

# **ABSTRACT PROCEEDING**

**Volume 1, Issue 11**



**CSAD-NOV-2019**

**Venue: Paris, France**

**Date: November 09-10, 2019**



**Association of  
Engineering Technology  
& Applied Sciences**

# **AETA International Conference on Computer Software and Applications, Engineering, Applied Science Research & Data Management (CSAD)**

Conference organized by:



Association of Engineering Technology & Applied Sciences (AETA) aims to provide a forum for researchers, practitioners, and professionals from the industry, academia and government to discourse on research and development, professional practice in engineering technology and applied sciences..

#### **Mission, Innovative Features & Ethics and Values**

AETA is an organization aims to provide a platform to innovative academicians and researchers around the globe. The organization also encourages research activities by organizing research training workshops, conferences and publishing high quality research manuscripts in reputable international journals.

AETA is a dedicated platform to promote and encourage the latest advancements in Science, Engineering Technology & Applied Sciences for the betterment of human development.

We are passionate about discovering new ways to create value for our members and society. Driven by intellectual curiosity, we promote a culture of invention among all our delegates.

#### **Membership, Conference, Publishing, and Research Information**

Abstracts of the registered participants will be published in the conference abstract book with an ISBN.

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**AETA International Conference on Computer Software and Applications, Engineering, Applied Science Research & Data Management (CSAD)**

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## **Welcome Message**

AETA International Conference on Computer Software and Applications, Engineering, Applied Science Research & Data Management (CSAD)

We are happy you decided to join your colleagues from around the world to explore innovative technologies, pioneering pedagogical strategies, and a sampling of international collaborations that are being used to engage and retain students, researchers and Scholars in the new millennium.

## Scientific Committee

Prof. Kaninda Musumbu, LaBRI , Universite Bordeaux 1, France

Prof. Figueira, F. M. Monteiro, ULHT - Universidade Lusofona, Portugal

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Prof. Dong-Chul Park, Myong Ji University, Korea Prof. Mohamed Ben Haj Frej, POST University, USA

Abdulrhman.A.A.Emhemed, Assistant Professor, College of Technical Sciences-Bani walid, Libya

## Acknowledgements

The organizing committee would like to thank all those people who were involved in making the conference a success. A great amount of planning and organizing is required to hold a successful conference, so we are indebted to those who volunteered their time and energy.

We want to thank all the members of the Association of Engineering Technology & Applied Sciences who volunteered their time to help organize the conference.

## Engineering & Technology Studies

Acoustical engineering Agricultural engineering Aquacultural engineering Aquatic and environmental engineering Architectural engineering Army engineering maintenance Atomic engineering Aviation engineering B Biological interface engineering Biomechanical engineering Bioresource engineering Broadcast engineering Building services engineering C Ceramic engineering Chemical engineering Civil engineering Civionics Climate engineering Cloud engineering Collaborative engineering Computer engineering Computer-aided engineering Computer-aided production engineering Construction engineering Control engineering Cost engineering D Detailed engineering E Earthquake engineering Ecological engineering Electrical engineering Electronic engineering.

## Accounting

Accounting Practices, Financial Modeling, Financial Analysis, Financial Statistics, Future Markets, Risk, New Trends for Accounting and Finance, Research for Accounting, Tax Theories and Practices, Tax Avoidance, Invasion and Extraction from Tax Invasion, Corporate Finance, Finance Theories, Money, Credit and Banking, Stock, Currency and Bonds, Commodity

## Computational Engineering

omputational science and engineering (CSE) is a relatively new discipline that deals with the development and application of computational models and simulations, often coupled with high-performance computing, to solve complex physical problems arising in engineering analysis and design (computational engineering) as well as natural phenomena (computational science). CSE has been described as the "third mode of discovery" (next to theory and experimentation).[1] In many fields, computer simulation is integral and therefore essential to business and research. Computer simulation provides the capability to enter fields that are either inaccessible to traditional experimentation or where carrying out traditional empirical inquiries is prohibitively expensive. CSE should neither be confused with pure computer science, nor with computer engineering, although a wide domain in the former is used in CSE (e.g., certain algorithms, data structures, parallel programming, high performance computing) and some problems in the latter can be modeled and solved with CSE methods (as an application area).A Agent-based computational economics Algorithmic art Artificial intelligence Astrominformatics Author profiling B Biodiversity informatics Biological computation C Cellular automaton Chaos theory Cheminformatics Code stylometry Community informatics Computable topology Computational aeroacoustics Computational archaeology Computational astrophysics Computational auditory scene analysis Computational biology Computational chemistry Computational cognition Computational complexity theory Computational creativity Computational criminology Computational economics Computational electromagnetics Computational epigenetics Computational epistemology

