

6th International Conference On  
Trends in Multidisciplinary  
Business and Economic Research  
**TMBER**

**SYDNEY, AUSTRALIA**  
**MARCH 23-24, 2019**



Organized by:



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Researching and Developing for Humanity

6<sup>th</sup> International Conference on “Trends in Multidisciplinary Business and Economic Research” (TMBER- March, 23-24, 2019)

TMBER© 2019 Sydney, Australia

Global Illuminators, Kuala Lumpur, Malaysia.



# **TMBER 2019**

## **Conference Proceeding**

### **Book of Abstracts**

**6<sup>th</sup> International Conference on  
“Trends in Multidisciplinary Business and Economic  
Research” (TMBER -2019)”**

**Venue: Holiday Inn Potts Points, Sydney Australia**

**Editor:**

**Dr. Ahmad Saddam Ph.D.**

Country Director (Global Illuminators Iraq)

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## TABLE OF CONTENTS

<b>TMBER 2019 CONFERENCE ORGANIZING COMMITTEE .....</b>	<b>III</b>
<b>CONFERENCE CHAIR MESSAGE.....</b>	<b>IV</b>
<b>TYPE OF TMBER PAPERS .....</b>	<b>VI</b>
<b>REVIEWING CRITERIA .....</b>	<b>VI</b>
<b>ACKNOWLEDGMENT .....</b>	<b>VIII</b>
<b>SCIENTIFIC REVIEW COMMITTEE.....</b>	<b>IX</b>
<b>KEYNOTE SPEAKER.....</b>	<b>XX</b>
<b>TMBER 2019 TRACKS’ CHAIRS .....</b>	<b>XXII</b>
<b>TMBER 2019 WORKSHOP .....</b>	<b>XXIII</b>
<b>BEST PAPER NOMINEE LIST .....</b>	<b>XXIV</b>
<b>TMBER 2019 BEST PAPER AWARD WINNER .....</b>	<b>XXV</b>
<b>TMBER 2019 CONFERENCE COMMITTEE.....</b>	<b>XXVI</b>
<b>CONFERENCE PROGRAM .....</b>	<b>XXVII</b>
<b>LIST OF CONFERENCE ATTENDEES .....</b>	<b>XXX</b>
<b>TRACK A: BUSINESS MANAGEMENT &amp; ECONOMIC STUDIES 32</b>	
1. DEMAND LEAKAGE FROM A LOCAL SMALL AIRPORT TO A REGIONAL MAIN AIRPORT .....	33
2. PERCEIVED EFFECTIVENESS OF PUBLIC SERVICE ADVERTISING: A CASE ON TOBACCO COUNTER MARKETING CAMPAIGN IN INDIA .....	34
3. AMBIGUITY IN ACCOUNTING’S FUNCTIONING: MISSING APPRECIATION OF EMANCIPATORY ACTUALITIES AND POTENTIALITIES IN A POST COLONIAL CONTEXT.....	35
4. ANALYSIS OF THE CHALLENGES AND OPPORTUNITIES OF THE SOUTH AFRICAN GOVERNMENT APPROACH TO ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT .....	36
<b>TRACK B: SOCIAL SCIENCES &amp; HUMANITIES.....</b>	<b>37</b>
5. MULTICULTURALISM IN THE SOUTH AFRICAN WORKPLACE .....	38
<b>FUTURE EVENTS.....</b>	<b>39</b>
<b>CSR.....</b>	<b>51</b>

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### **On Chee Hoong**

*Manager Operations (Global Illuminators)*

## **Conference Chair Message**

**Farooq Ahmed Jam (Ph.D.)**



6<sup>th</sup> International Conference on “Trends In Multidisciplinary Business and Economic Research” (TMBER - 2019) 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 an 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 the 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 practice standards. The objective of the Insight is to identify 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 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 of 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
30	10	7	13	33%

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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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**Zahra Godarzi**

*Tehran University of Medical Sciences, Iran*

**Zhou Rui-Hua**

*School of Public Health, North China University Of Science And Technology, China*

## **KEYNOTE SPEAKER**

### **Dr Vannie Naidoo**



Dr Vannie Naidoo is a Management Graduate from the University of KwaZulu-Natal, South Africa. Her PHD research focused on developing strategies for closing the gaps in service quality at UKZN, one of the top five tertiary university's in South Africa. Dr Naidoo is teaching in undergraduate and postgraduate programs at the University of KwaZulu- Natal. She is presently supervising and has supervised many PHD and Masters students from SA and neighbouring African countries.

