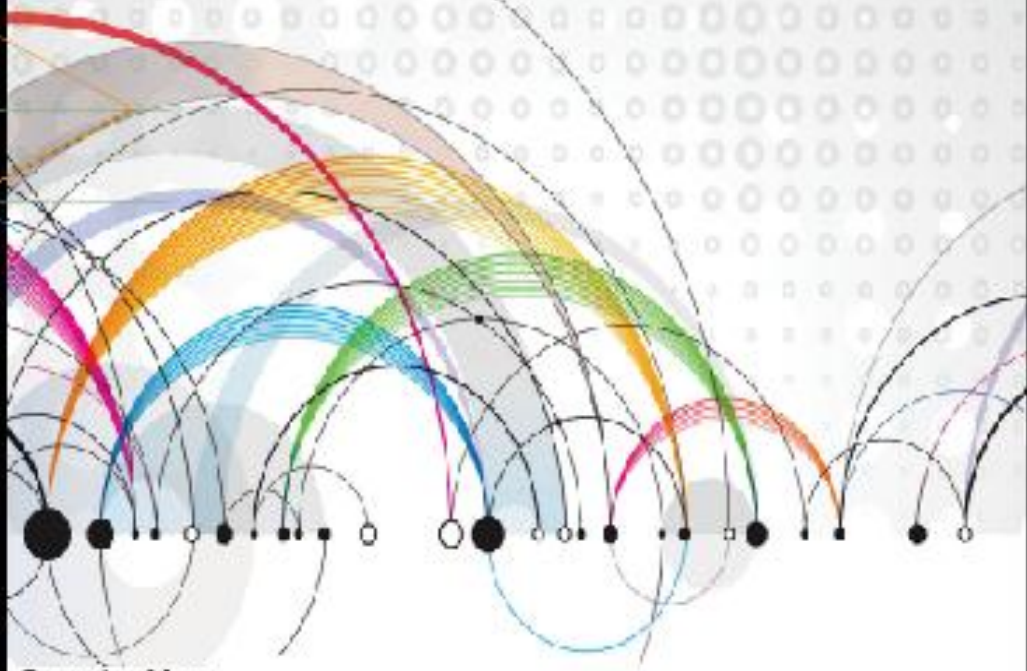


5th International Conference On
Trends in Multidisciplinary
Business and Economic Research
TMBER

SYDNEY, AUSTRALIA

MARCH 23-24, 2018



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5th International Conference on “Trends In Multidisciplinary Buisness and Economic Research”(TMBER- March, 23-24, 2018)

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Global Illuminators, Kuala Lumpur, Malaysia.



TMBER 2018

Conference Proceeding

Book of Abstracts

**5th International Conference on
“Trends In Multidisciplinary Business and Economic
Research” (TMBER -2018)”**

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Country Director (Global Illuminators Iraq)

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



5th International Conference on “Trends In Multidisciplinary Business and Economic Research” (TMBER - 2018) serves as a 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 regional and global challenges faced by our societies. 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. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face, and interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards, and helping the participants in publishing their research in affiliated journals. Also, special thanks to all the session chairs from industry, academia, and policy-making institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as keynote speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. 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 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 to the betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

Type of TMBER Papers

For this year, TMBER has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researchers and are reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute to the scientific body of knowledge. On the contrary, Insight papers meet the needs of policymakers and professionals and are reviewed on the basis of high practical standards. The objective of the Insight is to identify the real-world problems and how they can be solved with the help of information systems.

Reviewing Criteria

In TMBER, all papers are judged on the same criteria (relevance, significance, originality, validity, and clarity). However, some criteria differ between the Research papers and the Insight papers.

Relevance: Relevance has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

Significance: Knowledge in different researches in the conference is related to research papers and insight papers.

Originality: Ideas that are new for the researchers are used in the conference.

Validity: Research papers in the conference are based on theory while the Insight papers in the research are based on experimental researches. References are according to the content.

Clarity: Papers are according to the format, and language is easy and understandable by the audience in the conference.

Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
44	28	6	10	63%

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Acknowledgment

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee, and representatives of the TMBER board and their helpers. We also want to thank all the Track Chairs and reviewers, as well as all the members of the Scientific Committee, for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the TMBER tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.),
and Muhammad Abbas (Ph.D.)

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KEYNOTE SPEAKER

Dr. Bishnu Prasad Gautam



Dr. Bishnu Prasad Gautam graduated from Shinshu University, Nagano, Japan. He is currently a full professor of Wakkanai Hokusei Gakuen University, Hokkaido, Japan. He is also a head of International Department of the same University. His major subjects of teaching include Computer Networks, Advanced Network Management Theory, Advanced Network Monitoring Theory, Renewable Energy & Technology and many other computer science related subjects. Dr. Gautam's research interests include community wireless networks, network security, IoT (Internet of Things), traditional knowledge and Smart Community etc. He has done extensive survey of Wakkanai City of Japan in order to recommend a design and implementation of smart community and its network model in 2012. He has published over 40 technical papers at premium international journals and conferences, which include papers published in top IEEE and its related conferences like AINA and NaNA. Dr. Gautam was the winner of the Best Presentation Award 62nd Intelligent Transportation Systems and Smart Community Research Workshop organized by IPSJ-SIG, Japan and also the winner of incentive award in the same conference. He is a member of IEEE, a member of IPSJ and IAENG.

