Beat: Technology

7th WORLD CONFERENCE ON APPLIED SCIENCES, ENGINEERING AND MANAGEMENT

The American Business School IN PARIS

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USPA NEWS - Was held on October 26, the "7th World Conference on Applied Sciences, Engineering and Management". The Theme for this Year : "Entrepreneurship And Technology". It was in partnership with BRCORP, IPI School of IT Engineering and Conference World. Many Researchers were attending the WCSEM, coming from India, Japan, Malaysia, South Africa, Botswana, France, United Kingdom, United States of America, Morocco,...

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* In 2017, Paris won the Award for Innovation from the EU
* In 2017, the President Emmanuel Macron inaugurated Station F, thus propelling Paris as the world capital for Startups
* In 2017, France became the Most Influential Country in the World in terms of Soft Power, in other Words, in its Ability to convince and influence through Non-Coercive Methods like Culture and Digital, according to the SoftPower30 Report.

Technologies are Rules and Ideas that direct the Way Goods and Services are produced.1 Technological Inventions are New Rules and Ideas about what to produce and how to do it. Technological Innovations result when New Rules and Ideas find Practical Use through being applied and/or commercialized by Entrepreneurs.

Today we live in a Technological “˜Age´ and Global Economy where Competition has become Knowledge-Based. In Modern Theories of Growth and Development Technological Innovation has taken the Centre Stage. Moreover, there is Growing Interest in the Relationship between Technological Innovation / Entrepreneurship and how it can promote Global Growth and Development.

Creativity and Innovation within a Well-Run Companies have always been recognized as a Sure Path to Success. Stimulating Creativity and exploring completely New and Unknown Before Territories lead as Result to increasing the Productivity of the Organisation. Encouraging the Employees to think Outside of the Box and giving them Time and Resources to explore New Areas for Innovative Ideas is the Key to Cost-Effective Business Solutions.

Not Every Idea will be a Success, but Big Breakthroughs won´t occur if the Company plays it Safe. Executives need to be Comfortable with Failure, and give Employees the Freedom and Flexibility to experiment with and explore New Opportunities. Companies that reward Creativity show they value it, inspiring Individuals within the Organization to pursue Untested Theories and Concepts. It is also worth considering building an Innovation Team within your Organization, whose Role is to tap into Creative Energies to develop New Products, Services, or Processes within an Organization.

If you ask anyone on the Street to describe the Term “Entrepreneur,“ they will tell you that it is Someone who starts a Business. If you ask them to describe Some Characteristics of an Entrepreneur, they will throw out terms like “Visionary,“ “Leader," and, possibly, “Hero". They will describe an Entrepreneur as a Risk-Taker, Aggressive, Influential, Creative, Opportunistic...This Depiction is only Partially Correct. All of Us are Entrepreneurs. We are all born with the Innate Ability to survive ; and survival involves Innovative Thinking... We are selling Ourselves Short if we do not define Ourselves as Entrepreneurs. When we think Innovatively and act on that Innovation, we are Entrepreneurs.

While there are a Number of Ways to define Culture, put simply it is a Set of Common and Accepted Norms shared by a Society. But in

an International Business Context, what is Common and Accepted for a Professional from one Country, could be very Different for a Colleague from Overseas. Recognizing and understanding how Culture affects International Business in three Core Areas : Communication, Etiquette, and Organizational Hierarchy can help you to avoid Misunderstandings with Colleagues and Clients from Abroad and excel in a Globalized Business Environment. Effective Communication is Essential to the Success of any Business Venture, but it is Particularly Critical when there is a Real Risk of your Message getting “Lost In Translation.“ In many International Companies, English is the De Facto Language of Business. But more than just the Language you speak, it´s how you convey your Message that´s Important.

