

MTAR 2017 Conference Proceeding Book of Papers

4th Multidisciplinary Trends In Academic Research

Editor:

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)

4th International Conference on "Multidisciplinary Trends In Academic Research" (MTAR-2017) serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides 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 interact with other renowned scholars for possible future collaborations.

I am really thankful to our honourable 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 withus as key note speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. Iam also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Type of MTAR Papers

For this year, MTAR has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researcher and reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute in the scientific body of knowledge. Contrary, Inside papers meet the needs of policy makers and professionals and reviewed on the basis of high practical standards. The objective of the Insight is to identify the real world problems and how can solve with the help of information systems.

Reviewing Criteria

In MTAR all papers are used to judge on the criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

Relevancy:Relevancy 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 content.

Clarity: Papers are according to the format, 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 |
| 77 | 50 | 10 | 17 | 64.7% |

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Acknowledgment

A huge numbers of people helped in conducting the conferences. 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, Track Co-Chairs and reviewers, as well as all the member 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 MTAR tradition.

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

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Proceeding of 4th International MTAR Conference ---Bangkok, Thailand, September 2017
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MTAR 2017 Keynote Speakers

Muhammad Abbas (Ph.D.)

Dr. Muhammad Abbas is a seasoned trainer and an experienced researcher who provides trainings and consultancy services to national and international organizations. He has worked assisting public, private, and non-government organizations with their research projects and capacity building initiatives. He also has published his research papers in world renowned journals and presented at leading scholarly conferences across the world.

Dr. Abbas is an experienced academician, a Ph.D., and a gold medalist business graduate who has thorough expertise in the fields of social science research, human resource management, social psychology and decision making.

Dr. Abbas has been engaged in several activities of institutional development, capacity building and R&D for civil society organizations. As a policy and research director at Global Illuminators he is engaged in different tasks related to strategy and research as well as trainings.

Dr. Hening Widi Oetomo

Dr. Hening Widi Oetomo is a graduate of Geography Economics from Universiti Sains Malaysia (2003) and currently serving as Head of Research and Community Service Department at Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya. He has been engaged in several guest lectures and keynote speeches at international forums and association with multiple universities and academic institutions such as with WAKO University Tokyo, Japan and Hirao School of Management, Konan University, Japan. His publication work has been acknowledged worldwide. Specifically, the contribution to society is highly acknowledged and appreciated. He has extended his scholarly support for Global Illuminators.

Dr. Renan P. Limjuco

Dr. Renan P. Limjuco an active lecturer in physics and math education, is an accomplished professor handling Mathematics, Physics, Chemistry, Statistics, and Research. He is a Chemical Engineer who choose to be an educator by virtue of his Master of Science in Mathematics. He is the former Dean of the College of Arts and Sciences of Davao Doctors College where he taught Mathematics and Sciences for 14 years. He earned his Doctor of Philosophy in Educational Administration with High Distinction at the Ateneo de Davao University in March 2001. He has been a recipient of the research grants of San Pedro College in the field of instructional design and technology.

Currently, he is the Director of Research, Publication, and Innovation Center (RPIC) of the University of the Immaculate Conception (UIC), Davao City, Philippines and also the Chair of the UIC Research Ethics Committee (REC). He is the former Chair of the Research Committees of Davao Colleges and Universities Network, Inc. (DACUN) for Academic Years 2013-2015. He

is also an active member of Region XI Regional Health Research and Development Consortium (RHRDC) Research Information and Utilization Committee (RIUC). In 2014, he worked as the Research Project Leader for Davao Association of Catholic Schools (DACS) collaboration with the Department of Education Region XI (DepEd XI) titled Readiness on K to 12: Basis for the Development of a

Strategic Plan for the Implementers and other Stakeholders in Region XI. He has been a committed researcher, research journal editor, and speaker/lecturer consistently being invited by several universities and colleges in southern part of the Philippines. He is an active member of Global Illuminators family and playing a vital role in research community development across the globe.

MTAR 2017 Track's Chairs

Business Management and Economic Studies

Reza Hudiyanto & Chun-Pei Hsieh

Maeda Langguyuan Kadtong & Renan P. Limjuco

Social Science & Humanities

Eunji Seo & Dunhill Z. Bilog

Hening Widi Oetomo & Jayson E. Lannu

Health and Medicine Studies

Juvie Pauline L. Relacion & Junshi Ichikawa

Engineering and Technology Studies

Muhammad Abbas & Baris Sezer

TMBER 2016 Panels

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

Trainer: Dr. Muhammad Abbas

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.

