion entrepreneurs drive innovative product development processes and business models (Zhao and Ha-Brookshire, 2014). Yet, limited studies focus on understanding the characteristics of fashion entrepreneurs and their start up processes. Therefore, this study aimed to understand fashion entrepreneurs and how they recognize their business ideas. For the purpose of this study, personal interviews with open-ended questions were conducted over a 2- month period. Thirteen fashion entrepreneurs were recruited through purposive sampling technique. Interviews were conducted either in person at locations that were convenient for the interviewees or through online conference platforms. The interviews were recorded with agreement from the interviewees. Then the audio data was transcribed to text for data analysis. Content analysis method was used for data analysis. The data reveal that there are two types of fashion entrepreneurs: intentional fashion entrepreneurs and accidental fashion entrepreneurs. Some Intentional fashion entrepreneurs had a desire to own their own business. Therefore, they actively sought and planed for the business opportunities. Others recognized the opportunity through work experiences. These accidental fashion entrepreneurs never thought about owning a business. Some of them are very creative; they started with a hobby for personal enjoyment. Others recognized the opportunity through life incidents. Those tend to have business experiences from other industries. The findings of the study reveal that different types of fashion entrepreneurs recognize business opportunities differently. The findings can help fashion educators provide more effective fashion entrepreneurship education.

Keywords: Fashion Entrepreneur, Idea Recognition

Associate Professor, Fashion Merchandising Department of Marketing & Logistics Craig School of Business, USA

*E-mail: lidavis@csufresno.edu

Track B: Medical, Medicine and Health Sciences

Characterization of Fosfomycin Resistance and Underlying Mechanism(s) in *Klebsiella Pneumoniae* Clinical Isolates

Po-Hsun Chu¹, I-Cheng Hung², Jin-Town Wang^{3*}

Abstract Community acquired pyogenic liver abscess (PLA) caused by *K. pneumoniae* has become an emerging infectious disease. Fosfomycin was recently revived as an antibiotic that could be effective against extended-spectrum- β -lactamase (ESBL) producers. We examined 50 *K. pneumoniae* isolates causing PLA and 52 carbapenem-resistant *K. pneumoniae* (CRKP) isolates. Ninety-one isolates (91/102, 89.2%) were susceptible to fosfomycin ($MIC \leq 64 \mu\text{g/ml}$), including 50 isolates causing PLA (100%) and 41 CRKP isolates (41/52, 78.8%). Among 11 fosfomycin-resistant strains, we found that 4 strains harbored mutations in transporter gene *glpT* and had defective transporter function; 1 strain harbored mutations in regulatory gene *uhpA* and had defective function; whereas the other 7 strains with functional transporter. Recombinant *E. coli* DH10B harboring pCB28 and pEar became resistant to fosfomycin, respectively ($MIC = 2048 \mu\text{g/ml}$). The pCB28 plasmid carries a gene encoding fosfomycin modified enzyme FosA3, as well as the pEar plasmid. Insertional mutation of *fosA3* on CB28 and Ear all decreased the MIC of these two strains from $\geq 8192 \mu\text{g/ml}$ to $256 \mu\text{g/ml}$. Taken together, 11 of 52 clinical CRKP strains were resistant to fosfomycin (22%). Among these, four strains were loss of GlpT function (4/11, 36%), one strain was loss of UhpA function and resulted in decreased the expression of UhpT protein (1/11, 9%), and two strains contained fosfomycin modified enzyme FosA3 on their plasmids (2/11, 18%). The resistant mechanisms of the remaining 4 strains with low resistance ($MIC = 256-512 \mu\text{g/ml}$) were unclear (4/11, 36%).

Keywords: Community Acquired Pyogenic Liver Abscess (PLA), Carbapenem-Resistant *K. Pneumonia* (CRKP), Minimal Inhibitory Concentration (MIC), Fosfomycin, Fosfomycin Resistance Mechanism

^{1,2,3} National Taiwan University College of Medicine, Taipei, Taiwan

*E-mail: wangjt@ntu.edu.tw

Contact Us

Website:

<http://mrrds.com//>

In case of any query please feel free to contact at:

contact@mrrds.education

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