TMBER 2018 Tracks’ Chairs

Business, Management and Economics Studies

Bishnu Prasad Gautam & Keith Akiva Lehrer

Social Sciences & Humanities

Hema Soondram & Muruganantham Ganesan

Engineering & Technology Studies

Esat Hasani & Ilir Kraja

TMBER 2018 Workshop

“How To Improve The Quality Of A Research Article And Get It Published In Scopus/ISI Indexed Journals”

Trainer: Dr. Md Abdul Alim (Ph.D.)

In this workshop, we will discuss how to improve the quality of a research article and get it published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop, trainer will shed light on how to identify a hot research topic, how to find a research gap, importance of a catchy Research Paper Title, what reviewers are looking for in a research article, what editors are expecting from authors, major reasons for article rejection by good journals, steps and tips to improve article quality and content, and finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about the publication process.

Best Paper Nominee List

Impact of Arab Islamic Culture on Employees’ Effectiveness from the Employees’ Perspective in Commercial Banks: Case of the Hashemite Kingdom of Jordan

Buthina Alobidyeen^{1}, Hefin Rowlands², Brychan Thomas³, Dr. Caryn Cook⁴*

^{1,2,3,4} University of South Wales, UK

Content Analysis to Exploring the Positive and Negative User-Generated Content of Online Travel Purchases Via Booking.Com in Taiwan

Shih-Ting Yu^{1}, Chih-Ping Chen*

^{1,2} Yuan Ze University, Taoyuan, Taiwan

Disconnect Between Parents’ Values for Saving and Actual Savings Behavior: Impact on Children’s Education and Financial Decision-making

Diane Masuo^{1}, Michael Cheang²*

University of Hawai’i at Mānoa, Honolulu, U.S.A

Hybrid PCM and Transparent Solar Cells in Zero Energy Buildings

Akram W. Ezzat¹, Ihab A. Wahb², Zainab A. Wahbi³

¹University of Baghdad, Baghdad – Iraq

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The Effects of Women’s Health Nursing Section Team-Based Learning on Self-directed Learning Ability, Learning Attitude, and Problem-Solving Ability

Cha Mi-Youn

Uiduk University, South Korea

Enhancement of Traditional Knowledge with Modern Mind— A Case Study of Aamako Janto, an Eco-Friendly Agro-device in IoOT (Internet of old Things)

Bishnu Prasad Gautam¹, Bhagawan Rokaha², Krishna P. Bhattarai³

^{1,2,3} Wakkanai Hokusei Gakuen University, Japan

Developing Happiness Index for Higher Education Institution Faculty: Controlling Decision to Quit

Marria Hassan¹, Syed Muhammad Javed Iqbal²

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TMBER 2018 Best Paper Award Winner

Impact of Arab Islamic Culture on Employees’ Effectiveness from the Employees’ Perspective in Commercial Banks: Case of the Hashemite Kingdom of Jordan

Buthina Alobidyeen^{1}, Hefin Rowlands², Brychan Thomas³, Dr. Caryn Cook⁴*

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CONFERENCE PROGRAM

DAY 01 Friday (March 23, 2018)

Welcome Reception & Registration

8:00 am – 8:30 am

Opening Ceremony (08:30 am –09:25 am)

Venue: Room 1

08:30 am – 08: 40 am	Welcome Remarks – Mr Wilson Dr. Md Abdul Alim	Manager Operations Global illuminators
08:40 am – 08:50 am	Opening Speech – Dr. Farooq Ahmad Jam (Ph.D.)	Conference Chair- TMBER-2018 Executive Director Global Illuminators
08:50 am – 09: 05 am	Keynote Speech- Dr. Bishnu Prasad Gautam	Professor of Wakkanai Hokusei Gakuen University, Japan
09:05 am - 09: 25am	Group Photo & Award Ceremony	

Grand Networking Session and Tea Break (09:25 am – 09:45 am)

DAY 01 Friday (March 23, 2018)

Session 1 (09:45 am – 12:00 pm)

Venue: Room 1

Session Chairs: Bishnu Prasad Gautam & Keith Akiva Lehrer

Track: Business, Management and Economic Studies

TMBER-18-107	Impact of Arab Islamic Culture on Employees’ Effectiveness from the Employees’ Perspective in Commercial Banks Case of the Hashemite Kingdom of Jordan	Buthina Alobidyeen
TMBER-18-115	The Effect of Corporate Taxes on FDI in Africa	Hema Soondram
TMBER-18-135	Private Label Brands – Effect of Brand Attitude on Trust and Loyalty among Indian Consumers	Muruganantham Ganesan
GISSPBM-18-106	Prospects of Success of Managers With Nietzschean ‘Master’ & ‘Slave’ Moralities in the Corporate Sector of Karachi	Asima Faisal
GISSPBM-18-107	Breaking Women’s Body Myths: How Taiwanese Women’s Body Images are Portrayed on Facebook	Yi Yin Lin
GISSPBM-18-108	Use Content Analysis to Explore the Positive and Negative User-Generated Content for Online Travel Purchases Via Booking.Com in Taiwan	Shih Ting Yu
GISSPBM-18-112	Smart Growth For St. James: A Negotiation Simulation for Innovative and Effective Cross-Disciplinary Learning In Business Schools	Craig B Barkacs Linda L Barkacs

DAY 01 Friday (March 23, 2018)

Session 2 (12:00 pm – 01:00 pm)

