

**QESM-18**

**BOOK OF  
ABSTRACTS**

# CONFERENCE PROCEEDINGS

INTERNATIONAL SYMPOSIUM ON QUALITY DEVELOPMENTS IN  
E-BUSINESS, SOCIAL SCIENCES & MANAGEMENT

December 22-23, 2018

Mercure London Hyde Park Hotel

QESM - 2018

Organized by:



Research Forum for  
Social Science Innovation

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## Chair's Welcome

Research Forum for Social Science Innovation 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 a good opportunity for 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 honourable scientific 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. Lets break all the discriminating barriers and get free from all minor affiliations. Lets 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. Vance Alfie**

Conference Co-chair

### Review Board

Arpad Abraham	Department of Economics, Faculty of Economics and Business Studies, University of Rochester, New York
Michele Belot	School of Economics, University of Edinburgh, Scotland
Juan J. Dolado	Department of Economics, Universidad Carlos III de Madrid, Spain
Andrea Galeotti	Department of Economics, University of Essex, England
Piero Gottardi	Department of Economics, University of Venice, Italy
Andrea Ichino	Department of Economics, University of Bologna, Italy
Dermot McCann	Head of Politics and International Relations, London Metropolitan University
Dr Tony Novak	Senior Lecturer in Social Work, London Metropolitan University
Trushar Adatia	School of Human Sciences, London Metropolitan University
Axelle Ferriere	Department of Economics, Stern School of Business, New-York University USA
Dr. Des Raj Bajwa	Department of Commerce & Management, Govt. Post Graduate College Ambala Cantt, Director General Higher Education, Kurukshetra University, India

### **Organizing Committee**

Dr. Vance Alfie	Conference Chair Person
Mr. James Z.	Conference Coordinator
Ms. Misha Mathew	Conference Coordinator
Dr. Arthur Mason	Conference Coordinator

## CONFERENCE VENUE



Mercure London Hyde Park Hotel

**Address:** Poyle Rd, Slough SL3 0FF, UK



## CONFERENCE SCHEDULE

DAY 01 Saturday (December 22, 2018)

**Venue:** Room 1

09:00 am - 09:10 am

Registration & Kit Distribution

09:10 am - 09:20 am

Introduction of Participants

09:20 am - 09:30 am

Inauguration and Opening Address

09:30 am - 10:00 am

Grand Networking Session & Tea/Coffee Break



## PRESENTATIONS DETAIL

DAY 01 Saturday (December 22, 2018)

Session 1 (10:00 am - 01:00 pm)

**Venue:** Room 1

### Track: Social Sciences & Business Management

Dr. Kavita Solanki	Availability and Awareness of Generic Medicines in India: Myth or Reality	QESM-DEC-103
Dr. Amir Gulzar	Impact of Mobile Phone Involvement on EWOM through Location-Based Information Sharing Motivation with Moderating Role of Platform Credibility	QESM-DEC-104
Katematu Duangmanee	The Management of Chinese Language Teaching in Secondary Schools in Nakhon Si Thammarat Province (Thailand)	QESM-DEC-114
Thamrongsak & Paiboon	Can Tax Help Decrease of Mobilephone Usage? Experience in Thailand	LBMES-DEC18-ANI110

### Track: Engineering Technology & Applied Sciences

Mirza Ahsan Murtaza	Human Aspects in Manufacturing Systems	NAEM-DEC-101
Xuemin Zhong	An Identification Method of Squareness Errors Based on Volumetric Error Model in Machine Tools	NAEM-DEC-111

Lunch Break (01:00 pm - 02:00 pm)

Closing Ceremony

## ATTENDEES DETAIL

Agel F. Alsulami	University of Hull, England
Hamood M. Alenezi	University of Hull, England
Marina Danilova	Head of the Department of Social Pedagogy and Psychology, Associate Professor, PHD. Vladimir State University named after Alexander and Nikolay Stoletovs-Vladimir, Russian Federation
Md Shahid Ullah	Management School, The University of Sheffield, Sheffield, UK
Bo-Yeon Sim	Kookmin University, South Korea



