2nd International Conference on Contemporary Issues & Expectations in Social Sciences and Mgt Studies

Bangkok, Thailand
January 10-11, 2019

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BOOK OF PROGRAM & ABSTRACTS

2nd International Conference on Contemporary Issues & Expectations in Social Sciences and Managements Studies

January 10-11, 2019
Novotel Bangkok Ploenchit Sukhumvit, Thailand

CESM-2019
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Disclaimer

These abstracts are provided to all the honourable participants who have submitted their papers and are registered in our conference. Committee has made all the possible efforts to ensure precise/accurate replication of abstracts however if any inaccuracies found in the studies, event organisers will not be liable. Thank You.

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Preface

Vertex Research Society is a forum for dedicated to development of society through research. A major goal and feature of the conference is to bring scholars, professionals, and government agencies together to exchange and share their experiences and research results about the challenges and proposal on the development of society. More importantly this conference will serve as a platform to disseminate research findings and a catalyst to promote innovation. VRS would be proved as a key factor in the transformation of the e-learning field. Through our well established conferences, opportunities of quality learning, and strategies for individual and institutional success we have proven to be a part of this rapid growth.
HOST COMMITTEE

Dr. Balachandar S. Sayapathi (PHD)
Conference Chair
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Mr. Muhammad Zahid Younis
Conference Executive
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Chair's Welcome

We are delighted to welcome you to the 2nd International Conference on Contemporary Issues & Expectations in Social Sciences and Managements Studies, taking place in “Bangkok, Thailand”, from “January 10-11”.

Education, in our contemporary world, is a right since we are born. Every experience has a formative effect on the constitution of the human being, in the way one thinks, feels and acts. One of the most important contributions resides in what and how we learn through the improvement of educational processes, both in formal and informal settings. Our International Conference seeks to provide some answers and explore the processes, actions, challenges and outcomes of learning, teaching and human development. Our goal is to offer a worldwide connection between teachers, students, researchers and lecturers, from a wide range of academic fields, interested in exploring and giving their contribution in the field of research. We take pride in having been able to connect and bring together academics, scholars, practitioners and others interested in a field that is fertile in new perspectives, ideas and knowledge. We counted on an extensive variety of contributors and presenters, which can supplement our view of the human essence and behavior, showing the impact of their different personal, academic and cultural experiences. This is, certainly, one of the reasons we have many nationalities and cultures represented, inspiring multi-disciplinary collaborative links, fomenting intellectual encounter and development.

We would like to express thanks to all the authors and participants, the members of the academic scientific committee, our media partners and, of course, to our organizing and administration team for making and putting this conference together.

Hoping to continue the collaboration in the future.

Dr. Balachandar S. Sayapathi (PhD)
Conference Chair Person
Program at a Glance

DAY 1st Thursday (January 10, 2019)

Welcome Reception & Registration

09:00 - 09:10 am

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Grand Networking & Tea Break (09:50 - 10:00 am)
**DAY 01 Thursday (January 10, 2019) - Track: Business, Economics, Social Sciences Study**

**Session 01 (10:00 am - 12:00 pm)**

**Venue: Novotel Hotel**

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**Lunch Break & Closing Ceremony (12:00 pm - 01:00 pm)**
DAY 02 Friday (January 11, 2019)

Whether visiting from overseas or interstate, delegates and guests are free to discover Bangkok, Thailand and its surrounds by their own (Optional).
THEME: Business Management & Social Sciences Studies
Development Centres and its Importance for the Performance Management Process

Assoc. Prof. Arindam Garg *

Human Resources are the key resource for ensuring productivity of organisations. It is important that the employees of an organisation are performing well to ensure productivity. To ensure performance, all organisations need to have a proper performance management process in place. Performance Management is a broad aspect which involves appraisal, development and progression of an individual. One of the key tools that will help to ensure performance management is Development Centres (DCs). The Development Centres help to measure the abilities of participants through tests and exercises against predetermined competencies. In essence it helps to map his competencies against the job requirements. This helps to identify the gaps and enables accurate feedback to the individual on his/her performance and areas of development. The development centres are focussed and measures everyone impartially and hence serve as a proper indicator for understanding the gaps in an individual versus the competencies required for a job. The Development centres are not judgmental and rather they offer an opportunity to develop the skills and competencies of that individual which they do not possess. It is expected that this paper will help organisations to understand Development Centres, how it can benefit them and also provide some guidelines on how to go about it. Implementation of Development Centres will help in ensuring career growth, maximising potential and improving productivity of an organisation.

Keywords: Development Centres, Performance Management Process

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Overreaction and Availability Bias: Analysis of Real Estate Sectors Stock Prices and Investors Reaction during Demonetisation in India

Kavita Singh

The stock market is full of events that affect the sensitivity reaction of investors at a large scale. Individual investor sentiment is just like his/her personal feeling depending upon their nature, risk appetite and market scenario. This research study investigates the investors reaction in the stock market for the real estate segment during the massive market crisis in developing countries. Demonetisation 2016 in India has been taken with the purpose of implementing a pilot study to analyse the overreaction and availability bias. The primary focus was on analysing how the investors react on the information of demonetization and their pattern of investment in the stock market with a special emphasis on real estate sector where the effect of the event had dramatically changed the stock prices. Therefore a pre and post analysis has been conducted to gauge the prices, sensitivity and reaction of investors in the stock market. The reaction of the citizens after these events was found to be drastically affected. Five real estate companies had been focussed upon in this study to examine the impact of investors overreaction owing to the demonetization and their investment pattern for stocks during pre and post demonetization period at that timeframe. The analysis was done on a shorter period of time so that the impact of overreaction and availability bias can be critically analysed. The paper thus exhibits how investor sentiments and reaction for stock preference had changed over time through statistical study.