Her research interests include service quality in higher education, hospitals, airline industry and government, gender in the workplace, strategy, marketing, education, entrepreneurship and corporate sustainability. Her current research focus is on ICT's in higher education, E-learning, E-learning in language, Digitalization in the workplace and ICT's for the disabled.

Dr Naidoo has published articles and book chapters in various international and national journals and publishers. As a strategist Dr Naidoo believes in opening the mind to contemporary thinking to use innovative methods to improve productivity, service quality and overall efficiencies within business in the management arena.

She is an active member of Global Illuminators family and playing a vital role in research community development across the globe. Her research ICT for disabled is very much aligned with the vision of global illuminators scholarly family.

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## **TMBER 2019 Tracks’ Chairs**

**Business, Management, Economic, Social Sciences and Humanities**

Vannie Naidoo & Tariq Iqbal Kahn

## **TMBER 2019 Workshop**

### **“How to Improve the Quality of A Research Article and Get It Published in Scopus/ISI-Indexed Journals.”**

**Trainer: Dr. Tariq Iqbal Khan (Ph.D.)**

In this workshop, we will discuss how to improve the quality of a research article and to 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. I hope this workshop will help the participants improve their understanding of the publication process.



## **Best Paper Nominee List**

### **Demand Leakage from a Local Small Airport to a Regional Main Airport**

*Yu Morimoto*<sup>\*</sup>

Konan University, Japan

### **Multiculturalism in the South African Workplace**

*Vannie Naidoo*<sup>\*</sup>

University of KwaZulu-Natal, South Africa

### **Community Consolidation by Cultural Conservation Process: The Case of Mon’s Cultural Conservation Process in Lopburi Province**

*Shanasuek Wisetchai*<sup>\*</sup>

Phranakorn Rajabhat University, Thailand

### **Perceived Effectiveness of Public Service Advertising: A case on tobacco counter marketing campaign in India**

*Muruganantham Ganesan*<sup>1\*</sup>, *Dharun Lingam Kasilingam*<sup>2</sup>, *Esther Princess*<sup>3</sup>

<sup>1,3</sup> National Institute of Technology, Tiruchirappalli, India

<sup>2</sup> Alliance Universities, Bangalore, India

## **TMBER 2019 Best Paper Award Winner**

### **Perceived Effectiveness of Public Service Advertising: A Case on Tobacco Counter Marketing Campaign in India**

*Muruganantham Ganesan<sup>1\*</sup>, Dharun Lingam Kasilingam<sup>2</sup>, Esther Princess<sup>3</sup>*

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<sup>2</sup> Alliance Universities, Bangalore, India

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*Assistant Professor*

*University Of Haripur, Pakistan*

### **Conference Co-Chair**

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*Director Policy & Research (Global Illuminators)*

### **Editor**

**Dr. Ahmad Saddam (Ph.D.)**

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# CONFERENCE PROGRAM

**DAY 01 Saturday (March 23, 2019)**

**Welcome Reception & Registration**

**8:30 am – 9:00 am**

**Opening Ceremony (09:00 am –09:25 am)**

**Venue: Room 1**

09:00 am – 09: 10 am	Welcome Remarks – <b>Mr Wilson</b>	Conference Coordinator Global illuminators
09:10 am – 09:25 am	Opening Speech – <b>Dr. Tariq Iqbal Khan (Ph.D.)</b>	Conference Co- Chair TMBER-2019 Director Global Operations, Global Illuminators
09:25 am – 09: 35 am	Keynote Speech- <b>Dr Vannie Naidoo</b>	School of Management, Information Technology and Governance, University of KwaZulu-Natal, South Africa
09:35 am - 09: 45am	Group Photo & Award Ceremony	

**Grand Networking Session and Tea Break (09:45 am – 10:00 am)**

**DAY 01 Saturday (March 23, 2019)**

**Session 1 (10:00 am – 12:00 pm)**

**Venue: Room 1**

**Session Chairs: Vannie Naidoo & Tariq Iqbal Kahn**

**Track: Business, Management, Economic, Social Sciences and Humanities**

TMBER-19-102	Demand Leakage from a Local Small Airport to a Regional Main Airport	Yu Morimoto
TMBER-19-106	Multiculturalism in the South African workplace	Vannie Naidoo
TMBER-19-122	Perceived Effectiveness of Public Service Advertising: A Case on Tobacco Counter Marketing Campaign in India	Muruganantham Ganesan
TMBER-19-127	Ambiguity in Accounting's Functioning: Missing Appreciation of Emancipatory Actualities and Potentialities in A Post-Colonial Context	Shanta S. K. Davie
TMBER-19-129	Analysis of the Challenges And Opportunities of the South African Governemnt Approach to Entrepreneurship and Small Business Development	Caswell M. Maloka Mduduzi S. Dlamini