Venue: Room 1

Session Chairs: Esat Hasani & Ilir Kraja

Track: Engineering and Technology Studies

TMBER-18-118	Hybrid PCM and Transparent Solar Cells in Zero Energy Buildings	Akram W. Ezzat
TMBER-18-122	Enhancement of Traditional Knowledge with Modern Mind – A Case Study of Aamako Janto an Echo Friendly Agro-Device in IOOT (Internet of Old Things)	Bishnu Prasad Gautam
TMBER-18-125	Study of Enzyme Purification Method and Growth Pattern for Pseudomonas Putida in Mercury Removal	Abdul Aziz Mohd Azoddein
TMBER-18-133	Data Collection on the Fly through Web Scraping Technique in STPF (Smart Tourism Process Framework)	Bishnu Prasad Gautam

Lunch Break (01:00pm – 02:00pm)

DAY 01 Friday (March 23, 2018)

Session 3 (02:00 pm – 03:30 pm)

Venue: Room 1

Session Chairs: Hema Soondram & Muruganantham Ganesan

Track: Social Sciences & Humanities

TMBER-18-120	The Effects of Women’s Health Nursing Section Team Based Learning on Self-Directed Learning Ability, Learning Attitude and Problem Solving Ability	Cha, Mi-Youn
GISSPBM-18-116	Enhancing Student Learning Experience in Blended Classroom Teaching	Y. Lakshmi Malroutu
GISSPBM-18-117	Disconnect between Parents’ Values For Saving and Actual Savings Behaviour: Impact on Children's Education And Financial Decision-Making.	Diane M Masuo
GISSPBM-18-119	Gatekeeping –Then and Now	Keith Akiva Lehrer
SHSS-MAR-104	Exploring Relationship between Emotional Competencies and Project Success: Evidence from Social Sector Projects	Riaz Ahmed
SHSS-MAR-107	The Local Production for Local Consumption and the Cooperative Relationship Between Japanese Sake Brewers and Rice Farmers	Susumu Yamaguchi
SYD-138-101B	Exploring Processes that are used for Managing Knowledge in the Higher Education Environment: A Case Study in a Queensland Regional University'	Atheer Abdullah Mohammed

Tea Break (03:30 pm – 03:45 pm)

DAY 01 Friday (March 23, 2018)

Workshop Session (03:45pm – 05:00 pm)

Venue: Room 1

“How to Improve the Quality of Research Article and get published in Scopus/ISI Indexed Journals”

Trainer	Dr. Md Abdul Alim (Ph.D.)
Participants	All Participants

In this workshop, we will discuss how to improve the quality of research article and getting published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop trainer will shed light on how to identify a hot research topic, How to find a research gap, Importance of a catchy Research Paper Title, What Reviewers are looking in research article, What editors are expecting from authors, Major Reasons of article rejection in good journals, Steps and tips to improve article quality and content and Finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about publication process.

Closing Ceremony (05:00 pm – 05:30 pm)

LIST OF CONFERENCE ATTENDEES

The following scholars/practitioners/educationists don’t have any paper presentations; however they will be attending the conference as delegates and observers.

ID	Name	Affiliation	Country
TMBER-18-138	Mr. Esat Hasani	Isaku-Hasani Group	Albania
TMBER-18-139	Mr. Ilir Kraja	Ministry of Infrastructure and Energy of Albania	Albania
TMBER-18-127	Mr. Reynaldo	Pactil Green Farm	Philippines
TMBER-18-143	Ali Saleh Alyami		Australia
SHSS-MAR-112A	Lohithsandeep Pammidimarry	Tech Indya It Services Pvt. Ltd.	India
SHSS-MAR-115A	Sai Ramana Reballi	Tech Indya IT Services Pvt Ltd	India

DAY 02 Saturday, (March 24, 2018)

“CITY TOUR”

**Gathering of Participants at the Lobby of Rydges Camper down,
Sydney Australia at 01:00pm**

Departure: 01:30 pm for City Tour

at Rydges Camper down, Sydney Australia at 09:00 pm

Important Note: This tour is organized by Global Illuminators and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk on day 1 of conference.



TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES



Impact of Arab Islamic Culture on Employees' Effectiveness from the Employees' Perspective in Commercial Banks: Case of the Hashemite Kingdom of Jordan

**Buthina Alobidyeen^{1*}, Hefin Rowlands², Brychan Thomas³,
Caryn Cook⁴**

^{1,2,3,4} University of South Wales, UK

Abstract

This paper presents part of an in-depth theoretical and practical analysis of the influence of Arab Islamic culture on employees' effectiveness in Jordanian commercial banks. It considers two of the Islamic values: Intention (Neyyah) and Justice Trust (Amana) from the employees' perspective. The impact of religion on management practices and its role in human behaviour within work organizations have been largely ignored (Ababneh and Abramenko, 2016). This work seeks to fill part of this gap by considering its influence on organizational performance in general and employee's effectiveness in particular. In a country, such as, the Hashemite Kingdom of Jordan, religion plays an important role in everyday life, being supported by the Government. Interest is in the prevalent behaviour at work and beyond. The question is: 'what' is significantly influenced by a high degree of commitment to religious practices?' This paper explores the relationship between the dominant religion and management practices in paying particular attention to Arab Islamic culture and employees' effectiveness. This is an important sector to study, as it plays a key role in supporting societies and is arguably the most important service sector affecting the Jordanian economy. Data were analysed from managers, assistant managers, divisional heads, branch heads, and other employees from five commercial banks in the Hashemite Kingdom of Jordan with a sample size of 174. Multiple regression analysis and other statistical tests were utilised to test research hypotheses. The empirical results of the research show there is no statistically significant effect of Intention (Neyyah) and Justice Trust (Amana) on HR performance in the commercial banks in Jordan.

To be Continued.....



To be Continued.....