Keywords: Investor Sentiment, Stock market, Demonetization, Overreaction

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A Corpus-Based Approach to Material Development for EFL Reading Course

Anchalee Veerachaisantikul

The purposes of the current study were to develop the corpus-based materials in reading English newspaper course and to determine the effectiveness of the corpus-based vocabulary exercises. The samplings of the study was forty-two-third-year students majoring English, the Faculty of Sciences and Liberal Arts, Rajamangala University of Technology Isan. To instruct the selected 50 vocabulary words, the corpus-based vocabulary exercises were constructed on a theoretical framework developing from the Constructivism Theory, Second Language Acquisition Theory, and Vocabulary Learning and Teaching Theories that were used for a period of 10 weeks. The research instruments of the current study were the pre-test, the post-test, and the questionnaire. The quantitative data were analyzed through the paired sample t-test and the qualitative data were analyzed by using the software package. The findings revealed that using corpus-based materials were effective and could help EFL students to improve their vocabulary knowledge, perceive the words, comprehend the meaning of the words, and also employ the words properly in the news contexts.

Keywords: Corpus-Based Approach, Material Development, EFL Reading

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THEME: Engineering Technology and Applied Sciences
Basic Properties in Semi-Solid Forging of Magnesium Alloy AZX1311

Kentaro Tsunoda

This paper describes basic property in semi-solid forging method of magnesium alloy AZX1311. In the semi-solid forging process, an arbitrary fraction of solid is selected at a temperature between the liquidus and the solidus line and rapidly cooled and coagulated simultaneously with deformation of the material in a die to obtain a product. In addition, the magnesium alloy AZX1311 has excellent castability and mechanical properties. In recent years, the use of magnesium alloys for home electric appliances and automotive parts has been increasing because weight reduction can be achieved. These main manufacturing methods are casting and forging. However, these manufacturing methods have disadvantages such as large forming load and poor dimensional accuracy. Therefore, the semi-solidification forging method can improve these disadvantages. In this study, a forged semi-solid material and air cooled semi-solid material were produced using a servo press machine. Focused on impurities, porosity and microstructure. A forged semi-solid material could be produced. A semi-solid structure could be observed.

Keywords: Semi-solid forging, Magnesium alloy AZX1311, Impurities, Porosity, Microstructure

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Twin Roll Strip Casting of Aluminum Alloy A7075 Using Commercial Scale Machine

Yuto Horigome*

Twin roll strip casting of aluminum alloy A7075 using commercial scale machine was operated. Twin roll casting process is able to produce a strip from molten metal directly. Thus, this process has a possibility to reduce total cost of sheet making comparing to conventional rolling process. Strip casting process has some disadvantages. Casting speed depends on the material properties. It is difficult to determine the casting conditions. Aluminum alloy A7075 has high tensile strength, and it is known as a material for aerospace application. The sheet is manufactured in small quantities comparing to the other sheet aluminum alloy. It is supposed that the demand of high tensile strength aluminum sheet such as A7075 is going to increase for weight saving of structural material. The aims of this study is to investigate the effect of the initial roll gap on the strip. When the initial roll gap was 0.5mm and 1.5mm, solidification cracks were observed in the white turbid part. When the initial roll gap was 1.0mm, hot cracks were observed in the metallic luster part of the plate edge portion. There was a difference in initial roll gap and sheet thickness.

Keywords: Twin roll casting process, Aluminum alloy A7075, Castability, Surface condition, Strip thickness

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Fracture Criterion in Burring Process of Large Diameter Steel Tube

Naoki Ikeda*

This paper describes finite element method analysis (FEM analysis) results of burring processing of large diameter steel pipe and fracture criterion in burring process of large diameter steel pipe. In this study, the pipe is the 150A SGP pipe with a diameter of 165.2 mm and a wall thickness of 5 mm. The pipe is used for a plant as a flow channel of gas and liquid. A burring process of pipe is generally for forming the branch. The burring process is achieved by drawing of die from prepared hole. And the branch pipe is welded to the formed pipe. This process has some problem. One is the forming limit of pipe, and the other is needed to machining the end surface to be welded. Therefore, in this study, the forming limit of SGP pipe was estimated by FEM analysis of burring process. The parameters used for criteria for forming limit are the maximum shear stress and the equivalent strain. As a result of comparing the analysis result and the experimental result, the forming limit of the 150A SGP pipe was judged that the maximum shear stress is 350 MPa and the equivalent strain is around 0.8.

Keywords: Finite Element Method Analysis, Burring Process, SGP Pipe, Fracture Criterion, Forming Limit

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Finite Element Method Analysis of Densification Process of Sintered Steel for Automobile in Cold Forging

Yuki Morokuma*

The aim of this study is to clarify the effect of the process conditions such as dimensions of material and die, and applied stress on the density distribution in the sintered steel after cold forging by finite element method (FEM) analysis. The analysis model was a porous material model with axial symmetry. A flow stress curve was calculated by polynomial approximation technique for the true stress-true strain curve obtained by the compression test of the sintered cylindrical specimen. The FEM analysis of cold forging was conducted using a simplified circular cone shape model to increase local density and reduce the cold forging load. In the analysis, a closed die forging model was used. The tip angles of the circular cones and the opening angle of the die were 90, 60 degree and 120 degree, respectively. As a result, it was found that the relative density of the tip increases up to 550-600 MPa regardless of the tip angle. Furthermore, the sharper the tip angle, the higher the density enhancement in the tip neighbourhood portion.

Keywords: Powder metallurgy, Cold forging, Densification, FEM

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