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# BOOK OF CONFERENCE PROCEEDINGS

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University

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**Girish Karunakaran Nair, (PhD).** *Programme Leader, International Hospitality Management Faculty, Stenden University, Qatar.*

**Galla Venkata Rama Krishna Acharyulu, (Ph.D).** *Associate Professor, School of Management Studies, University of Hyderabad, India.*

**Rex Balena, (PhD).** *Oceanographer and Education Specialist, University of the Philippines in the Visayas.*

**Ludmila Mládková, (PhD).** *Faculty of Business Administration, Department of Management University of Economics Prague.*

**Amir Hossein Dastaviz (PhD).** *Institute of Graduate Studies, University of Malay, Kuala Lumpur, Malaysia.*

**Santi Rahmawati.** *School of Business and Management, Institut Teknologi Bandung, Indonesia.*

**Syed Ahmed Salman.** *International Islamic University Malaysia, Gombak, Selangor, Malaysia.*



<http://www.globalilluminators.org>

**INTERNATIONAL CONFERENCE ON  
“GLOBAL TRENDS IN ACADEMIC RESEARCH”  
(GTAR-2014)**

**Venue:** Pan Pacific Nirwana Bali Resort, Bali  
Indonesia

**ORGANIZING COMMITTEE**

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## CONFERENCE PRESIDENT MESSAGE

**M Yahya Arwiyah, SH (PhD).**



Salam, Good Morning, Greetings.

Selamat Datang, Welcome.

First of all I would like to thanks to our honourable keynote speaker Prof. Ashari, our collaborative partner Global Illuminators and our steering and organizing committee that lend a hand together for the success of this conference.

I welcome all honourable participants of the conference “Global trend in Academic Research” in Bali Indonesia. Thank you for joining us in this occasion and I do hope all of you will have a pleasurable time enjoying this conference and also enjoying beautiful sights of Bali.

As like the theme of this conference, nurturing excellence and scholarship in academic research, hopefully this forum could emerge to establish new trend in multidisciplinary academic fields. By sharing knowledge from all the participants that come from more than 20 countries and around 150 people, this forum will have valuable contribution to the society in the future and around the world. For Telkom University this forum is one of our important path in striving our vision to be a leading research university. We do appreciate to Global Illuminators for inviting us as local affiliate university and collaborate to organize this conference. We hope our collaboration will be sustained and create more productive events in the future.

Wishing you all the best to enjoy your stay in Bali Indonesia and have a good learning and sharing atmosphere in this conference.

Thank You, Terima Kasih

**Yahya Arwiyah, SH, MH (PhD).**

Vice Rector 4th Telkom University

Learning Centre Building Bandung Technoplex

Jalan Telekomunikasi, Terusan Buah Batu Bandung-

West Java, Indonesia

[www.telkomuniversity.ac.id](http://www.telkomuniversity.ac.id).

## CONFERENCE CHAIR MESSAGE

### FAROOQ AHMED JAM



The GTAR-2014 serves as a multidisciplinary platform for stirring the new ideas, presenting cutting edge research and promoting collaborations among scholars from various fields. A major issue faced by today's growing economies and organizations is that irrespective of allocation of huge financial and human capital resources still lacking to grow as an innovation based economy. The reason behind this failure is the biased policy making towards few bright and media oriented sectors of the economy. Limiting the scope of innovation development to some specific areas and fields. While most of the developing Asian world is relying on traditional sectors. The major reason behind this lack of innovation is that governments, policy making institutions and scholars are less concerned about the auxiliary fields. This platform is established to provide an equal opportunity to all fields for sharing innovative insights to meet the challenges faced by developing countries in transforming from traditional economy to knowledge based economy. By cross fertilization of ideas we the scholars of the time can help the policy makers and governments to meet the innovation challenge. This cross fertilization of ideas will provide the basis for developing an infrastructure which can serve the society in a better way. This is the main theme of this conference. *Nurturing Excellence and Scholarship in Academic Research*".

A very special thanks to our honourable scientific and review committee for spending much of their time in reviewing the papers of 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 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 key note speakers, their valuable thoughts will surely open the horizon of new research and practice for the conference participants throughout the world. 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 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.

Thank you

**FAROOQ AHMED JAM**

Conference Chair GTAR-2014

Executive Director Global Illuminators

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## KEYNOTE SPEAKERS

### **Prof. Ir. Mochamad Ashari, M.Eng., Ph.D.**



Mr Mochamad Ashari was born in 1965. He spent his childhood in Sidoarjo, East Java. Mr. Mochamad Ashari received the bachelor of electrical engineering from Institut Teknologi Sepuluh Nopember (ITS), Surabaya, Indonesia in 1989. Then, he joined ITS as a junior lecturer after graduation. He received the Master and PhD of electrical engineering both from Curtin University, Australia in 1997 and 2002 respectively.

He was elected as the head of electrical engineering department for 2 periods in 2003-2011. Award for the best head of department in Indonesia was received in 2009, held by the ministry of education and culture. He also gained 2 awards of the government employee faithful from the president of Republic Indonesia in 2004 and 2009. Mr. Ashari has been the professor in power electronics and renewable energy in 2009 for the department of electrical engineering ITS. He got the best researcher in energy field in ITS 2010. Prof. Ashari was also the founder and the president of electrical engineering higher education forum of Indonesia (Fortei) 2010-2012. Recently, professor Ashari has promoted as the Rector of Telkom University, Bandung, Indonesia, since August 2013 for 4 years. His research interests include power electronics for converters, power quality, on-grid and off-grid power system, and renewable energy technology.

## **Zamri Mohamed**



Prof. Zamri Mohamed is a legend scholar in Malaysian academic community with his expertise and experience in promotion of science, innovation and policy field. He will be sharing his valuable thoughts about the role of multidisciplinary research in bringing originality, scholarship and quality in regional and global academic circles.

Professor Zamri Mohamed was born in 1958 in the state of Kelantan, Malaysia, started his primary and secondary school in various schools in Malaysia. In 1976 he went to UK to do his A-Level. He then entered the University of Wales, College of Swansea for his undergraduate studies in Engineering and later in University of Wales Institute of Science and Technology, Cardiff for his post-graduate studies in Computer Systems, both in Wales, UK.

He started working in University Teknologi Malaysia in 1984 as a Lecturer in the Faculty of Computer Science and Information System and was promoted to become an Associate Professor in 1993 and a Full Professor in 1997. In Academic management, he was the Dean of the Faculty of Computer Science and Information System from 1995 to 2001. Then he was assigned to become the first academician to lead the University Computer Centre from 2004 to 2009. He was then appointed as the Research Dean for the K-Economy Research Alliance from 2010 to 2011. From 2011, he is currently serving as the Dean for the Perdana School of Science, Technology and Innovation (STI) Policy.

He was involved in several Research projects and consultancy work throughout his career. In addition to a number of software development consulting projects and IS/IT Strategic Planning, he is currently part of a

consulting team in a Public Works Department consulting project. One of his most important research work was for Intensification of Research in Priority Areas (IRPA) in eScience Grid in 2002 to 2004 where he was the project leader. Currently his research interest is more focussed Policy and in Innovation Ecosystem where he either lead or was a member of 3 different Ministry of Higher Education (MOHE) and Ministry of Natural Resources and Environment (NRE) grants. He has also advised several government bodies on ICT issues, Public Sector Innovation, Science, Technology and Innovation issues, some at the steering committee level.

He has taught several courses in his academic career at both undergraduate and postgraduate levels, mainly in Computer Systems subjects (computer architecture, systems software, computer networks), Strategic IS/IT. He is currently focusing on STI Policy subjects such as STI Policy Foundation, Enterprise IT systems and ICT Policy.

In his current job, besides participating in University level committees and task forces, he is helping to strengthen the Perdana School of STI Policy (UTM Perdana) by focusing on upgrading the current academic program in Masters in STI policy program and preparing to offer two new Masters level programs, one in Master of Innovation and the second Master of Science, Technology and Society. The planning and implementation of the UTM Perdana programs, while developing resources both human as well as physical and intellectual resources and at the same time building national, regional and international networks, is now taking up most of his time. Even so, opportunities to learn, share knowledge and collaborate in the area of Science, Technology and Innovation (STI) and Policy has always been welcomed.

## CONFERENCE PROGRAM

**DAY 01 Monday (2<sup>nd</sup> June 2014)**

**Welcome Reception & Registration**

**8:00 am – 8:30 am**

**Opening Ceremony (09:00 am – 11:00 am)**

**Venue: Ballroom A**

09:00 am - 09:15 am	Welcome Remarks - Felicia Chong (Head Of Organizing Committee)
09:15 am - 09:30 am	Opening Speech - Farooq Ahmed Jam (Conference Chair)
09:30 am - 09:45 am	Conference President Speech - Dr. M Yahya Arwiyah, SH (PhD).
09:45 am - 10:05 am	Key Note Speech - Professor. Zamri Mohamed.
10:05 am - 10:25 am	Key Note Speech – Professor. Dr. Ir. Mochamad Ashari (PhD).
10:25 am - 10:45 am	Award Ceremony and Group Photograph

**Tea Break (10:45 am – 11:00 am)**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 1 (11:00 am – 01:00 pm)**  
**Venue: Ballroom A**