MTAR 2017 Best Paper Nominees

Impact Assessment on Rice Research Funding using the Structural Equation Modeling Technique Sasarose Jaijit¹*,Naraphorn Paoprasert², Juta Pichitlamken³
Kasetsart University, Thailand

Customer Satisfaction: Antecedents And Effect Towards Customer Loyalty At Retail Industry In Surabaya, East Java, Indonesia

J.E.Sutanto¹*, Hatane Samuel²
 1Universitas Ciputra, Surabaya, Indonesia
 2 Petra Christian University, Surabaya, Indonesia

The Use of the Lecture Method in Teaching English at University: Implications for Teaching and Learning

Khalid Abdulbaki Gulf College, Oman

Antibiotic Resistance Profile Of Gram Negative Bacilli Isolated From Ants In Selected Level 1 Hospitals In Davao City

Anna-Lee B. Bandoy University of the Immaculate Conception, Philippines

MTAR 2017 Best Paper Award Winners

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Impact Assessment on Rice Research Funding using the Structural Equation Modeling Technique Sasarose Jaijit¹*,Naraphorn Paoprasert², Juta Pichitlamken³ Kasetsart University, Thailand

List of MTAR 2017 Academic Papers

1. Business Management & Economic Studies

ID: MTAR-17-119

Impact Assessment on Rice Research Funding using the Structural Equation Modeling Technique Sasarose Jaijit, Naraphorn Paoprasert², Juta Pichitlamken³

ID: MTAR-17-126

Spatial Analysis of Newspaper Sales in Traffict Light of East Surabaya Using Moran Index *Hening Widi Oetomo¹, Marsudi Lestariningsih², Susanti³*

ID: MTAR-17-130

Brand Image as Mediation Of Experiental Marketing Effect and Differentiation Product on Purchase Decision

Hening Widi Oetomo¹, Budiyanto²

ID: MTAR-17-141

Perceived Job Performance of the Department of Agriculture Extension Agents by Rice Farmers in Datu Odin Sinsuat

Tomanda D. Antok

ID: MTAR-17-144

Customer Satisfaction: Antecedents and Effect towards Customer Loyalty at Retail Industry in Surabaya, East Java, Indonesia

J.E.Sutanto¹, Hatane Samuel²

ID: MTAR-17-147

Influence of Individual and Employee Work Characteristics to Employee Motivation and Employee Performance Pt. Wismatata Eltra Perkasa

Hairul Warizin

Motivation of Work, Organizational Culture and Organizational Commitment towards Work Productivity Lecturers and Employees of Economics College Aas Surakarta (Stie Aas Surakarta) *Budiyono*

ID: MTAR-17-149

Attendance of Independent Candidates in Local Head Election as an Effort to Improvement the Government System

Joko Martono¹, Budimansyah², Annurdi³

ID: MTAR-17-151

Analysis of Determination of Money Implementation of Education (UPP) at University of Surabaya Based on Full Costing Method

Agus Susilo

ID: MTAR-17-153

Learning System Management Based on Teaching Factory (Study Site Smk Muhammadiyah 1 Klaten)

Abdul Haris

ID: MTAR-17-174

Investigating Consumer Preferences in Selecting Buffet Restaurants in Davao Region, Philippines *Dunhill Z. Bilog*

ID: MTAR-17-177

Factors Affecting the Collection Efficiency of Ma-a Parish Multi-Purpose Cooperative: Basis for Policy Formulation

Pamela A. Tongo¹, Deogracia B. Corpuz², Leonora L. Caminade³

2. Social Sciences & Humanities

CSSR-17-104

Study on APP Design of Assisting New Immigrant Women with Healthcare Communication $Fang\ Suey\ Lin^{I*}$, $Lu\ Zhen\ Xu^2$, $Yi\ Tung\ Liu^3$

CSSR-17-107

Research of Third-person Effect in Guangzhou Higher Education Mega Center Security Event Report

Zi-Han Wang^{1*}, Yi-Fan Bi², Biqi-Chen³, Chen-Feng Zhan⁴

CSSR-17-108

A Dynamic Analysis of Holding Risky Assets among European Countries *Thi-Hong-Phuong Vu*¹*, *Chu Shiu Li*², *Chwen-Chi Liu*³

The Meaning of Bersih Desa, Meteri Sumber and Suroan as Ritual to Preserve Ecological Sustainability of Penanggungan Sites East Java, Indonesia

Reza Hudiyanto¹, Ismail Lutfi²

ID: MTAR-17-124

The Nongraded Instructional System and Achievement in Selected Subjects of Ys-11 Learners in Angelicum College, Quezon City, Philippines

ID: MTAR-17-132

Marion A. Cresencio

The Relationship between Gender and WASH Development Projects in Rural Uganda *Christiana Smyrilli*¹, *McRobie Allan*²

ID: MTAR-17-140

Granted Judicial Review Arrangement in the Law (Constitutional Court Case Study) *Charlyna S. Purba*

ID: MTAR-17-142

The Role of the Maguindanaon Ulama in the Election of Provincial Officials of the Maguindanao Province

Musa A. Unos

ID: MTAR-17-146

The Fulfilment of Human Rights Over Land by State as A Justice Requirement in Land Owners (Case Study In Indonesia)

Setvo Utomo

ID: MTAR-17-152

Urgency of the Guarantee of Halal Product Certification in Indonesia Regulation *Yenny AS*¹, *Annurdi*², *Budimansyah*³

ID: MTAR-17-156

Policy Model on Forest and Land Burning Counter measures in West Kalimantan $Nurfitriawati\ Khan^1$, $Charlyna\ S.\ Purba^2$, $Yenny\ AS^3$