Keywords: Islam, Human Resources, Islamic culture, Hashemite Kingdom of Jordan

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The Effect of Corporate Taxes on FDI in Africa

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^{1,2} University of Mauritius, Mauritius

Abstract

The inflows of Foreign Direct Investment are very often perceived as a vehicle of economic growth. Hence, various countries worldwide are striving to attract more Foreign Direct Investment. Even the Sub-Saharan African countries have been playing a very active part in this race. However, as opposed to other parts of the world, the SSA countries have not been very successful in attracting large amounts of FDI. Hence, the main objective of this study is to analyse the different determinants of FDI in SSA while laying particular emphasis on the corporate income tax rate. It is an instrument that is widely used by SSA countries to draw FDI inflows. A regression is conducted on 22 countries in the SSA region for the period 2004-2015. Results from the analysis show that the market size, trade openness, and political stability have a positive significant impact on attracting inwards FDI to SSA, with trade openness being the most prominent one. On the other hand, infrastructure has a significant inverse relationship with the level of FDI inflows. As far as the exchange rate and the tax rates are concerned, it is found that they have no statistically significant impact on FDI inflows to SSA.

Keywords: FDI, FDI determinants, Corporate Income Tax Rate, Sub-Saharan Africa

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Private Label Brands – Effect of Brand Attitude on Trust and Loyalty among Indian Consumers

Muruganantham Ganesan^{1*}, Priyadharshini Kanji²

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Abstract

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. India is the world's fifth-largest global destination in the retail space. Modern retail formats have immense potential, since India has the second largest population with affluent middle class, rapid urbanisation, and growth of internet. Private label (In-store brand) strategy is playing a dominant role in organised retailing. The challenges of introducing acceptable "private label" brands in food and grocery retailing require understanding the purchasing behaviour of women consumers. The aim of the paper is to study the effect of private label brand attitude on trust and loyalty formation among the women consumers in Indian. Data were collected from 428 women respondents who bought private label brands in food and grocery sector. The research findings indicate that there is a significant relationship between private label attitude and purchase intention. Research outcome also shows that there is a significant relationship between the perceived risk consciousness, perceived familiarity, perceived brand image, and private label attitudes. In comparison to other factors, perceived quality is playing a dominant role to influence attitude and purchase intention. This illustrates that the quality of Private label is an important determinant to increase the demand. The trust and loyalty of a private label brand depend on the purchase intention. This study provides useful insights to formulate consumer-driven and market-driven strategies for the success of Private Label brands.

Keywords: Private Label, Store Brand, Food and Grocery, Attitude, Trust, Indian Women

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Prospects of Success of Managers with Nietzschean 'Master' & 'Slave' Moralities in the Corporate Sector of Karachi

Asima Faisal*

Institute of Business Management, Karachi, Pakistan

Abstract

German philosopher Friedrich Wilhelm Nietzsche (1844-1900) postulated that people could be divided into two groups: those possessing Master moralities and those with Slave moralities. Each type of person has certain qualities, characteristics, ideologies, and methods of dealing with everyday situations. This research paper applies the concept of Master & Slave moralities to the personnel working in the corporate sector of Karachi to observe their prospects of success. A questionnaire was designed to gauge which morality characteristics the study subject displayed more, then that was compared to the person's position in an organization to see which morality was more prevalent at higher management levels, and whether the association was significant. Results showed that despite of the leadership-like qualities of those with Master moralities, the proportion of Slave moralities was significantly more at senior management levels of the corporate sector of Karachi. There were more Master morality-personnel present at the first-line level of corporate institutions. These findings are in line with the increasing focus on democratic and adaptable leadership instead of autocratic leadership styles in contemporary organizations.

Keywords: Master Morality, Slave Morality, Prospects

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Breaking Women Body Myths: How Taiwanese Plus Size Women Portrayed Body Image on Facebook

Yi-Yin Lin^{1*}, Chih-Ping Chen²
^{1,2} Yuan Ze University, Taoyuan, Taiwan

Abstract

In Taiwanese society, women are constantly bombarded with the images of thin bodies as a feminine ideal meant to attract male attention in traditional media (e.g., TV, newspaper, magazine, etc.). Plus size women are definitely a minority in Taiwan, but they have a right to live with their own ways and styles. With the emergence of social media (e.g., Facebook, YouTube, Instagram, etc.) to develop personal branding and parasocial interactions with the viewers, social media have become a platform for the influencers to interact with the followers. In this study, Facebook has been chosen and considered as a research platform to observe both influencers' and followers' behavior. Women are empowered and now afford many opportunities to liberate themselves from a traditional perspective of gender body stereotypes and scripts based on Taiwanese cultural values and norms. In this regard, plus size women can present their "real" bodies and share with others in a way that is true to themselves. This research aims to understand whether plus-size Taiwanese women can be liberated to freely present their bodies and interact with other audiences/followers when Facebook offers freedom for them to escape from cultural female body stereotypes or constraints. In methodology, we used the in-depth interview. Overall, the findings suggest that the cultural gender values still slightly impact plus size women presenting on Facebook.