## **2nd Day (December 23, 2018)**

**All respective guests are free to conduct their own sightseeing and tour.  
The second day of the event is reserved for this memorable purpose.**



## **Availability and Awareness of Generic Medicines in India: Myth or Reality**

Dr. Kavita Solanki\*

University School Of Law And Legal Studies, Guru Gobind Singh Indraprastha University, Dwarka, New-Delhi, India

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### **ABSTRACT**

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The World Health Organization (WHO) estimates that almost 30% of the world population lacks access to essential medicines and the statistics will rise to more than 50% in some countries of Africa and Asia. The cost of the pharmaceuticals is the major factor that hampers access to medicines in developing countries like India seem to be doing very little to overcome this problem. The India pharmaceutical industry has played a major role in the development of generic medicines and biosimilars. WHO praises India's role in promoting generic medicines. Bulk of generic drugs are exported to International markets but irony is that they are inaccessible in India. So far as domestic market is concerned they prefer to give branded one instead of generic with unusual price difference for the same product. Presently, India spends 1.2% of its GDP on health care, compared to 3% in China and 4.3% in Brazil. It reflects that healthcare spending in the country is set to rise further in coming years. The Jan Aushadhi Scheme (JAS) initiated by the Government of India launched in 2008 is a powerful intervention against the excessive pricing of medicines by the private pharmaceutical industry, to make the generic medicines available at affordable prices. There is no regulation on drug prescription in the country at present. Objective of this study is to make people aware about JAS and availability of generic medicines with intention to reduce out of pocket expenses spent on medicines in India.

### **KEYWORDS**

Generic medicines, branded medicines, essential medicines, Jan Aushadhi Scheme (JAS).

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## **Impact of Mobile Phone Involvement on EWOM through Location-Based Information Sharing Motivation with Moderating Role of Platform Credibility**

Dr. Amir Gulzar<sup>1\*</sup>, Muhammad Farrukh Abid<sup>2</sup>, Imran Bashir Dar<sup>3</sup>, Muhammad Bilawal Amin<sup>4</sup>

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### **ABSTRACT**

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In the hyper connectivity race by social media network giants, real-time targeted or public spread of location-based information is recently becoming a new compelling competitive cornerstone. In this regard, Facebook is considered amongst the most famous computer-mediated social networking site for social media. With on-going rapid technological advancements, Facebook had introduced location check-in features for its users to let others know about their location and the places they had visited. The activity of Facebook Location check-ins by users has been considered in the category of electronic word of mouth. Accordingly, a focus of the current study is to investigate the relationship of mobile phone involvement and electronic word of mouth in the context of location sharing through location-based information sharing motivation referred to as check-in motivation. Further, the moderating role of platform credibility has also been investigated. Primary data onto this quantitative study has been collected through a structured questionnaire from university students who happened to be the Facebook users. Out of 500 distributed questionnaires, 407 were found usable. Data were analyzed by the descriptive and inferential statistical tests. Precisely, hypotheses were tested through correlation, simple regression and mediated and moderated regression analysis. Results reveal the significant impact of mobile phone involvement on all dimensions of location-based information sharing motivation and on EWOM. Results also reveal the significant impact of all dimensions of location-based information sharing motivation on EWOM. Results further reveal the partial mediation of all the dimensions of location-based information sharing motivation between the relationship of mobile phone involvement and EWOM. Further, the result confirmed the moderating role of platform credibility in strengthening the relationship of mobile phone involvement and location-based information sharing motivation. Practical implications are also suggested.

### **KEYWORDS**

Social Media, Facebook Check in Motivation, Location based Check in, EWOM, Location Based Information.