## Interdisciplinary

Children and Youth, Communications and Media, Complex Systems, Conflict resolution, Creativity, Culture, Disaster Management, Discourse, Film studies, Gender studies, Globalization, HIV/AIDS, Human Rights, Identity, LGBT Studies, Leadership, Memory, Multidisciplinary Studies, Poverty, Public Policy, Security, Sexuality and eroticism, Spirituality, Sport science, Sustainable development, Urban studies, Violence Women's studies

## General Economics, Economic Development, Technological Change and Growth

Microeconomics, Household Behavior and Family Economics, Economic Development , Sustainable Development, Eco-Development, Production and Organizations, Welfare Economics, Macroeconomics and Monetary Economics, International Economics, Public Economics, Analyses of Economic Development, Agriculture; Natural Resources; Energy; Environment; Other Primary Products, Human Resources; Human Development; Income Distribution; Migration, Economic Development: Financial Markets; Savings and Capital Investment; Corporate Finance and Governance, Regional, Urban, and Rural Analyses, International Linkages to Development; Role of International Organizations, Fiscal and Monetary Policy in Development, Trade Policy; Factor Movement Policy; Foreign Exchange, Innovation and Invention: Processes and Incentives, Management of Technological Innovation and Research and Development

## **IT Business**

Business for AI and Deep Learning, Technological Forecasting and Social Change, Business for Big Data, Internet of Things and Cloud Computing, Business for IT-driven Services, Information Systems and Informatics, ICT for Business, ICT for Education, Healthcare, Finance and Other Sectors, Large Scale Surveys and Analysis, HCI and Computers Human Behavior, Computers In Industry



## Conference Schedule

### **AETA International Conference on Computer Software and Applications, Engineering, Applied Science Research & Data Management (CSAD)**

Paris, France

November 09-10, 2019

09: 20 am - 09:30 am	Registration and Reception
09: 30 am - 09:40 am	Introduction of Participants
09: 40 am - 09:50 am	Inauguration and Opening address
09: 50 am - 10:00 am	Grand Networking Session
10:00 am 10:30 am	Tea Break

## **AETA International Conference on Computer Software and Applications, Engineering, Applied Science Research & Data Management (CSAD)**

**Day 01: Saturday  
November 09, 2019**

**Session 01: 10: 30 am 12: 00 pm**

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

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Presenter Name: Charles A. Rarick

Reference ID: DTBEL-NOV-04

Paper Title: Building Corporate Culture through Storytelling: The Case of Walmart

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Presenter Name: Prof. Wei Dong

Reference ID: ICBH-11-101

Paper Title: Re-Examining Chinese Classical Feng Shui Principles in Contemporary Design through Comparison with Green Design

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Presenter Name: Mijeong Kim

Reference ID: CBH-11-103

Paper Title: A Deleuzian Reading of Becoming-Plant in Han Kangs Writing: The Fruit of My Woman and The Vegetarian

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Presenter Name: Asmaa Al-Anzi

Reference ID: ICBH-11-104

Paper Title: Use of Social Media as Health Information Source

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

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Presenter Name: Jannusch

Reference ID: CSAD-011-P1

Paper Title: Evaluating the maturity of telematics to reduce Young Novice Driver Risk using the Behaviour of Young Novice Drivers Scale (BYNDS)

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Presenter Name: Sung Yooun Jin

Reference ID: CSAD-011-P5

Paper Title: A V2V-based Optical Camera Communication Data reception rate Improvement technique using Deep Learning Technology

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**Closing Ceremony & Lunch**

**(12:00 pm 01:00 pm)**

## **AETA International Conference on Computer Software and Applications, Engineering, Applied Science Research & Data Management (CSAD)**