**Session Chairs: Dr. M Yahya Arwiyah, SH and Dr. Raja Roslan Raja Abd. Rahman**

**Track A: Business Management and Economics**

GTAR-14-419	Knowledge Management System For Researcher: College Of Arts, Media And Technology, Thailand	Walaiporn Singkhamfu
GTAR-14-459	Building Multidisciplinary International Collaborations For Mutual Gain	Chris Hickey
GTAR-14-463	Continuous Quality Improvement Enhancement Of Registered Nurses In Community Hospital Khon Kaen Province	Chaloermchai Camoou
GTAR-14-514	Higher Education: Engaging The Knowledge Economy, Challenges And Imperatives	Eduardo P. Garrovillas
GTAR-14-516	Transforming R&D Culture From A Technology-Vocational Based Institution To A Research University: Samar State University, Philippines Case	Felisa E Gomba
GTAR-14-437	Soft Skills For Leadership That Affect The Project Control By Sub-District Health Promoting Hospital Directors In Roi-Et Province.	Jarunyoo Tonganek
GTAR-14-480	The Leadership Style Affecting The Good Governance Administration Of The Chief In Community Hospital Mukdahan Province	Witat Janposri
GTAR-14-326	The Effect Of Leadership Style Towards Work Family Conflict At PT. XYZ, Bandung	Arif Partono

**Lunch Break (01:00 pm – 2:00 pm)**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 1 (11:00 am – 01:00 pm)**  
**Venue: Ballroom B**

**Session Chairs: Dr. Balachandar S. Sayapathi and Dr. Suresh Gholse**

**Track C: Applied Sciences**

GTAR-14-458	District Health System Development Performance By District Health Committee In Nhong Khai Province	Panom Pengwichai
GTAR-14-464	Factors Affecting The Research For Solving Health Problem Of Health Personnel At Health Promoting Hospital In Nakhon Phanom Province.	Rungrawee Srichan
GTAR-14-465	Consumers Protection Performance Of Health Personnel In Sub-District Health Promoting Hospitals, Khon Kaen Province.	Sumalee Larangsit
GTAR-14-474	An Evaluation Of The Public Health Officers At Sub District Health Promoting Hospital In Buri Ram Province.	Pimwara Singhapiwat
GTAR-14-475	Prevention And Control Performance Of Diabetes Mellitus Among Health Personnel At Primary Care Units Khonkaen Province. Master Of Public Health.	Kanokphit Kanwa
GTAR-14-478	Quality Of Care For Patients With Diabetes Mellitus Of Sub-District Health Promoting Hospital In Northeast, Thailand	Rati Boonmak
GTAR-14-434	Decreasing Student Violence In School By Mediator: A Case Study Of Ban-Kam-Kaen School Under The Office Of Khon Kaen Educational Service Area2	Apipalakul Chanya
GTAR-14-436	The Integrated Model For Software Requirement Prioritization	Jenjira Jaimunk
GTAR-14-147	Genetic Engineering Advances and Qur'anic Exegesis Perspectives and Challenges: The Case of Human Cloning	Esam Eltigani Mohamed Ibrahim

**Lunch Break (01:00 pm – 2:00 pm)**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 1 (11:00 am – 01:00 pm)**  
**Venue: Acacia**

**Session Chairs: Prof. Zamri Mohamed and Muhammad Abbas**  
**Track A: Business Management and Economics**

GTAR-14-176	Loan Loss Provisions And Macroeconomic Factors: The Case Of Malaysian Commercial Banks	Hasni Abdullah
GTAR-14-313	Economics Inequality And Delinquent Behavior	Nur Annizah Binti Ishak
GTAR-14-385	Modeling And Forecasting The Volumes Of Malaysia's Import	Mohamed A.H Milad
GTAR-14-121	Impact Of The Entrepreneurship Education On The Student's Entrepreneurial Value Creation	Mudashir Gafar
GTAR-14-363	A Conceptual Framework Of Entrepreneurship Policy	Isti Raafaldini Mirzanti
GTAR-14-468	The Issues Pertaining Changes In The Government Policy And Its Effects On Malay Printing Entrepreneurs	Mohd Khairul Azahari bin Abdul Rani
GTAR-14-523	Developing An Index For Medical Tourism	Yuhanis Abdul Aziz
GTAR-14-522	A Unique Strategy For Promoting "Student Labour Program" To Increase The Number Of Student At Universitas Advent Indonesia, Bandung	Rolyana Ferinia

**Lunch Break (01:00 pm – 2:00 pm)**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 1 (11:00 am – 01:00 pm)**  
**Venue: Bougainvillea**

**Session Chairs: Dr. Palti Marulitua Sitorus and Dr. Li-Chiou Chen**  
**Track B: Social Sciences and Humanity**

GTAR-14-149	An Investigation Of Students Employability Skills Of A New Established University During Industrial Placement	Jamaludin Jalani
GTAR-14-431	Study Assistance By Social Methodology Application For Mobile Device	Phudinan Singkhamfu
GTAR-14-243	Postgraduate Research And Its Role In The Development Program Of Undergraduate	Ashraf M. Zedan
GTAR-14-377	An Investigation Of Preschool Children's Toy Preferences According To Different Variants	F. Ülkü Yıldız
GTAR-14-382	A Study Into The Effects Of Preschool Education On The Emotional Skills Of First Graders	Aysel Çağdaş
GTAR-14-398	Giving Food Clover Education With Art Activities To 5 Year-Old Children	Gulriz Akaroglu
GTAR-14-479	The Reflection of Food Clover Education Taught Five-Year Children on The Visual Artistic Products	Aysegul Sarikaya
GTAR-14-439	Understanding Ethnicity, National Sentiments and Nation Building in Multiracial Environment	Jasmine Ahmad
GTAR-14-219	Positive and Negative Stress Management on Sports Performance among Football Players	Vincent Parnabas

**Lunch Break (01:00 pm – 2:00 pm)**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 2 (02:00 pm – 03:30 pm)**  
**Venue: Ballroom A**

**Session Chairs: Dr. Suchetha Kumari and Muhammad Abbas**  
**Track A: Business Management and Economics**

GTAR-14-240	Organizational Change Process: Determine Risks And Uncertainty Using Risk Map During The Change Process	Renni Rengganis
GTAR-14-246	Business Developments Strategy Impact: The Case Of Multipurpose Cooperative Business	Trisha Gilang Saraswati
GTAR-14-281	Building Public Trust Through The Practice Of Ethical Accountability At Local Government	Nor Zaini Bt. Hj Zainal Abidin
GTAR-14-331	Strategic Alliances In Contractual Project R&D: Intangible And Tangible Aspects a Case Study Of Pertamina (Indonesian National Energy Company)	Rhian Indradewa
GTAR-14-332	Change Management: Self-Renewal Capability In Educational Institutions. Case Study Of Non-Academic Staffs In School Of Business And Management, Bandung Institute Of Technology (Sbm-Itb), Indonesia	Nurhayati
GTAR-14-359	Analyzing The Impact Of Alternative And Criteria To Choice Overload With Applications Of Web-Based Simulation Of Comparison Shopping	Rr. Rieka F. Hutami

**Tea Break (03:30 pm – 3:45 pm)**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 2 (02:00 pm – 03:30 pm)**  
**Venue: Ballroom B**

**Session Chairs: Dr. Suresh Gholve and Dr. Balachandar S. Sayapathi**

**Track C: Applied Sciences**

GTAR-14-435	Factors Affecting The Public Health Performance Evaluation Of Sub-District Health Promoting Hospital Directors In Nakhon Ratchasima Province, Thailand	Prachak Bouphan
GTAR-14-489	Food Sanitation Performance Of Public Health Officers In Local Government Chaiyaphum Province	Suwaree Mattapol
GTAR-14-490	Solid Waste Management Of Public Health Officers At The Local Administrative Organization, Buriram Province.	Wipaporn Karnslang
GTAR-14-491	Health Promotion And Disease Prevention Performance Of Personnel In Sub-District Health Promoting Hospitals, Khon Kaen Province	Supachai Muanma
GTAR-14-492	Prevention And Control The Infectious Disease Of Public Health Officers In Local Administrative Organization, Nongbualamphu Province.	Nakorn Rachsanmuang
GTAR-14-493	The Participation In Health Promotion Of Health Personnel In Community Hospitals In Roi Et Province, Thailand	Rungnapaporn Prachanai

**Tea Break (3:30 pm – 3:45 pm)**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 2 (02:00 pm – 03:30 pm)**  
**Venue: Acacia**

**Session Chairs: Dr. Wan Mohd Faizal and Dr. Palti Marulitua Sitorus**

**Track D: Engineering**

GTAR-14-114	The fabrication of P3HT:VOPcPhO composite nanorods arrays via template-assisted method	Azzuliani Supangat
GTAR-14-148	Modelling and Simulation of a Humanoid Robot Arm	Jamaludin Jalani
GTAR-14-217	Plasma diagnostic: Optical emission studies of SiCN in RF and DC magnetron sputtering system	Zarina binti Aspanut
GTAR-14-237	Numerical Simulation of Shoreline Changes induced by Breaking Wave : A Parametric Study	Mohammad Fadhli Ahmad
GTAR-14-238	A Hybrid Technique Approach for Cluster Development of FACTS Device Installation	Siti Amely Jumaat
GTAR-14-218	Surface Characteristics in Electrical Discharge Machining of AISI D2 Hardened Steel Employing Powder Mixed	Mohd Amri Lajis

**Tea Break (3:30 pm – 3:45 pm)**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 2 (02:00 pm – 03:30 pm)**  
**Venue: Bougainvillea**

**Session Chairs: Dr. Chris Hickey and Ms. Astrie Krisnawati**  
**Track B: Social Sciences and Humanity**

GTAR-14-444	Exploring Career Awareness And Aspirations Of Malaysian School Children	Khamsiah Ismail
GTAR-14-534	Motor Skills Proficiency As Indicator To Predict Obesity Among School-Aged Children	Suhana Aiman
GTAR-14-544	Benchmarking On School Health Programs Adapted By Selected Colleges And Universities In The Province Of Batangas: Basis For Institutional Health Program	Kristine June M. Capili
GTAR-14-386	Food Consumption Patterns Of Fisherman On Spermonde Islands	Rahmawaty A. Nadja
GTAR-14-180	Computational Research Based (CRB) Activities A New Approach In School Science	Rose Amnah Abd
GTAR-14-445	Malaysian adolescents' moral awareness and their cultural conformity	Siti Rafiah Abd Hamid