Keywords: Plus Size Women, Culture value, Facebook, Parasocial Interaction, Personal Branding

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Content Analysis to Exploring the Positive and Negative User-Generated Content of Online Travel Purchases Via Booking.Com in Taiwan

Shih-Ting Yu^{1*}, Chih-Ping Chen²

^{1,2} Yuan Ze University, Taoyuan, Taiwan

Abstract

The user-generated content created by individual web users has been an important index for travelers to make decisions regarding online hotel booking. In recent years, there have been more and more websites created for online hotel reservations that allow users to search for and compare a variety of hotels at one time. Booking.com is a well-known website and has experienced a rapid rise to dominance in the online travel market. Booking.com uses data collected from web users to accurately predict what their customers want. For example, the customers can use different kinds of criteria, such as, reviews to examine their different booking options. Therefore, Booking.com is the primary platform used for this study. This study will specifically focus on Taiwanese travelers moving to Japan which is consistently the most popular travel destination for Taiwanese travelers, according to the data collected by the Taiwanese Tourism Bureau. Previous Western scholar's study referred to the consumers who consider a lot of factors when they are booking accommodation, for example, cleanliness, location, room rate, service quality, security, and the reputation of the hotel (Sohrabi, Vanani, Tahmasebipur, & Fazli, 2012). In contrast, Asian scholar Satoko (2015) referred to culture, natural scenery, and tourist attraction also influencing consumers. Therefore, this study argues that Taiwanese travelers will consider different factors when they are making a reservation through this online booking site. For methodology, we collected data by data mining and analyzed data with content analysis. This study will provide some suggestions to the tourism industry in the future, for example, applying big data to customize the user experiences for precision of marketing programs based on different nationalities.

Keywords: User-Generated Content, Online Review, Online Hotel Booking, Booking.Com

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Smart Growth for St. James: A Negotiation Simulation for Innovative and Effective Cross-Disciplinary Learning in Business Schools

Craig B Barkacs¹, Linda L Barkacs^{2*}
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Abstract

Smart Growth for St. James is a highly competitive team negotiation with extraordinary integrative potential. St. James (a fictional city) has experienced a growth pattern of sprawl at the expense of its urban core. Recent efforts to revitalize the urban core have met with some success, but various interest groups throughout the area are calling for a more comprehensive approach to St. James future development that best answers the question: “How can we create compact and efficient growth patterns that are responsive to the needs of people at all income levels and also help maintain our region’s quality of life and economic competitiveness?” This exercise provides highly adversarial and contentious roles for the participants and challenges them to undertake thorough planning, balance competing political interests, deal with difficult people, engage in conflict resolution, resist satisficing, engage in problem-solving, and find creative solutions to meet the parties’ interests. The debrief provides an excellent opportunity to discuss leadership issues, ethical considerations, the management of a negotiation team, and the psychology of working together in a team. Moreover, the classic developer community versus environmentalist dynamic at play in this simulation enjoys substantial real-world validation and application. It has been successfully utilized in undergraduate, graduate, and executive level training courses dealing with negotiation, conflict diagnosis and dispute resolution, and teams and leadership.

Keywords: Negotiation, Anchor, BATNA, Win-Win, Satisficing

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TRACK B: SOCIAL SCIENCES & HUMANITIES



The Effects of Women's Health Nursing Section Team-Based Learning on Self-directed Learning Ability, Learning Attitude, and Problem-Solving Ability

Cha Mi-Youn^{*}

Uiduk University, South Korea

Abstract

This study has developed a STBL (Section Team-Based Learning) program for women's health nursing education aimed at undergraduate nursing students and has investigated the effects of Women's Health Nursing STBL on self-directed learning ability, learning attitude, and problem-solving ability. A quasi-experimental nonequivalent control group pre/post-test design was used for participants (n=69) who were 34 people in an experimental group and 35 in a control group. Data were collected between September and October of 2017. The STBL program was operated for 50 minutes per week over six weeks in total and measured self-directed learning ability, learning attitude, and problem-solving ability for the participants. As a result, it has shown that the STBL program exerted a significant influence on the problem-solving ability of women's health nursing learning ($p<0.000$). Therefore, STBL needs to be performed to improve the problem-solving ability of nursing students rather than a lecture class.

Keywords: STBL (Section Team-Based Learning), Self-directed Learning Ability, Learning Attitude, Problem-Solving Ability

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Enhancing Students' Learning Experience in Blended Classroom Teaching

Y. Lakshmi Malroutu *
California State University, USA

Abstract

As educational technologies continue to expand, American higher education has witnessed radical transformation to provide students a more integrated and multi-dimensional educational experience. This convergence of technology and students' expectations of Generation Z has led to redefined learning and teaching models. While hitting the sweet spot of technology and learning, expectations may need more data and research. The balance can be optimized in blended classrooms. The paper will present different pedagogical models that incorporate active learning classroom teaching and technology and explore the advantages and challenges they present to both students and faculty. A practical framework to reimagine the role of technology in higher education and a student-centered ecosystem that creates engaging and empowering learning experiences will be presented along with examples of how faculty and institutions could be embracing technology to enhance students' outcomes.

Keywords: Technology-Enabled Teaching, Blended Classroom Learning, Student-Centered Environment. Active Learning Classroom, Students' Success and Outcomes

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Disconnect Between Parents' Values For Saving and Actual Savings Behavior: Impact on Children's Education and Financial Decision-making

Diane Masuo^{1*}, Michael Cheang^{2*}

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Abstract

Financial well-being can be elusive. When individuals lack financial knowledge, socialization, and personal characteristics, such as, self-discipline and thoroughness, they may not be able to make informed financial decisions later in life. Since children's savings have long-lasting effects on college entrance and graduation rates, this paper looked specifically at the relationship between parents' saving values and whether they opened a savings account for their child. Covariates including individual characteristics of the parents and household characteristics were examined to see if they were significantly related to whether or not a child's savings account was opened. Implications of the findings with respect to early intervention work with parents are discussed as are recommendations for future research with low-income families.