**Lunch Break (12:00 pm – 1:00 pm)**

**DAY 01 Saturday (March 23, 2019)**

**Workshop Session (1:00pm – 2:30 pm)**

**Venue: Room 1**

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

<b>Trainer</b>	<b>Dr. Tariq Iqbal Khan (Ph.D.)</b>
<b>Participants</b>	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 (2:30 pm – 3:00 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
GISSPBM-19-120	Ahmed Suqati	HR in Newcastle University in Australia	Saudi Arabia/ Australia
GISSPBM-19-121	Roy Senyondo Kanyuma	Uganda Small Scale Industries Association	Uganda

## **DAY 02 Sunday, (March 23, 2019)**

### **“CITY TOUR”**

Gathering of Participants at the Lobby of Holiday Inn Potts Points,  
Sydney Australia at 12:00 pm Departure: 12:30 pm for City Tour

Holiday Inn Potts Points, Sydney Australia at 6:00 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**



## Demand Leakage from a Local Small Airport to a Regional Main Airport

**Yu Morimoto\***

Konan University, Japan

### Abstract

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This paper investigates traffic demand leakage from local small airports to regional main airports. To capture the factors that affect the airport choices of passengers, conditional logit analysis was implemented utilizing Japanese micro data. The target of the statistical analysis is the traffic demand of Kitakyushu city that has the Kitakyushu Airport (KKJ), a local one. The choice set of passengers consists of KKJ and the Fukuoka Airport (FUK), which is regional. The main results are as follows: First, 79.3% of passengers utilize KKJ as long as it is directly connected to the destination airport. However, 0.9% only of passengers choose KKJ if it is not. This implies the importance of direct flight services. The second result is ground access time and scheduling costs have negative effects on airport choice, indicating that improving ground access and attracting flight frequency are possible policies that could be utilized to promote the local airport. Utilizing the results of the data analysis, the effects of potential policies was simulated. A one-minute decrease in the access time to KKJ raises the probability that KKJ will be chosen by 1.1% and a one-flight increase on the Tokyo-KKJ route raises the probability by 0.14%.

**Keywords:** Airport Choice, Airport Competition, Local Airport, Traffic Demand

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## Perceived Effectiveness of Public Service Advertising: A Case on Tobacco Counter Marketing Campaign in India

**Muruganantham Ganesan<sup>1\*</sup>, Dharun Lingam Kasilingam<sup>2</sup>,  
Esther Princess<sup>3</sup>**

<sup>1,3</sup> National Institute of Technology, India

<sup>2</sup> Alliance University, India

### Abstract

India is the second largest consumer and third largest producer of tobacco use. The consumption of tobacco by the people of the nation has caused significant problems to individual health, family wellbeing and the society at large. Hence, to control the usage of tobacco and to spread the awareness on the consequences, Ministry of health and family, Government of India (GOI), with World Lung Foundation launched an Anti-smoking Campaign titled "Sponge". The research aims to explore the perceived effectiveness of antismoking advertisement among the smokers. Data was collected using a self-administered survey from 862 respondents in a district called Tiruchirappalli, Tamilnadu in South India. Results indicate that 94 percent of the respondents have recalled the antismoking advertisement "Sponge-campaign" through theatre and TV. The major reason for smoking were to overcome the work pressure and to relax. The younger people showed a significantly higher level of favourable attitude towards anti-smoking advertisement than the elder people. People with academic degrees showed a negative attitude towards the advertisement while people who smoke more exhibit a more positive attitude. People who are married were easily persuaded by the anti-smoking advertisement. 37 percent of the smokers intend to reduce smoking and 34 percent are intending to quit smoking after seeing the antismoking campaign repeatedly. To improve the effectiveness of the anti-smoking advertisement, the frequency of screening can be increased. Producing different PSA's by segmenting and targeting the smokers based on years of experience and age groups (first time smokers, young smokers and heavy smokers) can vastly improve the effectiveness. .