**Tea Break (3:30 pm – 3:45 pm)**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 3 (03:45 pm – 05:30 pm)**  
**Venue: Ballroom A**

**Session Chairs: Muhammad Abbas**  
**Track A: Business Management and Economics**

GTAR-14-224	Angel Investment As A Source Of Startup Capital: A Case Study In Indonesia (Comparative Study In Jakarta And Bandung)	Chintia Febrianti S
GTAR-14-306	Financing of Small and Medium Enterprises: People's Credit Scheme (KUR) Challenges as Future Prospects of SMEs in Indonesia	Yuhana Astuti
GTAR-14-357	Using Qualitative Research In Accounting And Management Studies: Not A New Agenda	Hasan Basri
GTAR-14-502	A Comparative Analysis Of Islamic And Conventional Banks' Robustness In Indonesia	M. Shabri Abd. Majid
GTAR-14-503	A Comparative Analysis Of Diversification Benefits Between Islamic Emerging And Conventional Largest World's Markets During The 2007 Global Financial Crisis	Said Musnadi
GTAR-14-404	Relationship Between E-Commerce Service Quality, Satisfaction, Trust, And Customer Loyalty In The Hotel Industry In The East Coast Of Peninsular Malaysia	Mutia Sobihah Abd Halim

**End of Day One**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 3 (03:45 pm – 05:30 pm)**  
**Venue: Ballroom B**

**Session Chairs: Dr. Suresh Gholse**  
**Track C: Applied Sciences**

GTAR-14-140	Effect Of Smoking On Hearing Thresholds Among Automobile Industry Workers	Balachandar S. Sayapathi
GTAR-14-311	Potential Use Of Piper Betle Extract For The Maintenance Of Oral Health During Antibiotic Therapy	Fathilah AR
GTAR-14-369	Radioprotective Potential of Punica granatum Extract and Synthetic Ellagic acid: A Biochemical and Hematological Study in mice.	Satheesh Kumar Bhandary
GTAR-14-384	Modulatory Effects Of Carica Papaya (Linn.) And Diallyl Disulphide On Electron Beam Radiation Induced Tissue Damages In Swiss Albino Mice	Suchetha Kumari
GTAR-14-485	Differences In Fitness Level Between Urban And Sub-Urban High School Student	Borhan Bin Yusof
GTAR-14-392	Evaluation Of Immunomodulation With Response To The Synergistic Effects Of 2deoxy-D-Glucose And Allium Sativum Extracts On Normal And Tumor Cells Against Electron Beam Irradiation	Sukanya Shetty

**End of Day One**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 3 (03:45 pm – 05:30 pm)**  
**Venue: Acacia**

**Session Chairs: Dr. Jamaludin Jalani**  
**Track D: Engineering**

GTAR-14-239	Application of Particle Swarm Optimization Technique for Multi-objective Problems in Power System Network	Siti Amely Jumaat
GTAR-14-245	Updating the Development of Real-Time Monitoring System for Precipitable Water Vapor	Wayan Suparta
GTAR-14-349	Extraction of Beta Carotene from Palm Mesocarp via Green Sub-Critical Carbon Dioxide	Mohd Azizi Che Yunus
GTAR-14-428	The impact of the Number of Nodes, Speed of Nodes, Speed of Network and the Network Space to the Number of Nodes Keeps Alive	Suhazlan Suhaimi
GTAR-14-453	Combustion of Emulsified Fuel Droplet inside the Rapid Compression Machine	Hyemin Kim
GTAR-14-530	Effect of Liquid Injection Pressure, Swirl Chamber Diameter and Internal Flow Conditions on Spray Angle of Jet-Swirl Injector for Gas Turbine Combustor	Z. A. Ghaffar

**End of Day One**

**DAY 01 Monday (2<sup>nd</sup> June 2014)**  
**Session 3 (03:45 pm – 05:30 pm)**  
**Venue: Bougainvillea**

**Session Chairs: Dr. Le Thi Mai**  
**Track B: Social Sciences and Humanity**

GTAR-14-274	The Study Of Comic Influences On New Generation's Drawing Styles	Li-Chiou Chen
GTAR-14-361	Applied Theatre For Health Topic Learning	Wannarat Rattanawarang
GTAR-14-371	The Survival of an Artist	Zahirah Harun
GTAR-14-134	The Professional Development Programs And Integration Of LMS	Sheiladevi Sukumaran
GTAR-14-236	An Approach For Software-As-A-Service Evaluation Based On Learner Requirements	Apitchaka Singjai

**End of Day One**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 1 (09:00 am – 10:30 pm)**  
**Venue: Ballroom A**

**Session Chairs: Muhammad Abbas and Trisha Gilang Saraswati**  
**Track A: Business Management and Economics**

GTAR-14-158	Trend In Human Capital Research: Multilevel Studies	Mery Citra Sondari
GTAR-14-285	An Integrated Talent Management System: Challenges For Competitive Advantage	Ratri Wahyuningtyas
GTAR-14-356	Measuring The Strategic Readiness Of Human Capital And Informational Capital In SBM ITB	Fitria I. Aulani
GTAR-14-307	Improving Student's Transferable Skills And Achievement Through Well-Developed Instructional Design For Statistics	Siswandari
GTAR-14-555	Employability Skills In Increasing Task Performance And Contextual Performance of Polytechnic Engineering Graduates : A Conceptual Framework	Normala Rahmat

**Tea Break (10:30 pm – 10:45 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 1 (09:00 am – 10:30 pm)**  
**Venue: Ballroom B**

**Session Chairs: Yuhana Astuti and Renni Rengganis**  
**Track A: Business Management and Economics**

GTAR-14-319	The Relationship Between Proactive Market Orientation, Responsive Marketing Orientation And Technological Innovation	Ho Yeow Chung
GTAR-14-342	The Influencing Factors Of The Implementation Street Vendor Relocating Program In Bandung, Indonesia. Case Study Of Street Vendor Alun-Alun, Jalan Kapatihan And Jalan Dalem Kaum	Anggraeni Permatasari
GTAR-14-362	Positioning Of Social Media Brands By Value Provided To Users	Rajendra Nargundkar
GTAR-14-410	Fusion Of Emotion In Product Development	Ab. Aziz Shuaib
GTAR-14-455	The Influence Non-Pricing Determinants On User Satisfaction And Behavioral Intention On Consumers At Private-Funding Facility In Malaysia	Khairulzaman Hamin

**Tea Break (10:30 pm – 10:45 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 1 (09:00 am – 10:30 pm)**  
**Venue: Acacia**

**Session Chairs: Dr. Palti Marulitua Sitorus and Dr. Suresh Gholse**

**Track C: Applied Sciences**

GTAR-14-201	Assessment Of Fe, Cu And Zn Sequestration Rate Using Lemna Minor And Salvinia Natans As Bioaccumulation Agent For Polluted Aquatic Ecosystem	Rashidi Othman
GTAR-14-251	Lactic Acid Production From Sweet Potato By Lactobacillus Casei Tistr 453	Chaowaree Adthalungrong
GTAR-14-253	Structural Properties And Tolerance Factor For Perovskite-Type Compounds	D.N. Bhute
GTAR-14-341	Urban Watershed Eutrophication State Monitoring Using Aquatic Plant-Based Technology	Rashidi Othman
GTAR-14-330	Aquatic Plants As Phytoindicator For Heavy Metals Contaminant In Polluted Freshwater Bodies	Rashidi Othman

**Tea Break (10:30 pm – 10:45 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 1 (09:00 am – 10:30 pm)**  
**Venue: Bougainvillea**

**Session Chairs: Dr. M Yahya Arwiyah, SH and Dr. Ashraf M. Zedan**  
**Track B: Social Sciences and Humanity**

GTAR-14-220	Group Counseling For At-Risk Adolescents	Aslina Ahmad
GTAR-14-328	Measurement For Analyzing Instant Messenger Application Adoption By Using Unified Theory Of Acceptance And Use Of Technology 2 (UTAUT2)	Indrawati
GTAR-14-378	Designing An E-Communication System To Effectively Link Schools With Student's Guardians	Yahya Omar Mohamed
GTAR-14-388	Mlearning Implementation Model Based On Discovery Learning For Teacher Education	Asra
GTAR-14-393	Implementation Of Turkey Method On Memorization The Quran In Malaysia: A Study In Institute Darul Tuba, Malaysia	Sedek Ariffin
GTAR-14-541	Rural – Urban Migration For Better Future In Malaysia	Norizan Bt Mohammad

**Tea Break (10:30 pm – 10:45 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 2 (11:00 am – 12:30 pm)**  
**Venue: Ballroom A**

**Session Chairs: Muhammad Abbas**  
**Track A: Business Management and Economics**

GTAR-14-396	Interpersonal Trust and Employee Loyalty: Developing a Research Framework for Malaysia's Automotive Industry	Mohmad Yazam Sharif
GTAR-14-397	The Links between Human Resource Practices and Employee Retention: A Study of Libyan Government Agencies"	Mohmad Yazam Sharif
GTAR-14-426	How Leadership Facilitates an Innovative Organizational Culture and an Independent Ethical Climate: The Role of Being Risk-Taking and Integrative	Anthony Kuo
GTAR-14-446	Decision Making, Leadership and Power in Education	Cunningham
GTAR-14-570	Muslim Personality Effects on Workplace Deviance: A Conceptual Study	Waqas Farooq

**Lunch Break (12:30 pm – 01:45 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 2 (11:00 am – 12:30 pm)**  
**Venue: Ballroom B**