Keywords: Savings Attitudes, Savings Behaviour, Financial Decision-Making, Children's Savings

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Exploring Relationship between Emotional Competencies and Project Success: Evidence from Social Sector Projects

Riaz Ahmed*

Bahria University, Islamabad, Pakistan

Abstract

The importance of abilities and skills associated with emotional competencies has been recognized in project management literature. Project management practices have widely been adopted but project success is still a challenge for organizations. Project managers equipped with emotional competencies should be better in solving the challenges and problems to enhance project outcomes. The purpose of this study is to examine the relationship between project manager's emotional competencies and project success. Survey-based methodology and cross-sectional design will be adopted to collect data on projects from social sector in Pakistan. The respondents of this study were the project managers/project directors of information public sector projects. Different analysis methods and techniques were used to test reliability and validity of the constructs. Moreover, correlation and regression analyses indicated a significant relationship between project manager's emotional competencies and project success. The study provides implications and future directions for project managers.

Keywords: Emotional Competencies, Project Manager, Project Success, Social Sector, Pakistan

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The Local Production For Local Consumption and the Cooperative Relationship between Japanese Sake Brewers and Rice Farmers

Susumu Yamaguchi*

Mejiro University, Japan

Abstract

The aim of this study was to investigate the mechanism of focusing on the partnership between Japanese sake brewers and rice farmers. Firstly, I investigated the features of the cooperative relationship between the brewers and the farmers. I then examined how the partnership is built and shaped over time. Finally, how the partnership affects each agency's interpretations and behaviors was examined.

Keywords: Japanese Sake Brewers, Rice Farmers, The Local Production For Local Consumption, The Cooperative Relationship

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Exploring Processes that are used for Managing Knowledge in the Higher Education Environment: A Case Study in A Queensland Regional University

**Atheer Abdullah Mohammed^{1*}, Raj Gururajan²,
Abdul Hafeez-Baig³**

^{1,2,3} University of Southern Queensland, Australia

Abstract

This paper aims to investigate generated themes associated with Talent Management Processes (TMPs) in the Australian higher education sector. This is because there are practical benefits for universities focused on developing talents. For example, talent is a primary source of competitive advantage for educational organisations. Moreover, talent participates in increased rankings and profits of higher education organisations. The university's ranking is aligned with their talented employees who contribute significantly to university's performance by attracting new students and securing funds for further research. This study depends on the brainstorming and Focus Group (FG) methods as the main tools for data collection. The sample consisted of seventeen (6 brainstorming, and 11 FG) Information Communication Technology (ICT) managers who were working in the University of Southern Queensland (USQ). A high-level brainstorming session and FG session were transcribed and thematically analysed using NVivo 11. Eight key themes and seven sub-themes of TMPs were identified. The key themes were talent retention, talent development, leadership development, skills gap analysis, talent attraction, succession planning, performance management, and talent acquisition. This study is limited to a small sample size.

Keywords: Brainstorming, Focus Group, Talent Management Processes

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Gatekeeping –Then and Now

Keith Akiva Lehrer*

York University, Canada

Abstract

The history of gatekeeping will be examined from antiquity up to our contemporary era, with a view to shedding light on security issues for all human groups. The lens of examination will be variably focused –from socially microscopic (e.g., dyad grouping) to extremely ‘wide-angle’ (e.g., national, regional-international, and global-planetary). The paper will, thus, search for commonalities in both time and space, across a perhaps unusually broad spectrum, in the tradition Greek philosophers, early economic theorists, such as, Adam Smith, early sociologists and organizational theorists such as Max Weber, and in modern times interacting feedback systems, such as, Steven Johnson. The contribution of utopian and dystopian theory, via such authors as George Orwell, Aldous Huxley, H. G. Wells, and, more recently, Margaret Atwood, will be examined, within the conceptual framework of gatekeeping. Whilst security is seen to play a predominant role in the current political sphere, the question will be raised as to what, if anything, has changed in the perceived deep-rooted human need for gatekeeping. The military and social function of physical and human assets, such as, the drawbridge and the sentry of yore will be examined in the context of the historical role of the fortress city. The evolution of gatekeeping and its implications for organizational analysis and multiple facets of professional application will be examined, in light of the broader investigation. This will include accounting, auditing and financial systems, the changing blanket role of the legal profession, and the nascent pre-eminence of cyber-security systems in the face of global threats. Finally, the role of metaphor in language will be addressed, using ‘gatekeeping’ as a prime example throughout history, and referring to such diverse authors as Northrop Frye and Gareth Morgan.

Keywords: Gatekeeping, Now, Contemporary Era

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TRACK D: ENGINEERING & TECHNOLOGY SCIENCES



Hybrid PCM and Transparent Solar Cells in Zero Energy Buildings

Akram W. Ezzat^{1*}, Ihab A. Wahbi², Zainab A. Wahbi³

¹ University of Baghdad, Baghdad – Iraq

^{2,3} Jordanian University, Amman – Jordan

Abstract

Passive design is a basic element of a cost-effective zero energy building design. It is usually not purely passive but having energy conservation concepts and active mechanical renewable energy generation systems. This concept becomes a very interesting technique in countries that consume a lot of energy for their domestic sector. The purpose of the recent paper is to investigate the effect of hybrid construction material that merges phase change material, PCM walls for heat load minimization and transparent solar cells, and TSC in the windows for electricity generation for the purpose of illumination in such typical design. PCMs are substances in which the heat at the solid-liquid phase transition point is used for storing large amounts of thermal energy at a certain temperature, thereby increasing thermal comfort, while TSC's are substances that allow partial Sunlight penetration for illumination during day and use the other part for electricity generation at night. The paper introduces a typical architectural design for residential building that utilizes such type of constructional material for energy saving, and analyzes thermal effectiveness of using PCM and power production effectiveness of using TSC as a passive technique integrated with the zero-energy building envelope. Proper modeling tool has been used to investigate the impact of these materials on the thermal comfort perceived by the occupants. Results show that using such type of hybrid materials reduces annual energy consumption. It has been concluded that the passive structural heat isolation and power production material is a very effective manner in countries. like Iraq. which have severe temperature differences between summer and winter seasons.