ID: MTAR-17-157

The Responsibility of Holding Company to the Subsidiary in Group Company Law in Indonesia *Annurdi¹*, *Nurfitriawati Khan*²

ID: MTAR-17-158

Violence against Children Mapping in West Kalimantan *Charlyna S. Purba¹*, *Yenny AS²*, *Klara Dawi³*

The Use of the Lecture Method in Teaching English at University: Implications for Teaching and Learning

Khalid Abdulbaki

ID: MTAR-17-161

Factors Affecting Users' behavioural intention to adopt Mobile Broadband in Oman *Khalid AL Husaini*¹, *Naeema H. Jabur*², *Mohamad Al-Saqri*³, *Zahran Al-Salti*⁴

ID: MTAR-17-164

Lesson-Drawing and Policy Diffusion of GCC countries in the development of renewable energies: the case of the Kingdom of Bahrain

Vivien Exartier

ID: MTAR-17-165

Performance in Learning Domains of Kindergartners in Public and Private Preschools in the Philippines

Guiamaludin M. Mangiging¹, Maeda Langguyuan Kadtong², Noraisa D. Mangiging³

ID: MTAR-17-166

Peace And Development Initiatives: The Case of Datu Odin Sinsuat Municipality *Bai Soraya Q. Sinsuat*

ID: MTAR-17-167

Cigarette Smoking: Its Effect on the Academic Performance of the College Students *Muhamad Ali E. Midzid*

ID: MTAR-17-170

Using personality traits to predict dangerous driving behavior: Smartphone usage while driving *Jinhwan Park*¹, *Byungho Park*²

ID: MTAR-17-172

Patient Management Information System for University of the Immaculate Conception College Department Clinic

Juvie Pauline L. Relacion

ID: MTAR-17-173

Structural Equation Modelling of Reality TV Shows in the Philippines vis a vis People's Phenomenological Views

Renan P. Limjuco¹, Liezl A. Loguinsa², Maureen Ava M. Bello³, Felix C. Chavez Jr⁴, Joseph Elmer G. Noval⁴

ID: MTAR-17-175

Elevating the Graduate School Research and Publication Culture: A Practical Action Research *Renan P. Limjuco*¹, *Sylvia J. Pidor*², *Mary Jane G. Barluado*³

A Tracer Study on the University of the Immaculate Conception Graduates of Bachelor of Music Eric A. Moreno¹, Emma V. Sagarino², TJ E. Juan³, Renato F. Langomez Jr.⁴, Ranillo II M. Tagiobon⁵, Michelle Kaye L. Palmes⁶, Rose Angelli B. Cabigas⁷

3. Engineering & Technology Studies

ID: MTAR-17-106

FEM Analysis and Experiment of Cold Flaring Process of SUS304 pipe Junshi Ichikawa^{1*}, Shinichi Nishida², Yuta Kashitani³, Kentaro Tsunoda⁴, Yusuke Takeuchi⁵, Yujiro Nitta⁶, Yuto Takigawa⁷, Atsuhiro Aoki⁸, Hideto Harada⁹, Yutaka Sato¹⁰

ID: MTAR-17-107

Horizontal Twin Roll Strip Casting of ADC12, A3003 and A7075

Junshi Ichikawa¹*, Shinichi Nishida², Yuta Kashitani³, Kentaro Tsunoda⁴, Yusuke Takeuchi⁵,

Yujiro Nitta⁶, Yuto Takigawa⁷, Atsuhiro Aoki⁸, Hideto Harada⁹,

ID: MTAR-17-108

Experiment and FEM Analysis of thin Steel Sheet 180°bending Yujiro Nitta^{1*}, Shinichi Takatsu², Shinichi Nishida³, Weimin Lin⁴

ID: MTAR-17-109

Recognition of Kinect Operator by using Template Matching *Yuto Takigawa*^{1*}, *Nobuaki Nakazawa*²

ID: MTAR-17-112

A Study of Automatic Drone Flight Control System for Aerial Photography Atsuhiro Aoki^{1*}, Kyoji Nakajo², Kazuhiro Motegi³, Yoichi Shiraishi⁴

4. Health and Medicine Studies

ID: MTAR-17-101

Using a Technology Enhanced Flipped Classroom Course for the Development of Simulation Trainers

Baris Sezer^{1*}, Melih Elcin², Eylem Topbas³

ID: MTAR-17-122

Predicting Burnout Syndrome in Professionals in Mental Health Settings *Maria Efstratopoulou*^{1*}, *Thomas Dunn*², *Maria Sofology*³

ID: MTAR-17-145

Discovery of Synthetic Pathogenicity Genes of Atherosclerosis. Hsiao-Ting Chen¹, Yung-Hsin Chen², Pei-Chun Chang³

Proceeding of 4th International MTAR Conference ---Bangkok, Thailand, September 2017 A.Saddam

ID: MTAR-17-171

Antibiotic Resistance Profile of Gram Negative Bacilli Isolated from ants in Selected Level 1 Hospitals in Davao City

Anna-Lee B. Bandoy

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