**Session Chairs: Datin Dr. Sarimah Ismail and Tariq Iqbal Khan**  
**Track A: Business Management and Economics**

GTAR-14-469	The Impact Of Event Sponsorship And Tv Adsevent Of Brand Image To Cross Mobile	AMA Suyanto
GTAR-14-498	Business Success Through Relationship Marketing Identification Of Red Chili Producers Based On The Six Markets Model	Agriani H. Sadeli
GTAR-14-499	Modern Market Retail Local Fresh Produce Supplier Value Creation Through Marketing Contribution	Hesty Nurul Utami
GTAR-14-506	Expectations And Needs Of Freight Forwarders On Service quality Of International Ocean Freight Carriers	Phakhin Tapa
GTAR-14-235	Perception Of Tourism Impacts On Island Destination Between Host Community And Visitors: A Case Of Tioman Island	Ong Tah Fatt

**Lunch Break (12:30 pm – 01:45 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 2 (11:00 am – 12:30 pm)**  
**Venue: Acacia**

**Session Chairs: Astrie Krisnawati**  
**Track C: Applied Sciences**

GTAR-14-308	Palm Oil Mill Biomass Minimization Through Bioconversion To Fermentable Sugar For Renewable Energy Resources	Khanom Simarani
GTAR-14-345	Ethnobotanical Study Of Traditional Knowledge On Plant Used In Traditional Bath (Mandi Serom) Among Malay Midwives In Perak And Negeri Sembilan	Nur Illani Abdul Razak
GTAR-14-346	Biomonitoring Agent For Heavy Metals Run Off From Acid Sulfate Soil Of Aquaculture Industries In Selangor, Malaysia	Farah Ayuni Mohd Hatta
GTAR-14-372	Spatial Interpolation Of Monthly Precipitation In Selangor, Malaysia – Comparison And Evaluation Of Methods	Nurul Nadiyah Mohd Firdaus

**Lunch Break (12:30 pm – 01:45 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 2 (11:00 am – 12:30 pm)**  
**Venue: Bougainvillea**

**Session Chairs: Norlizah Abdul Hamid and Felicia Chong**  
**Track B: Social Sciences and Humanity**

GTAR-14-517	Terengganu Football Fans Attendance in Malaysia Cup 2013: Culture and Behaviors	Mohamed @ Mohd Sadek Mustaffa
GTAR-14-206	Trends Of Study On Ta'wilat Ahl Al-Sunnah By Abu Mansur Al-Maturidi: 1970-2004	Mocha Aisyah
GTAR-14-248	The Positive and Negative Effect of Postmodernism on Mass Media: A Critical Review of Trends from Islamic Perspective	Yusuf Abdul Azeez
GTAR-14-389	Contribution Of 'Abd Al-Rahman Hasan Habannakah In The Field Of Tafsir: Background Studies On The Principles Of Tadabbur In The Qawa'id Al-Tadabbur Al-Amthal Li Kitab Allah.	Nurul Zakirah Mat Sin
GTAR-14-301	Perceived Physical Self-Competence Among Young Malaysian Adolescents In Gender-Oriented Sports And Cross-Gender Sports	Kee Kang Mea

**Lunch Break (12:30 pm – 01:45 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 3 (01:45 pm – 03:15 pm)**  
**Venue: Ballroom A**

**Session Chairs: Yuhana Astuti and Muhammad Abbas**  
**Track A: Business Management and Economics**

GTAR-14-327	Women Entrepreneurial Intentions in Micro and Small Enterprises (MSEs) in Indonesia: The Influence of Environmental Factors on Perceived Behavioral Control	Grisna Anggadwita
GTAR-14-494	The Competitiveness of Micro and Small Enterprises (MSEs): Focus on Women Entrepreneurial Competencies in Indonesia	Grisna Anggadwita
GTAR-14-545	Success Indicators of Micro, Small, and Medium Enterprises in Lipa City	Dennis L. Yapbuan
GTAR-14-549	Compliance among SMEs in the Requirement on Philippine Financial Reporting Standards for Small and Medium Enterprises (PFRS for SMEs) in Lipa City: An Analysis	Rosalie E. Balhag
GTAR-14-225	Giving Loan to Member's Profit of Koperasi Tempe Tahu Indonesia in Bandung	Ika Mei Ratnasari

**Tea Break (03:15 pm – 03:30 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 3 (01:45 pm – 03:15 pm)**  
**Venue: Ballroom B**

**Session Chairs: Felicia Chong and Grisna Anggadwita**  
**Track A: Business Management and Economics**

GTAR-14-159	The Role Of Self-Motive Engagement As Moderator In Purchasing Green Products, The Malaysian Perspective	Nennie Trianna Rosli
GTAR-14-163	Corporate Social Responsibility Towards Corporate Performance: Whether A Barrier Or An Endorser?	Astrie Krisnawati
GTAR-14-512	The Study On Employees' Satisfaction To Core And Managerial Competency Improvement From Training And Development Program: Case Study Of Numchai Insurance Company Limited	Ariya Songrattananon
GTAR-14-324	Foreign Co-Authorship Phenomenon: A Preliminary Study Of Research Productivity Of Higher Education Institution In Indonesia	Mery Citra Sondari
GTAR-14-173	Using Talent Strategy as a Hedging Strategy to Manage Banking Talent Risks in Malaysia	Dewi Tajuddin

**Tea Break (03:15 pm – 03:30 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 3 (01:45 pm – 03:15 pm)**  
**Venue: Acacia**

**Session Chairs: Wannarat Rattanawarang and Dr. Abdul Azeez Yusuf**

**Track C: Applied Sciences**

GTAR-14-177	The Impact Of Contextual Method In Teaching And Learning Engineering Statistics In The Universiti Tun Hussein Onn Malaysia (Uthm)	Nafisah Kamariah Md Kamaruddin
GTAR-14-282	The Fourth Version Of Richardson's Extrapolation Spreadsheet Calculator Using Vba Programming For Numerical Differentiations	Kim Gaik Tay
GTAR-14-420	Effects Of Yoga Meditation On Body Composition –Assessed Via Bioimpedance Analysis	Lin Lih Poh
GTAR-14-373	The Effects Of Senaman Melayu Tua On Flexibility, Balance And Cardiovascular Endurance In Young Adults	Norazhan Che Lan
GTAR-14-278	Synthesis and Inhibition Behaviour Study of Carbonylthiourea Derivatives on Corrosion of Mild Steel	Juliana Jumal
GTAR-14-471	Species Distribution, Diversity and Abundance of Sea Cucumbers in Intertidal Zones of Aurora, Philippines	Maria Cristina B. Cañada

**Tea Break (03:15 pm – 03:30 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 3 (01:45 pm – 03:15 pm)**  
**Venue: Bougainvillea**

**Session Chairs: Dr. Ashraf M. Zedan and Tariq Iqbal Khan**  
**Track B: Social Sciences and Humanity**

GTAR-14-409	Social Integration Of Vietnamese People Residing Abroad	Le Thi Mai
GTAR-14-513	Motivational Factors Of Football Spectators in Malaysia	Intan Shafinaz Z.
GTAR-14-520	The Colonial Production Of Tropical Space In Congo: Unifying Historical Geography And Geology, Ecological Anthropology, And Tropical Medicine	Jong-Chan Lee
GTAR-14-521	Filipino Migration Poems: The Impact Of Diaspora To Filipino Families	Elsie L. Dajao
GTAR-14-540	Predictive Factors For The “Teen Mom” Phenomenon: The Role Of Study Orientation, Self-Esteem, Family Structure, Communication And Parenting Style	Sherrie Ann Cananua-Labid
GTAR-14-302	Physical Activity Profile And Related Factors Among The Staffs Of The Ministry Of Youth And Sports, Putrajaya, Malaysia	Norlizah Abdul Hamid
GTAR-14-299	Motives For Sporting Activities Participation Among Wheelchair Athletes	Nagoor Meera Abdullah
GTAR-14-318	Youth Volunteerism In Chow Kit, Malaysia: Factors Of Involvement	Sarimah Ismail

**Tea Break (03:15 pm – 03:30 pm)**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 4 (03:30 pm – 05:00 pm)**  
**Venue: Ballroom B**

**Session Chairs: Dr. Abdul Azeez Yusuf and Mery Citra Sondari**  
**Track A: Business Management and Economics**

GTAR-14-200	Preliminary Approach In Identify Csfs For Effective ICT Governance In Malaysian Public Sector (MPS)	Rosida Ab Razak
GTAR-14-507	Customers' Behavior Of Using Service Via Mobile Application	Piyarat Pongprathum
GTAR-14-508	A Study Of Currency Hedging Of Thailand SMEs Exporters	Sinanthana Nanta
GTAR-14-504	Identification Of Factors That Contribute To Capital Structure Year 2009-2012 (Case Study In Foreign Exchange Banks In Indonesia)	Norita, S.E., M.Si, Ak. and Anissa Agustina Rahmadini
GTAR-14-143	Enhancing Innovation in Quadruple Helix Perspective: The case of the Business Incubators in –Indonesia	Hendrati Dwi Mulyaningsih

**Closing Ceremony (05: 00 pm – 5:30 pm)**  
**Venue: Ballroom A**  
**End of the Conference**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 4 (03:30 pm – 05:00 pm)**  
**Venue: Acacia**

**Session Chairs: Dr Norlizah Abdul Hamid and Muhammad Abbas**  
**Track B: Social Sciences and Humanity**

Gtar-14-136	Continual Social Graph Analysis Of Online Community For A Cultural Project In The Foreign Country	Yoshida Masami
Gtar-14-212	Gamifying Academic Research Of Near Extinct Moribund Words To Preserve Culture And Heritage	Normaidah
Gtar-14-228	Does Integrating Emotional Intelligence Via Teaching Instruction Able To Promote Students' Attitudes Toward Mathematics?	Norila Binti Md Salleh
Gtar-14-553	Students' Self – Perception And Their Academic Performance	Maria Nancy Quinco-Cadosales
Gtar-14-381	Health Care System For Elderly Living Alone Under Rural Thailand Culture	Ajchara Oumkrua
Gtar-14-390	Canili Family Rural Development School As An Alternative Mode Of Education	Ricardo G. Gonzales, Jr.