**Keywords:** Public Service Advertising, Anti-Smoking Advertisement, India

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## Ambiguity in Accounting's Functioning: Missing Appreciation of Emancipatory Actualities and Potentialities in a Post Colonial Context

**Shanta S. K. Davie\***

Newcastle University Business School, UK

### Abstract

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This research study focuses on the missing appreciation of accounting's emancipatory actualities and potentialities. To do so, the paper examines the ways in which conceptions of indigenous traditional customs and practices can influence business reform initiatives and its management control systems. In particular, it explores the multi-cultural factors that influenced the financial restructuring of a state-owned enterprise in the 1990's in post-colonial Fiji. The study shows that the corporatisation rules were based on elitist indigenous social relations and that everyday indigenous cultural practices and social relations involving expectations of reciprocity impinged upon management accounting control systems in multiple ways. Findings indicate that a government backed elitist program, management accounting control system and indigenous culture were all essentially political in that each provided and commanded the terms in which business activities in the reformed company were performed and managed

**Keywords:** Cultural Practices, Financial Restructuring, Kere Kere, Management Control, Reciprocity, Sevu Sevu, Social Relations, Vanua

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## Analysis of the Challenges and Opportunities of the South African Government Approach to Entrepreneurship and Small Business Development

Caswell M. Maloka<sup>1\*</sup>, Mduduzi S. Dlamini<sup>2</sup>

<sup>1,2</sup> Small Enterprise Development Agency, South Africa

### Abstract

The increased recognition by government on the latent potential of the small business sector to significantly increase its contribution to the South African economic growth particularly with regards to contribution towards job creation and poverty alleviation is apparent. This can be evidenced by a number of mechanisms and delivery structures established to facilitate the development and support of emerging entrepreneurs and small businesses. The objective of these delivery mechanisms is to unlock the potential of prospective entrepreneurs and small business to contribute meaningfully to the government drive to economic emancipation of the marginalised. However, these concerted efforts are unequivocally marred by lack of coherent services delivery resulting to limited impact. Therefore, the purpose of this paper is to critically examine the effectiveness of the current small business development delivery approach to identify challenges and areas for improvement. It further, argues that small business development requires the involvement of all role players in entrepreneurship and small business development ecosystem in order to address the ever growing challenge of unemployment. Government policy and programmes alone cannot be a panacea to the impediments of small business development. This paper adopts the literature and document review methodology for data collection and analysis of the South African business environment focusing on policy support programmes and entire small business ecosystem. It further examines the weaknesses and opportunities thereof. It concludes with the provision of a set of recommendations that both the public and private sector should immediately consider for implementation in order to advance small business in South Africa..

**Keywords:** Entrepreneurship, SMME support Programmes, Business Development, Economic development

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## **TRACK B: SOCIAL SCIENCES & HUMANITIES**



## Multiculturalism in the South African Workplace

**Vannie Naidoo\***

University of KwaZulu-Natal, South Africa

### Abstract

South Africa is a democratic country that has many ethnical groups that have attached to them an ethic language they speak. Within South Africa we have eleven official languages namely; Afrikaans, English, Ndebele, Northern Sotho, Sotho, Swazi, Tsonga, Tswana, Venda, Xhosa and Zulu. Most South Africans can speak more than one language. This is especially beneficial in the workplace which has diverse ethical groups that work together. In South Africa a common language in business is English. It is also an official business language used within business circles around the world. Most of the universities in South Africa teach students in English. However, universities are now becoming more ethnic to a region and having a second language being introduced as an elective. For example at the University of Kwa Zulu-Natal that is situated geographically in the province of KwaZulu-Natal, there are predominantly Zulu speaking people. The university offers all its lectures in English but an elective that non-Zulu speaking students have to take is Zulu. This is a very good language policy that assists students in understanding the local language in the province. Culture and language has raised many contentious issues in the workplace that South African people have to grapple with on a daily basis. This is a qualitative paper that will explore different theorist's views on multiculturalism and how it impacts the workplace. This paper will explore the following themes: Defining Multiculturalism and the debates surrounding it. Why is multiculturalism dynamics important to understand in the workplace. Way forward: Developing intercultural communication. Future areas of interest

**Keywords:** Apartheid, English, Multiculturalism, South African languages, Workplace

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## **FUTURE EVENTS**



**2<sup>nd</sup> INTERNATIONAL CONFERENCE ON  
“Economics and Business at the Interface of Natural  
Sciences” (EBINS-2019)**



**This conference is jointly organized by  
Global Illuminators, and University of  
the Immaculate Conception, Davao,  
Philippines**



**Date:** April 19-20, 2019

**Venue:** Hotel Grand Pacific Singapore

**Email:** ebins@globalilluminators.org

**Abstract Submission Date:** March 30, 2019

**Full Paper Submission Date:** April 05, 2019

**Selected conference papers will be published in the 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](http://www.globalilluminators.org)

**5<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“New Directions in Multidisciplinary Research &  
Practice” (NDMRP-2019)**



