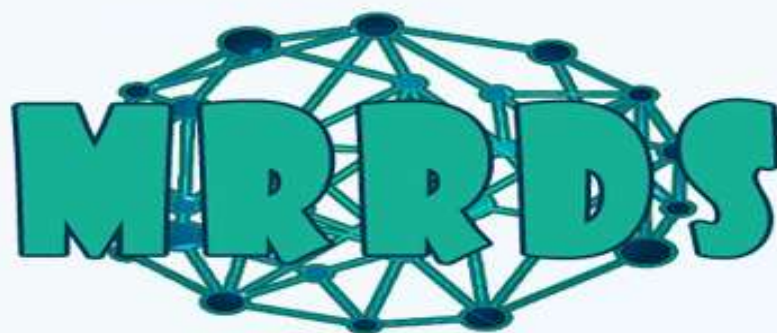


Osaka, Japan



Volume 03, Issue 32

July 18-19, 2020



MRRDS–Osaka, Japan

**3rd International Conference on
Information Systems, Business,
Management and Social
Sciences” (ISBMS)**

July 18-19, 2020

Hotel MyStays Shin-Osaka Conference Center

Book of abstracts

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Conference Chair Message

Dr. Hungxiz Li

3rd 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– 2020

Conference Schedule

DAY 01 Saturday (July 18, 2020)

Venue: Room 1

09:30 am – 09:40 am	Welcome Reception & Registration
09:40 am – 09:50 am	Introduction of Participants
09:50 am – 10:10 am	Opening Ceremony
10:10 am – 10:20 am	Grand Networking Session
10:20 am – 10:30 am	Tea Break

DAY 01 Saturday (July 18, 2020)

Session I (10:30 am – 01:00 pm)

Venue: Room 1

Track B: Business, Social Sciences and Humanities

ISBMS-JUL20-101	The Factors affecting differences in the design thinking process: Double diamond model of product design student in Thailand	Veerapol Suwankarjank
ISBMS-JUL20-103	Triple Helix DNA Model: Relationship in Multicultural Characteristics of Three Southern Borders of Thailand	Suparaporn Tuannoi
ISBMS-JUL20-104	The Study on the Application of the Luminescent Lace onto the Apparel Designed for Nocturnal Admonition Purpose	I Chun, Chen
ISBMS-JUL20-105	Rural Entrepreneurship through the provision of the small business asset by Sarhad Rural Support Program in Khyber Pakhtunkhwa (KPK), Pakistan	Muhammad zada
ISBMS-JUL20-106	Until when did the Paris Opera remain “the most wonderful seraglio”? – Transition in the audience’s gender composition in the late 1930s	Shizuka YASUDA

Lunch Break and Closing Ceremony (01:00 pm - 02:00 pm)

DAY 02 Sunday (July 19, 2020)

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 Factors affecting differences in the design thinking process: Double diamond model of product design student in Thailand

Veerapol Suwankarjank^{1*}, Prof. Yanin Rugwongwan²

Abstract A design process is a process that helps organize the work and develop the effective idea of the designer. The design process taught in design school is the design thinking process. It is the process finding a suitable way focusing primarily on users and responding to the needs of users result in new and interesting designs. One of the popular models taught in student class is the Double Diamond model. This model is divided into 4 steps: 1) Discover 2) Define 3) Develop 4) Deliver. The objective of this research is to study the differences in the use of the Double Diamond design thinking process of product design students. The interviews and product design tests were conducted with the experimental group to design products in the topic of mask design. This design process will show the development of works from the initial concepts to the final design. The results of the analysis show that the design thinking process used by the experimental group is different from the design process in the Double Diamond model taught in the classroom. It can be divided into 4 new process models that the conclusion of the 4 different models leads to the discovery of 2 important factors which are 1) basic knowledge of design learned from the university 2) personal experience related to design. These factors are important in the development and modification of the design thinking process to be suitable for the differences of students. Increasing efficiency in product design teaching and learning helps resulting in the production of quality design personnel in the design market in the future.

Keywords: Product design student, Design behavior, Design thinking process, Double Diamond Model

King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand

Triple Helix DNA Model: Relationship in Multicultural Characteristics of Three Southern Borders of Thailand

Suparaporn Tuannoï*

Abstract Three Southern borders of Thailand are a multicultural society that consists of relationships among three main cultures including Thai-Buddhist, Thai-Muslim, and Thai-Chinese. The unrest has occurred for more than fifteen years which many parties have tried to solve the problem. The understanding was developed from a concept study of multicultural competence. The objectives of this research were included 1) the study of the relationship of acculturation, and 2) the synthesis elements of the Characteristics in three Southern borders of Thailand through theories of Melting Pots and Salad Bowls. The research study is a qualitative method that thirties of past and present secondary data that were connected to cultural relations in three Southern borders of Thailand. Additionally, primary information from ten different cultural people who lived in this area was gathered through in-depth interviewing. The results showed that 1) the relationship of acculturation were divided in four aspects that included the deep cultural identity, the two cultural blending, the three cultural integrating, and the cultural sensitivity, and 2) the synthesis elements of the Multicultural Characteristics in three Southern borders of Thailand revealed that it was the triple-stranded DNA of the existent three cultures. They were connected through Melting Pots theory in two cultural blending and three cultural integrating i.e. cuisine, clothing, medication, architecture, occupation, tourist attraction, and recreation while Salad Bowl theory influenced deep cultural identities, such as religious days and religious rites. However, there was a gap between cultures which was part of the cultural sensitivity, for example, the appropriate behavior in the different religious ceremonies that the understanding should be established to connect the triple helix DNA cultures. The results were the research framework that could be applied in the communication process for bridging the gap between multicultural in three Southern borders of Thailand.