**Closing Ceremony (05: 00 pm – 5:30 pm)**  
**Venue: Ballroom A**  
**End of the Conference**

**DAY 02 Tuesday (3<sup>rd</sup> June 2014)**  
**Session 4 (03:30 pm – 05:00 pm)**  
**Venue: Bougainvillea**

**Session Chairs: Renni Rengganis and Ms. Astrie Krisnawati**  
**Track B: Social Sciences and Humanity**

GTAR-14-546	Sexual Protective Practices Among Selected Reproductive Health Practices Among Selected Age Residents In Batangas: Basis For STD Prevention Program	Ma. Teresa I. Bandelaria
GTAR-14-366	The Batek Hep' Consonants: A Preliminary Acoustic Analysis Of Male And Female Speakers Of Unique Consonants Utterances	Tengku Intan Suzila T.S.
GTAR-14-367	Batek Hep' Language: The Female's Pride And Learning Exploration	Tengku Intan Suzila T.S.
GTAR-14-527	The Devil Is In The Detail – History, Truth And Criticism	Isabel Monteiro

**Closing Ceremony (05: 00 pm – 5:30 pm)**  
**Venue: Ballroom A**  
**End of the Conference**

## CONFERENCE ATTENDEES

1. Professor Suresh Gholse (PhD).
2. Indriana Noor.
3. Susilaningsih (PhD).
4. Rudy Leon De Wilde

## **TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

## **AN INTEGRATED TALENT MANAGEMENT SYSTEM: CHALLENGES FOR COMPETITIVE ADVANTAGE**

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### **ABSTRACT**

Talent management is a set of activities in attracting, developing and maintaining high-potential employees at all levels to achieve the strategic objectives of the organization. Talent management has been the target of increasing interest in the world of work and has appeared more frequently in the academic literature nowadays. While firms tend to recognize the importance of talent management, they often fail to manage it effectively. Success of the company in managing talent will be the critical factor to create competitive advantages. The purposes of this study is to design conceptual model of integrated talent management system in order to manage talent effectively.

This study will be focus on discussing about process cycle in managing talent. Furthermore this study will develop conceptual model of integrated talent management system and also explain the important thing that company often to neglect and they didn't realized that it can be root problem that make overall process will be failed in managing talent. Result from this study as consideration for every company to develop specific program in managing talent effectively

**Keyword:** Talent Management, Attracting Talent, Developing Talent, Retaining Talent.

# **THE INFLUENCING FACTORS OF THE IMPLEMENTATION STREET VENDOR RELOCATING PROGRAM IN BANDUNG, INDONESIA. CASE STUDY OF STREET VENDOR ALUN-ALUN, JALAN KEPATIHAN AND JALAN DALEM KAUM**

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## **ABSTRACT**

Bandung Local Government have initiative to publish Local Regulation No. 4 Years 2011 about street vendor arrangement and development. The policy was deemed potentially in supporting and improving street vendor from informal sector to formal sector. One of the implementation program is relocating. Relocation program is a program to displace street vendor from forbidden trading zones to new location in Pasar Gede Bage. But, the process of the implementation program had some obstacles. The purposes of this research are to describe and determine the factors that influence the successful implementation of street vendor relocation program. This study is analyzing variable of Business Location (X1), Working Environment (X2), Communication (X3), Apparatus Behavior (X4) and Entrepreneurial Characteristic (X5). This study used a quantitative method with multiple regression analyze. Data was collected by spread questionnaire to 120 respondents of street vendor and use random sampling techniques. The result showed that three independent variables; Location, Communication and Entrepreneur Characteristic, have positive and significant influence on the implementation of Street vendor Relocation Program. Whereas, independent variables of working environment and apparatus behavior had positive but not significant influence of the dependent variable.

**Keywords:** Street Vendor, Relocation Program, Stakeholder Engagement.

## **A CONCEPTUAL FRAMEWORK OF ENTREPRENEURSHIP POLICY**

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### **ABSTRACT**

Entrepreneurship has been growing rapidly in the past 20 years. It was strengthen by the increasing number of young generation who choose to be an entrepreneur instead of working on other people or companies. Mostly, they do not consider entrepreneurship as the only option to earn income and generate money, but more than that entrepreneurship is also regarded as one of the way to uphold their values such as beneficial to society, freedom to manage time and finances, and freedom to define and execute what they want. The role of Entrepreneurship in economic growth, are about job and wealth creation. Considering the role, it is important to develop entrepreneurship. In this stage, government policy has a big influence, there are to establish environment and create infrastructure that support entrepreneurship. However, when it comes to entrepreneurship policy, one size does not fit all, governments can only provide an underlying conducive environment to the emergence of productive entrepreneurship rather than unproductive entrepreneurship.

In this research, conceptual framework of entrepreneurship policy can be divided based on level of analysis which are, micro, meso, and macro level. At macro level, entrepreneurship policy, focus on creating motivation, entrepreneurial skills, and business skills. While at meso level, it include decreasing administration burden in facilitating business entry and import/export deregulation as well; focusing in targeted business (technology) and business incentives. At macro level, entrepreneurship policies should focus on creating entrepreneurship culture, entrepreneurship infrastructure and regulation itself.

**Keywords:** Entrepreneurship Policy, Entrepreneurship, Conceptual Framework.

# **THE COMPETITIVENESS OF MICRO AND SMALL ENTERPRISES (MSES): FOCUS ON WOMEN ENTREPRENEURIAL COMPETENCIES IN INDONESIA**

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## **ABSTRACT**

Indonesia is a multi-culture country where every region has different cultures that influence the competence of women entrepreneurs. Women entrepreneurship in Indonesia is growing very rapidly, giving rise to competition among entrepreneurs and influence on their business performance. Most of the women entrepreneurs in Indonesia involved in micro and small enterprises (MSEs). The purpose of this paper is to examine how competence of women entrepreneurs influence the competitiveness of micro and small enterprises. This study uses a case study approach to examine and understand the phenomenon. Primary data were collected through semi-structured interviews with five women entrepreneurs. The study found that the local culture is very influential on the formation of women entrepreneurs' behavior. Furthermore found that the competence and the local culture has an important role in improving the competitiveness of Indonesian women entrepreneurs. Contribution of this study is to add insights on the concept of women entrepreneurship, and also to fill the gap regarding the competitiveness of SMEs in the context of women entrepreneurship related with competencies.

**Keywords:** Women entrepreneurs, MSEs, Competencies, Local Culture

## **USING TALENT STRATEGY AS A HEDGING STRATEGY TO MANAGE BANKING TALENT RISKS IN MALAYSIA**

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### **ABSTRACT**

Talent strategy in human resource planning is generally used to deliver business strategy of a firm. The identification, recruitment, development and retention of talented employees are aligned with the priorities of the firm's business. As businesses today are borderless with the global environment, putting in place the most effective talent management strategy is a key to competitive success of firms, and this includes the banking industry. Hence, people who are talented in the organization provide opportunities for the firms. As a result many big firms seem to spend much time on developing these talented employees but less time on retaining them. This includes the Malaysian banking institutions. It is timely for Malaysian banks to have their own talent programs due to acute shortage of banking talents. Hence, the talent systems of banks require investments in these intangible assets. The above need is reinforced by the fact that an important Malaysian banking resource would be talent following the final phase of consolidation of banking institutions by the year 2015. When demand goes up and supply of talent goes down, more and more banking institutions in Malaysia begin to realize the importance of talent strategy and planning to be a part of management strategic focus; hence an integrated talent program for the banking institutions. The objective of this paper is to testify that the use of talent strategy as a hedging strategy is able to manage banking talent risks in the Malaysian banking sector. The study proposed to use Talent Management Practices (TMP), Employee Value Proposition (EVP) and Talent Brand Strategy (TBS) as variables along with 12 indicators of Malaysian banking talents by testifying for their direct and indirect relationships. The five research objectives and questions of the study were fulfilled by employing the Structural Equation Modelling (SEM). The five hypotheses of the study revealed that there are significant positive relationships between Talent Management Practices, Employee Value Proposition and Talent Brand Strategy, for Malaysian banks. The study also found that Employee Value Proposition partially mediates the relationship between Talent Management Practices and Talent Brand Strategy for the banks. With these significant relationships, the findings of this study suggest that it is timely for the local banks to enhance their talent strategy as this can deliver as business strategy, for instance, facilitating in innovating the operating structure of financial instruments. Additionally, due to the acute shortage of banking talents in Malaysia, there is a strong need to use talent strategy in managing banking talent risks. This is necessary for the local banks to remain competitive and profitable for a long term in this era of global banking.