As Businesses begin to prioritize Women´s Empowerment, they should be careful not to make it a “Niche“ Issue that only the Sustainability Team or Executive Leadership Addresses. Defining Corporate Priorities for Women´s Empowerment requires a Strategic Approach that weighs both Existing Initiatives and Company Priorities. Once Companies have made the Decision to prioritize Women´s Empowerment, they should define how to support Women through their Core Activities. Promoting Decent and Empowering Jobs for Women throughout the Value Chain. Good Jobs drive Business Success by allowing Companies to attract and retain the Best Talent, which provides the Foundation for Innovation, Operational Excellence, and Stability of Supply. Ensuring Employees along the Full Value Chain are Healthy, Respected, and Well-Paid Results in Reduced Absenteeism, Higher Productivity, and Better Relations between Workers and Management.

PROGRAMME on October 26, 2018

- Opening Ceremony

- Plenary Talks
* Mitigation of Acid Mine Drainage in Underground Mines using Industrial By-Products
* Usability Analysis of Online based Transportation using Unified Theory of Acceptance and Use of Technology
* Study on Influence of Salinity in Gurupura Estuary Sand on Durability of Reinforces Cement Concrete
* Effect of Injection Velocity on Thermal-Fluid Diffusion in Free Jet from Annuar Channel

- Session 1 :

* Keynote : Increase of Natural Soil CO2 Emissions
* Investigation of Groundwater Quality in Relation to Iron and Manganese in Pepel-Northern Sierra Leone
* Investigation of the Potential of Polyvinyl Alcohol as an Inhibitor of Spontaneous Combustion of Low Rank Coal
* A Study on Microstructure of SCC when subjected to Thermal Cycle
* A Simple Heuristic fo Solving one Stage Multimodal Fixed-Charge Transportation Problems
* Experimental Determination of Permeability of Filter Material based on Controlling Constriction Size
* Strength Characteristics of Geo-Polymer Mortar

- Session 2 :

* Keynote : Investigation on Diffusion between Liquid Tin and Substrates for Electronic Applications
* Analytical Evaluation of Thermal Stresses in Functionally Graded Material Plates using First Order Shear Deformation Theory (FSDT)
* Design and Development of a Solar Water Purifier
* Analysis of the Performance of an Aeronautical Ecosystem : Case of an Excosystem in Process of Industrialization
* Evaluation of Microbial Load in the Processing of Coffee Cherry relating it's Economic Loss
* Recognition and Detection of Object using Graph-Cut Segmentation
* A Distributed Approach based on Transfer Graph Model for resolving Time-Dependent Multimodal Transport Problem

- Session 3 :

* Keynote : A Study of E-Banking in India : with Special reference to New Private Sector Banks
* Human Resource Management in Multinational and Domestic Enterprises : A Comparative Analysis
* Managing Intercultural Differences in a Serious Game
* Agile Governance for Information Technology
* Impact of Quality Managmenet on the Firm Performance at Moroccan Companies

* Value of CEO Share-Ownership and Earnings Managmenet : Evidence from India
* Role of Small Holders Livestock Production System on Women Empowerment with Reference to the North Malabar Region of Kerala State
* Value Maximization and Profit Maximization of a Firm
* Higher Education in India : Challenges and Opportunities

OPENING CEREMONY
Speakers :
“¢ Prof. Fady FADEL Ph.D - Dean of The American Business School of Paris
“¢ Mr Nicolas RIBOLLET - Governing Council Member, IFCCI - Partner & National Leader, French Desk, Mazars India
“¢ Mr Roger SERRE - Founder IGS University
“¢ Mr Harshavardhan ERRA - Director Technical BRCORP

PLENARY TALKS
Guests :
“¢ Prof. Shuichi TORII - Kumamoto University JAPAN
“¢ Prof. Amde M. AMDE - University of Maryland USA
“¢ Prof. Aliyadi YANURI - Universitas Muhammadiyah Ponorogo INDONESIA
“¢ Prof. Prakash K.E. - Shree Devi Institute of Technology INDIA.

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