**Day 02: Sunday  
November 10, 2019**

**Conference second day is reserved for participants own tourism activities.**

## **Conference Abstracts**

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

# Building Corporate Culture through Storytelling: The Case of Walmart

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The worlds biggest retailer grew into a very large and successful MNC based in part on the ability of its founder, Sam Walton, to develop an effective and powerful organizational culture. Especially in the early days of building the enterprise Walton told stories, and stories were told about Walton which built and reinforced the essential corporate values of Walmart. As Walmart expanded internationally many of these stories crossed international borders to establish the corporate cultures of the international subsidiaries and to maintain corporate culture consistency. This case study explores how storytelling helped create corporate culture at Walmart. Using both primary and secondary data, the case explores how storytelling helped to build the six key elements of a corporate culture and grow from a one unit company into one of the worlds largest corporations. The case explores the creation and dissemination of various stories which helped shape not only the corporate culture of Walmart but also enhanced its corporate reputation. Walmart storytelling made clear the important aspects of communication with multiple stakeholders including mission, morality, and modes of behavior. The case explores how these stories developed and how they helped shape the internal and external image of the company. While the case is not yet fully developed, enough evidence has been collected to report various stories which were told throughout the organization and beyond. The stories include incidents of how Sam Walton was told by Mr. J.C. Penney that he had no future in retail, how one of the worlds richest men chose to drive an old pickup truck and meet with his truck drivers at 4 AM to discuss what they would see in each store, and how rule breaking such as ESP or error some place was an accounting entry to avoid expensive auditing of small discrepancies. These and many more stories are discussed which circulated and taught the value of efficiency, persistence, humility, and the relentless pursuit of customer satisfaction. Corporate storytelling was a key element in building the culture of a small organization which was a very unlikely candidate to disrupt retailing. Corporate storytelling helped to shape the values of employees, to inspire them to greater things, and to create a public persona which propelled Walmart to the top of the Global 500 list of world companies.

**Index Terms:** Corporate, Storytelling, Walmart

## Prevailing Challenges in Business Diversification

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In the current business world, the economies need a major boost in regulatory policies to keep-up with the pace of technology advancement and environmental protection. The transformation from a conventional business system to digital world has been already accepted by the customer-base across the globe, irrespective of the industry. This is because of the ease of transactions, business transparency, on-time delivery of products & services, which are equally benefiting the customers and government entities. Digitalization in general can be termed as a by-product of E-commerce. However, much focus in implementing the digitalization education has not been given to the academic world in the developing and under-developed countries. In many of the undergraduate courses, E-commerce is currently an optional subject. But it has to be a mandatory subject in all Degree & Diploma programs, to ensure the students get hands-on modern business skills. Even if they have mastery skills in their functional area, lack of competency in E-commerce will pull them back to meet their career goals. Another important challenge is the ongoing campaign on plastic ban to protect the environment. During the last several decades, the industries have been relying on plastic materials as part of products packaging. Even though the bio-degradable substitutes are available in the market, the supply is very marginal to meet the demand. It is an alarming fact that the manufacturing process involving plastic related product is a multi-billion dollar industry, risking permanent pollution of the earth. The diversification to transfer their product lines into bio-degradable materials is not an easy task. Avoiding single-use plastic is an effective step being taken by various nations. To implement this effectively, a constant commitment from the fossil fuel companies to regulate plastic production is needed, combined with a support from the governments in the form of grants and subsidies.

**Index Terms:** Challenges, Diversification, Industry

# Re-Examining Chinese Classical Feng Shui Principles in Contemporary Design Through Comparison with Green Design

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Currently, one of major concept of design practices is Green design for the built environment. Both Green Design and Feng Shui principles are concerned with nature, energy, and cycle. Nature, in Green Design principles, refers to the physical environment such as water, soil, air, and so on. Feng Shui principles include both natural elements and their cultural meaning. From the different theories of nature on water, soil, and air, we may see that the ecological approach used by Green Design emphasizes protecting the natural environment and peoples health; the cultural approach used by Feng Shui emphasizes building an auspicious place for people. Energy, in Green Design principles refers to material energy, which could be tested or measured by quantitative methods. In Feng Shui principles, it refers to invisible energy such as Yin and Yang energy and Metal, Wood, Water, Fire, and Earth energy which could be sensed by people. The main design purpose of Green Design for energy is energy efficacy and the main design purpose of Feng Shui for energy is energy balance. From design application on architecture arrangement, site management, energy control, windows and doors, it is obvious to see that Green Design emphasizes reducing material energy consumption and Feng Shui principles emphasizes aesthetic patterns with balancing the invisible energies. Cycle, in Green Design, refers to a series of transformations including production phase, construction phase, operational or consumption phase and recovery phase; in Feng Shui principles, it means Productive Cycle, Destructive and Neutral Cycles of Five Elements. Through different cycling theories on materials, water, air, heat, roof and wall, Green design encourages people to use renewable resources such as wood, bamboo and so on. Feng Shui encourages people to use materials that could provide auspicious feeling according to the balance of Five Elements. Since Green Design will be the major consideration for the built-environment in the future, we will examine how Feng Shui principles could be used in the contemporary designs principles and practices through comparison with Green Design.