**Keywords:** Talent Strategy; Banking Talent Risks; Business Strategy; Global Banking

# **THE INFLUENCE NON-PRICING DETERMINANTS ON USER SATISFACTION AND BEHAVIORAL INTENTION ON CONSUMERS AT PRIVATE-FUNDING FACILITY IN MALAYSIA**

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and <sup>3</sup>Borhan Yusof**

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## **ABSTRACT**

Today trends have shown that many sport organizations are competing for the same pool of participants and attempting to satisfy them by providing quality services. The trends are shown due to these organizations believe that providing participant with quality service may determine the success of a sport organization regardless the fee charges to the users. The purpose of this research is to explore participants' perceptions of the operations and effectiveness of the services provided by private sport complex, Terengganu Equestrian Resort (TER) at Kuala Terengganu, Malaysia. This study was designed to examine the impact of three basics service quality dimensions (ambiance of the facilities, operation quality and staff competency) on the consumers' satisfaction and their behavioural intentions towards the complex. A total of 250 respondents participated in the survey by using questionnaire adopted form the works of Ko and Pastore (2005) and Osman, Cole and Vessel (2006). The descriptive and regression analyses were used to obtain the result. The results on the impact of service quality dimensions on customers' satisfaction showed that staff competency and ambiance of the facilities were the main predictor on consumers' satisfaction ( $\beta = .36, p \leq .000$  and  $\beta = .25, p \leq .005$  respectively). However, no significant influences had been found of the impact of service quality dimensions on consumers re-use intention to the sport complex. Finally, findings had shown that only the operation quality was the main predictor on recommendation intention to sport complex ( $\beta = .33, p \leq .000$ ). The findings indicated that by improving the quality of services will enhance consumers' satisfaction which lead them to give "free promotion" especially through of word of mouths for the facility. The findings also indicated that apart from the price charged to users, other important determinants such as service quality dimensions should be focused in sustaining the business.

**Keywords:** Service Quality, Customer Satisfaction, Behavioral Intention.

## **BUILDING MULTIDISCIPLINARY INTERNATIONAL COLLABORATIONS FOR MUTUAL GAIN**

**<sup>1</sup>Chris Hickey and <sup>2</sup>Ismet Fanany**

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### **ABSTRACT**

This paper reports on a regional research collaboration between universities in Australia and Indonesia. Underpinning the collaboration is a clear identification of mutual needs and opportunities. Forged between Deakin University (Australia) and the Consortium of Eastern Indonesian Universities, the collaboration seeks to establish a model for sustained and purposeful interaction between all participants. Foremost in the establishment of the model is a respect of cultural differences, both philosophically and operationally. Driving the formation of the collaboration is a desire to build the research capabilities of all participating universities. Within this remit is a strong focus on the provision of a research training framework that simultaneously develops English language proficiency, is sequential and sustained, and supports local research agendas. Recognising the complexities of a truly multidisciplinary international collaboration, this paper describes the principles of participation that have been put in place to support the development and implementation of this model. While this work has not been straight-forward, or without tension, the potential gains associated with its progress have the potential to be internationally significant.

**Keywords:** Multidisciplinary Research, International Collaboration, Research Training, Cultural Inclusivity.

## **DEVELOPING AN INDEX FOR MEDICAL TOURISM**

**<sup>1</sup>YUHANIS ABDUL AZIZ, <sup>2</sup>ZAITON SAMDIN, <sup>3</sup>KHAIRIL  
WAHIDIN AWANG and <sup>4</sup>ZULHAMRI ABDULLAH**

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### **ABSTRACT**

Currently, medical tourism is regarded as an important emerging tourism sector in the Malaysian economy. Despite its significant contribution to the country's GDP, the examination of the main factors that contribute to the success of the industry remain limited. Therefore the objective of the paper is three-fold. First is to propose the medical tourism index from the service point of view. Second is to examine the ranking of the identified index. Finally, to investigate the index which holds most value for money. The survey is conducted with 400 medical tourists over a period of four months. Several important findings are reported. An index with 5 dimensions is identified as the most important factors in medical tourism. The findings also suggest that hospital reputation is the most influential factor among the index. The result also provides evidence that medical treatment is a factor that has the most excellent value for money. It is concluded that clear index categorisation will assist greatly in conceptualising empirical developments and improving the overall service experience for medical tourists. The implications are discussed, limitations are noted and possible areas in future research are proposed.

**Key Words:** Medical Tourism, Index, Malaysia, Service.

# **BUSINESS SUCCESS THROUGH RELATIONSHIP MARKETING IDENTIFICATION OF RED CHILI PRODUCERS BASED ON THE SIX MARKETS MODEL**

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## **ABSTRACT**

Relationship marketing can be utilized to develop outright bond between producer and consumer in the business without neglecting others key stakeholder's relationship. It can also improve competitive advantage and bring the business into success. A model proposed to examine relationship marketing is the six markets model. Red chili is one of prime commodity in agribusiness cluster in West Java Indonesia. The model will represent all potential relationship that contribute to red chili producer and build a framework of an effective organization market place. We have found that for customer market domain there are food Industry Company which already used contractual trade and only less of the red chili is sell to traditional market. Supplier and alliance market domain is done through cooperation with agricultural input supplier to provide a continuity supply of all farming input. Meanwhile, influence market domains who benefit the red chili producer are financial institution and government. Internal market domain is conduct by develop agribusiness co-operative supported by a solid relationship among red chili producers. Afterwards, referral market domain is done through recommendation from educational institution to the potential buyer from modern market. The last market domain is recruitment market that is still applying traditional recruitment practice to gain a new member. According to this model, business success of red chili producer in West Java can be achieved through commitment, market differentiation and comprehensive network between all market domains.

**Keywords:** Relationship Marketing, Agribusiness, Red Chili, Six Markets Model.

## **HIGHER EDUCATION: ENGAGING THE KNOWLEDGE ECONOMY, CHALLENGES AND IMPERATIVES**

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### **ABSTRACT**

The Philippine government supports the knowledge economy as manifested in its 1987 Constitution and international commitments. Republic Act 7722 enacted in 1994 creating the Commission on Higher Education is supportive of the said concept. Descriptive and exploratory, this paper addresses the challenges and imperatives of the country's higher education institutions (HEIs) in the era of knowledge economy. It asserts, among others, that there is no dichotomy between knowledge economy and academic excellence or intellectual pursuits, the classical *raison d'être* of universities since time immemorial. However, the paper underscores that academic excellence and intellectual pursuits must not be detached from the larger society. It must have a societal conscience, a socially relevant purpose that can be felt by the multitude of poor at the base of the global economic pyramid. Academic excellence is not excellent if it cannot provide food to the hungry. Intellectual pursuit is not intelligent if it cannot provide clothes and shelter to the many poor, who like Lazarus are waiting for crumbs at the gate. The world is not wanting of scholarly dissertations on poverty alleviation. The magnum opus of Adam Smith (1776), *An Inquiry into the Nature and Causes of Wealth of Nations* (for brevity, *The Wealth of Nations*), is about wealth and poverty. The Asian Drama of Gunnar Myrdal (1971) is not a Broadway play but a scholarly inquiry into the poverty of Asia. The End of Poverty, a book of Jeffrey Sachs (2005), one of the framers of the Millennium Development Goals, is an ambitious thesis, also about poverty alleviation. All three celebrated books that span more than a total of 200 years are supposed to be beacon lights that should guide us to the road of our emancipation from poverty. In the same breadth, this paper also asserts that intellectual pursuits can no longer remain within the geographic boundaries of one particular nation or culture. That such pursuits must be framed within a broader, and wider macro-environmental context. And that besides educating the total person, HEIs engaging the knowledge economy must develop their students not only as knowledge workers and leaders, but also as socially responsible global citizens, critical thinkers, and able to effectively use/apply knowledge to produce economic benefits for mankind. As Joseph Stiglitz, the Nobel Prize laureate in economics has pointed out, we can no longer ignore the protest of the multitude of poor at the base of the global economic pyramid. Jeffrey Sachs of the Millennium Development Goals was passionate to see the end of poverty in his lifetime. Contextual factors and issues such as globalization, multi-cultural diversity, information/knowledge intensity, networking and connectivity, were presented in the paper within the ambit of the knowledge economy, vis a vis the imperatives of promoting international understanding, cooperation, and world peace. Challenges and imperatives

that must be addressed by HEIs, brought about by the world-flatteners (Friedman, 2005). Dramatic changes in the macro-environment, were identified and discussed, from where conclusions and recommendations were drawn, carefully avoiding over analysis that usually leads to paralysis. Two crucial issues stand out in this paper that must be addressed with urgency by HEIs engaging the knowledge economy: poverty alleviation and climate change. Finally, the general frame of this paper supports the view that knowledge economy is the road to better quality of life and prosperity. It supports our collective dream of a world free of poverty, aligned with the Millennium Development Goals; a world that--- 1) promotes social equity, better quality of life in all nooks and crannies of this one and only planet that God has given us; 2) fights poverty with passion and commitment; and 3) helps people help themselves and their environment by sharing and applying knowledge to build capacity and produce economic benefits for sustainable development.

**Key Words:** Higher Education or HEIs, Knowledge Economy, and MDG

## **MODERN MARKET RETAIL LOCAL FRESH PRODUCE SUPPLIER VALUE CREATION THROUGH MARKETING CONTRIBUTION**

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### **ABSTRACT**

Agricultural industry is now facing global market and a tight business competition, including for fresh produce. It take to account that local fresh produce such as fruits and vegetables is begin merchantability to a wider market, such as modern retail which has different trading and marketing procedure compare to traditional market. Number of modern retail in Indonesia especially in big cities is increasing day to day. It is an opportunity for local fresh produce to make market penetration. However, to enter modern market requires a qualified supplier based on each market demand and qualification. Value creation is a market driven strategy to gain competitive advantage. This research conducted value dimensions to evaluate local fresh produce supplier marketing performance which are quality, cost, delivery, responsiveness, and innovation. According to modern retail perception, fresh fruits and vegetables quality that consider as their qualification is durability, freshness, packaging, standardization, and grading. Indicator of cost dimension are offered price and delivery cost. Delivery dimension should fulfill delivery schedule accuracy, fastness, and transportation with refrigerated vehicle. Furthermore, responsiveness will consider service level, continuity throughout off seasons, delivery flexibility, supplier customer service, and complaint handling. The last is innovation dimension that will take into consideration is not only research and development facility but also supplier product knowledge. Therefore, it is an opportunity for local fresh produce supplier to partnering with modern retail. Hereinafter, local fresh produce supplier should be able to serve an appropriate and qualified fresh fruits and vegetables that fit to modern retail expectation.