**Date:** June 15-16, 2019

**Venue:** Novotel London Waterloo Hotel, UK

**Email:** ndmrp@globalilluminators.org

**Abstract Submission Date:** May 15, 2019

**Full Paper Submission Date:** May 30, 2019

**Selected conference papers will be published in the 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](http://www.globalilluminators.org)

**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Global Trends in Academic Research”  
(GTAR -2019)**



**Date:** June 22-23, 2019

**Venue:** Novotel Barcelona Sant Joan Despi, Spain

**Email:** gtar@globalilluminators.org

**Abstract Submission Date:** June 05, 2019

**Full Paper Submission Date:** June 10, 2019

**Selected conference papers will be published in the 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](http://www.globalilluminators.org)

**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Multidisciplinary Innovation for Sustainability and  
Growth” (MISG – 2019)**



**Date:** July 13-14, 2019

**Venue:** The Federal Kuala Lumpur Malaysia

**Email:** [misg@globalilluminators.org](mailto:misg@globalilluminators.org)

**Abstract Submission Date:** June 20, 2019

**Full Paper Submission Date:** June 25, 2019

**Selected conference papers will be published in the 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

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**5<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Multidisciplinary Innovation In Academic Research”  
(MIAR – 2019)**



**Date:** July 27-28, 2019

**Venue:** The Howard Plaza Hotel Taipei, Taiwan

**Email:** [miar@globalilluminators.org](mailto:miar@globalilluminators.org)

**Abstract Submission Date:** July 10, 2019

**Full Paper Submission Date:** July 15, 2019

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

**Conference Main Tracks**

- Business, Management, and Economic Studies
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- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Multidisciplinary Academic Research and Global  
Innovation” (MARGI– 2019)**



**Date:** August 24-25, 2019

**Venue:** Kuntai Hotel Beijing China

**Email:** [margi@globalilluminators.org](mailto:margi@globalilluminators.org)

**Abstract Submission Date:** August 10, 2019

**Full Paper Submission Date:** August 15, 2019

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

**Conference Main Tracks**

- Business, Management, and Economic Studies
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- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)

**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Multidisciplinary Trends in Academic Research”  
(MTAR– 2019)**



**Date:** September 27-28, 2019

**Venue:** Holiday Inn Bangkok Silom, Bangkok Thailand

**Email:** [mtar@globalilluminators.org](mailto:mtar@globalilluminators.org)

**Abstract Submission Date:** September 05, 2019

**Full Paper Submission Date:** September 10, 2019

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

**Conference Main Tracks**

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For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)

**5<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Research Challenges to Multidisciplinary Innovation”  
(RCMI– 2019)**



**Date:** October 05-06, 2019

**Venue:** Nine Tree Premier Hotel Myeongdong 2 Seoul, South Korea

**Email:** rcmi@globalilluminators.org

**Abstract Submission Date:** September 20, 2019

**Full Paper Submission Date:** September 25, 2019

**Selected conference papers will be published in the 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

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**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Innovative Trends in Multidisciplinary Innovation”  
(ITMAR– 2019)**



**Date:** October 19-20, 2019

**Venue:** Istanbul Gonen Hotel, Istanbul, Turkey

**Email:** itmar@globalilluminators.org

**Abstract Submission Date:** September 25, 2019

**Full Paper Submission Date:** October 9, 2019

**Selected conference papers will be published in the 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

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**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Emerging Trends in Academic Research” (ETAR–2019)**



**Date:** November 27-28, 2019

**Venue:** The Trans Resort Bali, Indonesia

**Email:** [etar@globalilluminators.org](mailto:etar@globalilluminators.org)

**Abstract Submission Date:** November 05, 2019

**Full Paper Submission Date:** November 15, 2019

**Selected conference papers will be published in the 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
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- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Innovation Challenges in Multidisciplinary Research &  
Practice” (ICMRP–2019)**



**Date:** December 14-15, 2019

**Venue:** Hotel Grand Pacific Singapore

**Email:** [icmrp@globalilluminators.org](mailto:icmrp@globalilluminators.org)

**Abstract Submission Date:** November 20, 2019

**Full Paper Submission Date:** November 25, 2019

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

**Conference Main Tracks**

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# CSR



Environment

Charities

Public Health



Growth and  
Development



Sustainability



## **CSR Activity Conducted By Global Illuminators: Sports 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 Sports Facility Provider in Bandung, initiating an event with the theme:



### **The Objectives of this event were:**

1. Media of education for parents and children to be aware of a 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 the 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 children to grow. They help to provide spiritual direction, education, and counseling 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

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