Keywords: Phase change material, Transparent Solar Cells, Zero-Energy Building, Architectural Design

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Enhancement of Traditional Knowledge with Modern Mind – A Case Study of Aamako Janto, an Eco-Friendly Agro-device in IoOT (Internet of old Things)

**Bishnu Prasad Gautam^{1*}, Bhagawan Rokaha²,
Krishna P. Bhattarai³**

^{1,2,3} Wakkanai Hokusei Gakuen University, Japan

Abstract

Indigenous knowledge has invaluable contributions for the living of human society. However, this knowledge has been often ignored or neglected and, thus, is at the verge of extinction, especially in the case of the mountain region of Nepal. In this study, we would highlight indigenous knowledge by developing and enhancing an impactful tool or a machine (Stone Mill) that our ancestors invented and has been useful for our living ever since. We called this machine Aamako Janto, a traditional stone mill used in Nepal. Particularly, we further modified it and made it IoT-enabled. Furthermore, we have developed a platform that can connect this device with other ancient devices through internet and create a new kind of web which we call IoOT (The Internet of Old Things). We explore whether such devices can contribute to promote local culture among youth and protect such knowledge with the help of modern mind and technology. Finally, we would like to recommend how our endeavor can enhance and promote cultural tourism of Nepal, thereby integrating ancient tools by IoOT.

Keywords: Indigenous Knowledge, IoT, Amako Janto, Stone Mill, H-Bridge, Virtual Reality, Cultural Tourism, CPM Modeling

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Study of Enzyme Purification Method and Growth Pattern For Pseudomonas Putida in Mercury Removal

Abdul Aziz Mohd Azoddein^{1*}, Siti Nur Baizura Yusuf², Faten Ahada Mohd Azli³, Ahmad Bazli Bustary⁴, Mariah Che Mamat⁵, Nur Athirah Mohammad Basir⁶, Mohamad Tahfiz Mohamad Tajuddin⁷

^{1,2,3,4,5,6,7} Universiti Malaysia Pahang, Malaysia

Abstract

Mercury is one of the toxic elements and very harmful. The exposure of the mercury will mainly cause health effect and the exposure can be in terms of dose, age of person exposed, duration exposed, route exposed, and duration of exposure. In Malaysia, Mercury is one of the heavy metals of concern, found in wastewaters coming from oil refinery and petrochemical industries. Mercury and mercurial compounds are highly toxic contaminants in the aquatic systems and soils. The proper disposal of wastewater should be implemented with the Department of Environment of Malaysia (DOE), that is, the concentration of mercury should be 0.05 ppm for standard B in wastewater for the sake of people's and environment's health. There are many types of mercury removal technology to reduce the concentration of mercury, such as, chemical treatment, ion exchange, membrane filtration, adsorption as well as bioremediation which are used for mercury removal in this study. This paper presents the activity of the enzyme from *Pseudomonas putida* (*P. putida*) which is produced in the mercury treatment from petrochemical wastewater at optimum condition. *P. putida* growth at optimum condition in the different mercury concentration was observed. As a conclusion, the optimum condition concentration of mercury and shaker speed at 7 ppm is 41 °C and 180 rpm respectively, with the ability to reduce 92.59% mercury concentration. During the processes of mercury removal, mercuric reductase was produced at the value of 56 kDa.

Keywords: Enzyme Purification, Growth Pattern, *P. Putida*, Mercury Removal

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Data Collection on the fly through Web Scraping Technique in STPF (Smart Tourism Process Framework)

Bishnu Prasad Gautam^{1*}, Sujata Giri², Hiroyasu Asami³
^{1,2,3} Wakkanai Hokusei Gakuen University, Japan

Abstract

Smart tourism is becoming a new hope for the enhancement of tourism industry not only in developing countries but also in developed countries. For example, data collection, data extraction, data filtering, and making it meaningful data for the visitors have been challenging areas of the research. Among these, data collection can be done in various ways. However, in order to provide latest and refreshing data to the tourist, a collection method should be smart and less time-consuming. Nevertheless, most of the websites and web applications (except few till date) are still relying upon the traditional methods of data collection and manual extraction. In this research, we have utilized Web scraping technique for data collection in Smart Tourism Process Framework (STPF) which enables the updating process, thereby making it fully automated. We implemented a high degree of automation in which no manual intervention is required. Particularly, it updates the hotels' information in which it first scraps the web page and then extracts the needed information from the discovery patterns kept back in the servers. This technique will help tourism industry using STPF in diverse ways. It helps the tourism industry businesses by providing quick and reliable updated data on the official website, on which it also provides substantial information and feedbacks of the visitors. Our results show that substantial amount of time has been reduced while updating the website. In this research, we are proposing to update our database on the fly by using web scraping technique. Furthermore, users also can get optimized list of hotels for their destinations. We believe that our work will stimulate the other studies which are targeted for high-degree automation in web scraping process.