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## **The Management of Chinese Language Teaching in Secondary Schools in Nakhon Si Thammarat Province (Thailand)**

Katematu Duangmanee\*

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### **ABSTRACT**

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This research paper focuses on the management of Chinese language teaching in secondary schools in Thailand's Nakhon Si Thammarat Province. The sample in this study consisted of three headteachers and three heads of foreign languages. Questionnaires and interviews were used to collect data on teaching and learning. They need to develop Chinese language instruction and are in charge of policy for Chinese language teachers and ensuring that they are trained in Chinese language and culture. This means these teachers can develop their own potential and apply in their teaching the knowledge they have gained. As regards educational activities, headteachers and heads of foreign languages dictate policy for their Foreign Languages Department organising Chinese language projects on days of particular significance in China. In this way, pupils learn to work together and to have the courage of their convictions. Moreover, they provide support enabling learners to participate in the province-wide and nationwide Chinese language contests.

### **KEYWORDS**

Teaching management, Chinese.

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## Can Tax Help Decrease of Mobilephone Usage? Experience in Thailand

Thamrongsak Svetalekh<sup>1\*</sup>, Paiboon Pajongwong<sup>2</sup>

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### ABSTRACT

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Nowadays, it cannot oppose that mobilephone is necessary in daily life, particularly, smartphone. However, some people have more than one mobilephone that may be extravagant. From the telecommunication market report of the Office of the National Broadcasting and Telecommunications Commission in the first quarter of 2018, it was found that there are 121.53 million mobilephone numbers in Thailand or 174. In other words, the average of mobilephone per person is 1.74. Thus, if government realises that mobile services are too much consumed and luxurious, government should reconsider to levy excise tax on mobile services as excise tax collection during 2003-2008. This article shows tax base, taxpayers and experiences from overseas on mobile tax, revenue collection, advantages, disadvantages and economic impacts on tax on mobile services.

### KEYWORDS

Tax on Mobile Services, Telecommunication Tax, Excise Tax Collection, Mobilephone Usage, Taxation in Thailand.

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## Human Aspects in Manufacturing Systems

Mirza Ahsan Murtaza<sup>1\*</sup>, Mrs. Rana Ahsan<sup>2</sup>

<sup>1</sup>Amity University (Lucknow Campus) India, <sup>2</sup>Free Lancer, India

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### ABSTRACT

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Manufacturing capacity increased by four times and technology adopted from least expensive applications to highly reliable one with zero failure rate. It was result of continuous involvement and adoption. The team behind these was an adaptive on KIA score basis. Present status of plant is part of third wave that is IT applications. Fourth wave will be adoption of IoT and the next stage will still that is society 5 will continue to be around human being.

### KEYWORDS

Cast wheels, KAI, Innovators, Adapters, Industry 4.0, Society 5.0.

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## **An Identification Method of Squareness Errors Based on Volumetric Error Model in Machine Tools**

Xuemin Zhong<sup>1\*</sup>, Hongqi Liu<sup>2</sup>, Hao Chang<sup>3</sup>, Bin Li<sup>4</sup>

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### **ABSTRACT**

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The geometric error is one of the most important factors affecting the machining accuracy in the machine tool. The geometric errors of the machine tool include the position dependent geometric errors (PDGEs) and the position independent geometric errors (PIGEs), and the squareness errors are important PIGEs influencing the volumetric error largely. The measurement of the squareness errors are usually with low accuracy or low efficiency. New method to obtain the accurate value of squareness errors to improve the volumetric accuracy is in demand. This paper proposes a new method to identify the squareness errors of machine tools considering the volumetric accuracy based on the volumetric error model. The volumetric error model based on screw theory is proposed and then the identification method for the squareness errors is deduced in theory considering a 3-axis horizontal machine tool. Experiments have verified that the 3 identified squareness errors are in accordance with the measured squareness within the accuracy range. The identification method also reduces time for measuring the squareness errors. Moreover, compared with the traditional measurement of squareness errors, the identification method shows more effective in the volumetric error evaluation process.

### **KEYWORDS**

Volumetric Error Model; Squareness Error; Error Identification; Laser Interferometer.

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