**Index Terms:** Feng Shui, Green Design, Nature, Energy, Cycle, Design Principles and Practices

## **A Deleuzian Reading of Becoming-Plant in Han Kangs Writing: The Fruit of My Woman and The Vegetarian**

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Since the English language version (translated by Deborah Smith) won the 2016 Man Booker International Prize, Han Kang and *The Vegetarian* have attained worldwide attention. In Hans novels, female characters tend to develop and assert a sense of personal identity through eating disorders. This paper in particular notes that the female leading characters refusal to eat leads to their becoming-plant, in Hans two texts, *The Fruit of My Woman* and *The Vegetarian*. In both texts, the becoming-plant of the women who are awakened to and thus struggle to escape from their unbearable reality, the reality of oppression, violence, and human cruelty, is paradoxically their way of seeking their true selves. Even though we cannot say that Han is an ecofeminist and a Deleuzian, the main themes of her works are in line with the logic of ecofeminism and Deleuze and Guattaris theory, which claims that we must resist structural and institutional violence and recover/reconstruct the conditions of peaceful, respectful, and harmonious coexistence between men and women, mankind and nature. To explore the trajectories of the female lead characters desires and struggles to escape from the misery of existing reality, this paper reads the theme of becoming-plant in *The Fruit of My Woman* and *The Vegetarian* based on Gilles Deleuze and Felix Guattaris distinctive concept of becoming (particularly becoming-woman). This aim will accord with Hans intent to provoke readers to engage in self-reflexive, open-ended, and future-oriented inquiries about human violence and to awaken awareness of the ethics of vegetability.

**Index Terms:** Han Kang, *The Fruit of My Woman*, *The Vegetarian*, Becoming-Plant, Deleuze and Guattaris Becoming-Woman



## **Conference Abstracts**

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

# Evaluating the maturity of telematics to reduce Young Novice Driver Risk using the Behaviour of Young Novice Drivers Scale (BYNDS)

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Young novice drivers are one of the most relevant risk groups around the world. In Germany, in 2016, nearly 66,000 road traffic accidents lead to death or injury for young novice drivers aged 18 to 24. Telematics is a widely discussed approach to monitor, examine and reduce risky driving behaviour. It uses different big data sources to understand risky driving behaviour and to provide accurate feedback to facilitate safe driving. Problem: So far, research has only focussed on isolated risky behaviours (e.g. speeding) to highlight the value of telematics within the young driver population. A broad picture of the opportunities of telematics to manage young novice drivers risk does not exist, yet. This research tries to close that knowledge gap. Methodology: In order to evaluate the maturity of telematics to reduce young novice drivers risk, this research correlates telematics-based risk management with a risk profile of German Young Novice Drivers. The risk profile is based on the German version of the Behaviour of Young Novice Drivers Scale (BYNDS). Results: [tbd] Implications: With our approach, we can help practitioners and researchers to optimize risk-profiling and risk-management via telematics within the group of young novice drivers.

**Index Terms:** Telematics, Young Novice, Drivers Scale (BYNDS)

# A V2V-based Optical Camera Communication Data reception rate Improvement technique using Deep Learning Technology

Sung Yooun Jin <sup>1\*</sup>, Dong Nyeok Choi <sup>2</sup>, Ju Hee Lee <sup>3</sup>, Byung Wook Kim <sup>4</sup>

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In the Vehicle-to-Vehicle communication technology for safe driving, the light camera communication technology which can transmit and receive information by using the LED light source and camera of the recently generalized vehicle can be utilized. In order to receive data from other vehicles, the vehicle Lamp in the image should be detected as the ROI area, which is the area of interest. However, it is difficult to detect all ROI regions accurately in each frame of the image using optical camera communication technology, which reduces the reception rate. To overcome these problems, we used YOLOv2, a deep learning technology, for ROI detection in existing optical camera communication technology. The results of outdoor experiment showed that the vehicle Lamp region of interest was detected in all frames to improve the reception rate of the data, thereby providing more accurate vehicle-to-vehicle communication.

**Index Terms:** Vehicle-to-Vehicle(V2V), Visible Light Communication (VLC), Optical Camera Communication (OCC), You Only Look Once (YOLO), Region Of Interest (ROI), Image Processing

## Upcoming Events

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