Keywords: Data Scraping, Web Scraping, Web Mining, Cultural Tourism, High-Degree Automation

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FUTURE EVENS

5th INTERNATIONAL CONFERENCE ON

“Global Trends In Academic Research” (GTAR- 2018)



Date: April 21-22, 2018

Venue: Sallés Hotel Pere IV Barcelona, Spain

Email: gtar@globalilluminators.org

Abstract Submission Date: March 30, 2018

Full Paper Submission Date: April 10, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

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- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
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4th INTERNATIONAL CONFERENCE ON

“New Directions In Multidisciplinary Research and Practice”
(NDMRP - 2018)



Date: May 12-13, 2018

Venue: Hilton London Heathrow Airport Terminal 5

Email: ndmrp@globalilluminators.org

Abstract Submission Date: April 15, 2018

Full Paper Submission Date: April 20, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

5th INTERNATIONAL CONFERENCE ON

“Multidisciplinary Innovation for Sustainability and Growth ”
(MISG - 2018)



Date: June 25-26, 2018

Venue: The Federal Kuala Lumpur Malaysia

Email: misg@globalilluminators.org

Abstract Submission Date: May 10, 2018

Full Paper Submission Date: May 25, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

2nd INTERNATIONAL CONFERENCE ON

“Interdisciplinary Academic Research And Innovation”
(IARI - 2018)



Date: July 14-15, 2018

Venue: Mecure Banjarmasin, Indonesia

Email: iari@globalilluminators.org

Abstract Submission Date: June 5, 2018

Full Paper Submission Date: June 30, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

4th INTERNATIONAL CONFERENCE ON

“Multidisciplinary Innovation In Academic Research” (MIAR
- 2018)



Date: July 27-28, 2018

Venue: The Howard Plaza Hotel Taipei, Taiwan

Email: miar@globalilluminators.org

Abstract Submission Date: July 10, 2018

Full Paper Submission Date: July 15, 2018

**Selected conference papers will be published in special
/regular issue of ISI/Scopus indexed journals associated
with this conference.**

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

4th INTERNATIONAL CONFERENCE ON

“Multidisciplinary Academic Research And Global Innovation
” (MARGI - 2018)



Date: August 24-25, 2018

Venue: Kuntai Hotel Beijing China

Email: margi@globalilluminators.org

Abstract Submission Date: July 25, 2018

Full Paper Submission Date: July 30, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

5th INTERNATIONAL CONFERENCE ON

“Multidisciplinary Trends In Academic Research”
(MTAR - 2018)



Date: September 27-28

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand

Email: mtar@globalilluminators.org

Abstract Submission Date: September 5, 2018

Full Paper Submission Date: September 10, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

4th INTERNATIONAL CONFERENCE ON

“Research Challenges to Multidisciplinary Innovation”
(RCMI - 2018)



Date: October 5- 6, 2018

Venue: Hi Seoul Youth Hostel Seoul, South Korea

Email: rcmi@globalilluminators.org

Abstract Submission Date: September 20, 2018

Full Paper Submission Date: September 25, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

5th INTERNATIONAL CONFERENCE ON

“Innovative Trends In Multidisciplinary Academic Research”
(ITMAR - 2018)



Date: October 19-20, 2018

Venue: Istanbul GONEN Hotel, Istanbul, Turkey

Email: itmar@globalilluminators.org

Abstract Submission Date: September 25, 2018

Full Paper Submission Date: October 10, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

5th INTERNATIONAL CONFERENCE ON

“Emerging Trends In Academic Research” (ETAR – 2018)



Date: November 27-28, 2018

Venue: The Trans Resort Bali

Email: etar@globalilluminators.org

Abstract Submission Date: September 25, 2018

Full Paper Submission Date: October 10, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

6th INTERNATIONAL CONFERENCE ON

“Innovation Challenges In Multidisciplinary Research & Practice” (ICMRP 2018)



Date: December 15-16, 2018

Venue: Hotel Grand Pacific Singapore

Email: icmrp@globalilluminators.org

Abstract Submission Date: October 10, 2018

Full Paper Submission Date: October 15, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

CSR



Environment



Public Health



Growth and
Development



Sustainability



Charities

CSR Activity Conducted By Global Illuminators: Sport Activation for Children against Negative Impact of Internet & Technology

In April 2016, Global Illuminators conducted Corporate Social Responsibility program together with Maestro and the Clover as Sport Facility Provider in Bandung, initiating an event with theme:



The Objectives of this event were:

1. Media of education for parents and children to be aware of digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be an alternative activity for children against the negative impact of internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of the Company to contribute to the society, especially to solve one of the social problems in Bandung.

Highlights of CSR Activities are given below:



Global Illuminators Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home

Global Illuminators Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single parent children. Their homes and activities aim to create a suitable environment to enable the children to grow. They help to provide spiritual direction, education, and counselling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children, such as, a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by Global Illuminators.



Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, sharing Happiness and developing Orphan Children

Global Illuminators Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphan, and dhuafa). Global Illuminators Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:





MISSION

“Our mission is to persistently nurture the values to promote the human rights, institutional and academic development through quality research contributions. Our unique human capital with constructive attitude is committed to bring change in all spheres of life by using innovative research and intellectual skills. We are here to research and promote the development, prosperity and transparency across the globe without any discrimination”.

VISION

“Researching and Developing for Humanity”

**5th International Conference on
“TRENDS IN MULTIDISCIPLINARY
BUSINESS AND ECONOMIC RESEARCH”
(TMBER-2018)**

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