**Keywords:** Fresh Fruits and Vegetables, Local Supplier, Modern Retail, Marketing, Value Creation

## **POSITIONING OF SOCIAL MEDIA BRANDS BY VALUE PROVIDED TO USERS**

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### **ABSTRACT**

Social media research is still evolving, one reason being that these media are themselves only a few years old, and new ones are being added regularly. Researchers have looked at the nature and type of relationships that Social Media can provide, in terms of formal/structured, as in LinkedIn, or informal, as in Facebook or Pinterest. Another variable that is mentioned by researchers is whether contact is made, and information exchanged, with existing networks of people or with an expanding chain of people (Kietzmann, Hermkens, McCarthy, Silvestre, 2011). There may well be other differences in the way different social media are perceived, such as opinion-makers, or ways of connecting with experts- such as for medical or spiritual guidance. Some have also credited social media as being responsible for the political upheavals in the recent past.

This study was aimed at determining relative perceptions about six different social media brands of varying levels of popularity in India. The contribution of the study is to understand where these SM brands stand in value provided to users, through a reading of a perceptual map on which these social media brands are placed by the users.

A sample of 156 students and faculty of a prominent business school in India filled a questionnaire that compared six social media brands. It was a non-attribute based comparison. The social media brands chosen were Likedin, Facebook, Twitter, Pinterest, Flickr and WhatsApp. The MDS output in two dimensions was plotted and interpreted in the light of the literature and some other questions about social media answered by the respondents. Though the multidimensional scaling is done without specific parameters, some other questions on the instrument provided insights into various parameters consumers may have used while thinking about social media.

The major results from the multidimensional scaling performed on the data collected from respondents indicated that on one dimension (horizontal), LinkedIn is perceived in an extreme position, and Flickr is at the other extreme, with Twitter, Facebook, Pinterest and Whatsapp in between. This may indicate Personal versus professional use, varying across the media.

On the second dimension (vertical), Pinterest and Whatsapp (with Twitter close to it), are at two extremes, with Facebook, Flickr and LinkedIn in between. They may indicate narrow, known circles versus wider contacts with new people (as with LinkedIn).

From a separate analysis, it is evident that in the segments studied, Facebook and Whatsapp are the number 1 and number 2 choices of users of social media. One is a widely networked brand (Facebook) while the other is a closed one used in known circles, as of now.

Linkedin is the choice of most people who would like to network for professional reasons, or build a 'personal' brand (Dutta, 2010) in the areas of work or expertise.

This study has led to a richer understanding of user perceptions about some major social media brands. Marketers may be able to tailor their social media plans in line with these, without the intrusion that TV is sometimes blamed for. Information sharing is certainly a first step. Positive word-of-mouth could be the next goal.

**Keywords:** Linkedin, Whatsapp, Social Media, Positioning.

## **DECISION MAKING, LEADERSHIP AND POWER IN EDUCATION**

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### **ABSTRACT**

This conference paper focuses on educational decision making in a Chinese context but starts from a critique of distributed leadership educational theory as an instrumentalist and Western device of analysis. It is based upon a 2012 research project which reports on the academic insights of fifty one Chinese school leaders who were also students studying a Masters of Educational Leadership at an Australian university.

The project explored these Chinese school leaders' perceptions of decision making in education settings. It considered who would make decisions and how those decisions would be made in various hypothetical education scenarios. A unique feature of this research is the significant number of female school leaders from China who were in the participant cohort so this study offers a rare insight into their thinking.

Overall, this research offers an important first step in broadening out the theoretical discussions on leadership decision making into a non-Western education environment. It also shows how educational research in the 21st century is shifting away from Western-only analysis and instead broadening out to explore what are the unique and important trends in a global powerhouse Asian nation.

**Keywords:** Leadership, Education, Power

# **HOW LEADERSHIP FACILITATES AN INNOVATIVE ORGANIZATIONAL CULTURE AND AN INDEPENDENT ETHICAL CLIMATE: THE ROLE OF BEING RISK-TAKING AND INTEGRATIVE**

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## **ABSTRACT**

Leadership, organizational culture, and independent ethical climate are important in the management of organization, but how leadership facilitates an innovative organizational culture or an independent ethical climate has not yet been fully investigated. This study examines the role of two important characteristics of leadership—being risk-taking and integrative—in building an innovative organizational culture and an independent ethical climate. Using a sample of firms in the department store industry and international hotel industry in Taiwan and LISREL 8, the author endeavors to empirically test the relationship. Results support that organizations whose leaders are risk-taking and integrative tend to possess an innovative organizational culture. In addition, the risk-taking characteristic of leadership and the innovative organizational culture also contribute to an independent ethical climate.

**Key Words:** Innovation, Organizational Culture, Risk-Taking, Integration, Business Ethics.

## **STRATEGIC ALLIANCES IN CONTRACTUAL PROJECT R&D: INTANGIBLE AND TANGIBLE ASPECTS: A CASE STUDY OF PERTAMINA (INDONESIAN NATIONAL ENERGY COMPANY)**

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### **ABSTRACT**

This paper is a literature review paper as a research proposal, introduces model that can be implemented not only by PERTAMINA (Indonesian National Energy Company) but also for others company, to increase and speed up their research and development processes. Some studies showed that, one ways to improve research and development performance is by forming strategic alliances with other companies. This Model was trying to collaborate between the phases in Strategic Alliances activities and the phases in Research and Development activities applying in contractual project based. We divided strategic alliances into three phases Pre project phase, Project phase and Post project phase, and in research and development we divided into three phase innovation phase and commercialization phase with additional in partner selections as the first phase in research and development activities and the very important phase in building the collaborative research and development activities. We put the knowledge management (intangible assets) as one of factors which were very important to increase research and development capabilities and competencies used the sharing knowledge processes besides the business performance (tangible assets) as another factor which we focused in research and development strategic alliance process. This model arranged both intangible aspects from perspective knowledge management theory and tangible aspects from perspective resources based view theory to make it more comprehensive because both aspects were very important in conducting the alliances in research and development activities.

**Keywords:** Alliances Strategy, Innovation Management, Knowledge Management and Resources Based View.

## **LOAN LOSS PROVISIONS AND MACROECONOMIC FACTORS: THE CASE OF MALAYSIAN COMMERCIAL BANKS**

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### **ABSTRACT**

The global financial system is vulnerable due to the weak growth prospects in many advanced economies. Hence, the stability of the banking system remained as an important issue to be resolved. Therefore, it is vital for the banks to properly manage the loan loss provisions (LLPs) to ensure the sufficient amounts are allocated to counterbalance the non-performing loans, especially during financial turmoil. The issue of LLPs has captivated the interest of many researchers as to what extent the LLP has been affected by macroeconomic factors. Thus, the main purpose of the study is to investigate the influence of macroeconomic factors in affecting the provision decision of Malaysian commercial banks. The investigation aims at detecting whether the provisions have been influenced by the macroeconomic factors such as the interest rate, gross domestic products and exchange rate. At the same time, the effect of macroeconomic factors can be examined in order to identify the pro-cyclical or counter-cyclical behavior in relation to the LLP. The Generalized Method of Moments (GMM) is devised in assessing the significant macro factors that influencing the LLP.

**Keywords:** Loan Loss Provision, Interest Rate, Exchange Rate, Gross Domestic Product, Commercial Banks

# **THE STUDY ON EMPLOYEES' SATISFACTION TO CORE AND MANAGERIAL COMPETENCY IMPROVEMENT FROM TRAINING AND DEVELOPMENT PROGRAM: CASE STUDY OF NUMCHAI INSURANCE COMPANY LIMITED**

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## **ABSTRACT**

This study focused on the employees' satisfaction to core and managerial competency improvement from training and development program of Numchai Insurance Company. The objective of the study is for training program improvement related with employees' competencies. The sample group consists of 310 employees who work for the company. Questionnaires were used as the data collection instrument. Statistics used for the analysis include percentage, means, standard deviation, t-test independent, one way ANOVA and analysis of variance and Pearson's product moment correlation coefficient. The statistic package for social science (SPSS) was employed for statistical data analysis.

The study reveals that the majority of the sample group is female with the number of 215 (69.4%), aged between 26-40 years with the number of 170 samples (54.8%). Almost all employees have a bachelor degree of education with the number of 219 samples (70.6%) and more than ten years of working period (94 samples 30.3%). The working period in position of major employees is 1-3 years with the number of 114 samples (36.8%). Lastly, staff is the position of the major employees with the number of 186 samples (60%). The statistical analysis of demographic factors which is gender, age, education, working period, working period in present position and position show that different demographic effects the satisfaction of core and managerial competency improvement at the 0.05 statistical level in the topic of 1.) Working period – Problem solving and decision making 2.) Gender – Conceptual thinking 3.) Age – Delegation and 4.) Age – Empowerment. The statistical analysis of training and development factors which is on the job training, coaching, insurance activity, visiting, functional training, meeting/seminar, consulting, occupation development and self-development reveals that the relationships between trainings and competencies are not related in topics 1.) Insurance activity training – analytical thinking competency 2.) Visiting– leadership, problem solving, analytical thinking, conceptual thinking and job assignment competencies 3.) Functional training – customer orientation, leadership, problem solving, analytical thinking, conceptual thinking and job assignment competencies 4.) Meeting/seminar – leadership, problem solving, analytical thinking, conceptual thinking and job assignment competencies 5.) Consulting – conceptual thinking and job assignment

**Keywords:** Leadership, Insurance, Satisfaction

## **EXPECTATIONS AND NEEDS OF FREIGHT FORWARDERS ON SERVICE QUALITY OF INTERNATIONAL OCEAN FREIGHT CARRIERS**

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### **ABSTRACT**

This purpose of survey research were to study expectation, perception and the difference between expectation and perception in service quality of International Ocean Freight Carriers. The data were collected by questionnaire. The sample consists of 130 patients and got 98 completed responses. The research too was questionnaire which was divided into 3 parts including Part: 1 General information of the respondent, Part 2: Expectation and perception in nine parts of service quality (Terms of service before the sale. The freight, The accuracy of the schedule, The after-sales service And quality of transport ,The process The process of service, The provider staff, The Facility, Satisfaction with the quality of the service and Confidence about the quality of services) by 5 Rating Scales, Part 3 : Suggestion of respondents to improve service quality. The reliability of expectation and perception in service quality was 0.86 and 0.88 respectively.