Keywords: Cultural Competence, Bridging Multicultural Gaps, Multicultural Characteristics, Three Southern Borders of Thailand

King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand

The Study on the Application of the Luminescent Lace onto the Apparel Designed for Nocturnal Admonition Purpose

I Chun, Chen^{1*}, Ching Chu, Hung²

Abstract In recent times, the craze for the functional apparel has been brought forward by the outdoor liveliness, no longer will the flexible and breezy outfit without aesthetic appease customers, especially to the growing number of female elderlies, who long for the exquisite and elegant material in addition to the function in order to exhibit individuals taste. In other respects, the meager visibility outdoors is so important that the nocturnal admonition must be affixed to the functional apparel. Nowadays, there are only wearable fluorescent bracelet and vest available in the market for the use of alerting others at night, nocturnal admonition feature cannot be weaved along with the textiles, so not only has this caused inconvenience, but also has it not been able to cope with the trend of sustainable development and smart wear. In compliance with the demand of the customers, the manufacturers focus more on the versatile textiles, and due to that reason, the study will continue with the patent of the luminescent lace, “Embroidered lace fabric”, applied by the researcher, with the technique of combining the luminescent yarn with yarn throwing to integrate the eco-friendly ideology with the customers demand so as to produce a functional apparel with aesthetic, function and admonition.

Keywords: Luminescent lace, female elderlies, The demand for the design of functional fabric, The demand for nocturnal admonition

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Rural Entrepreneurship through the provision of the small business asset by Sarhad Rural Support Program in Khyber Pakhtunkhwa (KPK), Pakistan

Muhammad Zada^{1*}, Shagufta zada², Ziafat Ul Ahadand³, CaoYukun⁴

Abstract There is no denying the fact that the development of entrepreneurship has emerged as a national movement due to its strengths to solve the twin problems of unemployment and poverty. In fact, the need for the development of the soul of enterprise among the target population and Non-government organization (NGOs) play a very important role in creating rural entrepreneurship and positively contributing to the local economic development. Little attention has been the role of NGOs' development of rural entrepreneurs and supporting local economic development (LED). This study intends to examine the role of the Sarhad Rural Support Program (SRSP) in creating rural entrepreneurship through the provision of business units and supporting local economic development (LED) in Khyber Pakhtunkhwa province of Pakistan. The study was carried out selected districts of KPK pakistan to investigate the role of SRSP NGOs in creating rural entrepreneurs and contributing to the LED. Primary data were collected from 282 rural household heads and analyzed using econometric methodologies: the ordinary least squares (OLS) model. Household income, wealth indexes and five capitals of sustainable livelihood have been considered to gauge the impact of NGOs' rural small businesses. The results of the study reveal that there is a strong positive association between NGOs' rural small businesses and improvement in rural entrepreneurship and LED. The results further revealed that households revived training and business asset from the SRSP earn 3% more income and possess about 18 % more assets. This study continues the discussion on several practical implications along with recommendations for future research.

Keywords: Rural Entrepreneurship, Local economic Development, Khyber Pakhtunkhwa province Pakistan

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Until when did the Paris Opera remain “the most wonderful seraglio”? – Transition in the audience’s gender composition in the late 1930s

Shizuka YASUDA^{1*}, Yuki MORIWAKI²

Abstract Purpose: To highlight a transition in the Paris Opera’s audiences in the late 1930s as a major influence on the dancers, especially the ballerinas. Introduction: In the 1910s, the Paris Opera was widely considered a convenient place to find a “mistress”, and dance history scholars often describe the venue as patronized by the male upper class abonnés, the annual subscribers. However, analysis of the “liste d’abonnés” and the “Quittance” (receipt for each contract) in the 1930s reveals a large number of subscriptions under female titles such as Madame, Mademoiselle, despite the male-oriented culture prevailing at the time. Methodology: Close examination of handwritten original documents held at Bibliothèque-Musée de l’Opéra de Paris hitherto rarely analysed by dance history scholars, with paleographic analysis by the co-author of this paper. Results: This research is an ongoing project, and upon completion will cover the period from the 1910s until the end of abonnés privileges in 1945. Despite lacuna in documentation owing to the dislocations of World War II we can conclude that already in the late 30s not a small proportion of the audience was female. Conclusion: Artistically, the Paris Opera of the early 20th century has often been severely dismissed by dance scholars as cultural decadence; what is more, the social status of female ballet dancers was much lower than today, when dancers are highly respected as artists. Through our research on the audience’s gender proportion, we aim to highlight a significant audience transition in terms of gender and to propose a concomitant transition in public attitudes toward ballet society affecting both the artistic standing of the ballet medium and the social status of the dancers.

Keywords: ballet, subscriptions, Paris Opera, audience, gender

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