The study initially began with reviewing the literature related to customer satisfaction and behaviors. It applied GAP Model of Zeithaml and Bitner (1996) for analyzing and evaluating customers' attitudes and cargo side (Freight Forwarder companies). The data were analyzed by frequency, percentage, Descriptive Statistics.

The finding indicated that most samples had their characteristics as following: Number of employees, 251-1000. The duration of business engagement more than 20 years. Amount of capital 10 million baht – 50 million baht. Annual sales up to 10 million baht – 30 million baht Annual net profit margin 6-10%. The average of patient's perception in service quality of International Ocean Freight Carriers was lower that overall average f patient's expectation. The patients' expectation and perception was significantly different, in that means the empathy was the most difference level or the most unsatisfactory, Terms of service before the sale, the freight, the accuracy of the schedule respectively.

**Keywords:** Service Quality, Freight Carrier, Profit.

# **THE IMPACT OF EVENT SPONSORSHIP AND TV ADS EVENT OF BRAND IMAGE TO CROSS MOBILE**

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## **ABSTRACT**

Competition in the product market and infused brand image are very tight, the more companies with similar products. Event sponsorship and television advertising are indicated as one of the ways that can lift the brand image of the products result by the company especially for Cross Mobile Phone which is a new comer in the realm of telecommunication business in Indonesia. The purpose of this research was to measure the extent of the influence of event sponsorship and television advertising to the brand image of the Cross Mobile Phone. The method used is descriptive and causality with 400 respondents. The data analysis technique used is the Stucture Equation Model (SEM). The results obtained are as follows: (1) Event sponsorships are in the good category (7.66) on a scale of 1-10; (2) TV Ads in both categories (6.63) on a scale of 1-10; (3) the brand image are in the good category (7.60) on a scale of 1-10; (Iv) event sponsorship has a positive and significant impact on the brand image of 12.9% and TV commercials affect the brand image of 6.4%.

**Keywords:** Event Sponsorship, TV Ads, Brand Image

## **THE ISSUES PERTAINING CHANGES IN THE GOVERNMENT POLICY AND ITS EFFECTS ON MALAY PRINTING ENTREPRENEURS**

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### **ABSTRACT**

This study revolves around the issues pertaining changes in the Government policy and its effects on Malay printing entrepreneurs. Emphasis is given on instructions regarding The Treasury and Government circulars which are related to the printing industry. In addition, this research also comprises of changes in government policies, corporatization and privatization of government agencies. All these policies were initially enacted to establish a form of consent between the government and the Malay-owned printing companies. Upon the implementation of both corporatization and privatization of government agencies, inefficiencies and violation of terms took place between them and the Malay businessmen who ran printing services, resulting in inevitable loss financially and economically. Corporatization and privatization were the norm or trend in the 1980s. Malaysian Incorporated and Privatization policies were introduced to ensure that government agencies, after being corporatized and privatized, were able to attain a competitive edge and become more progressive. Unfortunately, they contributed to the fall of the Malay printing industry.

**Keywords:** Printing, Policy, Corporatized, Privatized

## **IMPACT OF THE ENTREPRENEURSHIP EDUCATION ON THE STUDENT'S ENTREPRENEURIAL VALUE CREATION**

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### **ABSTRACT**

The knowledge-based economy of the modern days demands a new breed of innovative real estate managers as the graduate's job placement is becoming more competitive. Despite that entrepreneurship education (EE) established in the higher institutions of learning are to boost the employability of the graduates. The reality of meeting the purpose of the program is unclear. In this regard, the impact assessment of the EE on the graduating students is inevitable. However, literature registered intrinsic provocations of realizing common assessment framework to evaluate diverse enterprise program. The aim of the paper is to develop Facilities Management-Entrepreneurship Assessment model (FMEAM). Hence, to evaluate the impact of the EE on the Real Estate Management student's entrepreneurial knowledge. The final year students in the Malaysian public universities are the focus of the study, whose are at the rim of going into the job market. The FMEAM originated within the foundation principles of the Facilities Management (FM), in association to the students' entrepreneurial outcomes: business reality, value creation, change management, competitiveness and sustainability. The quantitative research approach and questionnaire survey instrument employed as research methodology. The findings revealed that, despite notable attainment on the academic entrepreneurship culture, nevertheless, the impact of entrepreneurship's value creation on their graduating students is somewhat significant. The benefit of this research is for the enrichment of entrepreneurship teaching, in particular to real estate management educators, educates, and practicing professional as a perquisite-tool kit for their survival in the competitive economy.

**Keywords:** Impact Assessment, Entrepreneurship Education, Real Estate Management

## **ENHANCING INNOVATION IN QUADRUPLE HELIX PERSPECTIVE: THE CASE OF THE BUSINESS INCUBATORS IN –INDONESIA**

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### **ABSTRACT**

Triple Helix Concept has already been known and used widely in innovation research. In many countries the concept of Triple Helix has been applied with the different emphasis. In the Triple Helix model, Universities add new roles for economic development to their traditional mission of education and research. In the other hand, the concept of Quadruple Helix has been discussing as a discourse and has not been recognized wider yet than the triple helix concept. The added helices in this concept is still has a wide range of conceptions or approaches and difference perspective in some scholars. The fourth added helices here could be a group of innovation actors that can be considered as the initiative helices that contribute an integrated innovation system. This paper aims is to explore and examine the characteristics and roles of each helices in the quadruple helix perspective. The Community or society as the addition helices gives the prominent contribution in the innovation of ICT development and it is based on a case study of the business incubators which is located in Bandung, West Java Indonesia. The role-play of each helix in the quadruple helix perspective of each business incubators has a difference portion. In the Creative Community Association (CCA), government and community is as the dominant helices whether in the Community Development Centre (CDC) the industry is as the dominant one

**Keywords:** Quadruple Helix Concept, Business Incubator, Innovation.

## **TREND IN HUMAN CAPITAL RESEARCH: MULTILEVEL STUDIES**

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### **ABSTRACT**

Since most management problems involve multilevel phenomena, scholars now aware that multilevel research become a paradigm shift and trends in management research. This paper will specifically discuss trend of multilevel studies in human capital research topic. The paper will include the discussion of the basic concept of multilevel studies, the trend, and the state of the art of human capital research. Since the multilevel study is quite new in management research topic and involve only limited literature, this paper will contribute to introduce this new trend to management scholars and provide state of the art literature related to research in multilevel studies especially in human capital research topic.

**Keywords:** Human Capital, Multilevel Study, Research Trend.

## **CORPORATE SOCIAL RESPONSIBILITY TOWARDS CORPORATE PERFORMANCE: WHETHER A BARRIER OR AN ENDORSER?**

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### **ABSTRACT**

It is commonly considered that the concept of Corporate Social Responsibility (CSR) contrasts with the principle of a business. The success or failure of a corporate is mostly measured by its financial achievements. Social responsibility and financial profitability are like two sides of a coin. As if there is a trade-off between conducting CSR and achieving corporate performance. Since every activity of a corporate will create a cost as the consequence, then being responsible to society might be harmful to the corporate profitability in terms of financial efficiency. However, some paradigms of business assert that complying with social responsibility is a way to attain corporate sustainability which means that CSR is an endorser, rather than a barrier, to achieve corporate performance. This conceptual paper will show the linkage between CSR and corporate performance through literature review of some previous studies to find the gaps that can be filled in by further research to establish a novel notion of Corporate Social Performance (CSP).

**Keywords:** Corporate Social Responsibility, Corporate Performance, Corporate Social Performance.

## **PRELIMINARY APPROACH IN IDENTIFY CSFS FOR EFFECTIVE ICT GOVERNANCE IN MALAYSIAN PUBLIC SECTOR (MPS)**

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### **ABSTRACT**

The fundamental issue in ICT Governance (ICTG) implementation for Malaysian Public Sector (MPS) is how ICT be applied to support improvements in productivity, management effectiveness and the quality of services offered to its citizens. Our main concern is to develop and adopt a common definition and framework to illustrate how ICTG can be used to better align ICT with government's operations and strategic focus. In particular, we want to identify and categorize factors that drive a successful ICTG process. This paper presents the results of the first phase of our research- an exploratory study to identify, refine and categorize Critical Success Factors (CSFs) suitable for MPS. Our first approach is to identify factors within the five domains of ICTG. However, this is not suitable since some factors exist in more than one domain. We, instead, opt to using the four perspective of IT BSC as our main domains. Our preliminary result suggests sixteen CSFs categorized into these four interrelated domains. These findings will be further validated and refined.

**Keywords:** IT Governance, Critical Success Factors.

## **ANGEL INVESTMENT AS A SOURCE OF STARTUP CAPITAL: A CASE STUDY IN INDONESIA (COMPARATIVE STUDY IN JAKARTA AND BANDUNG)**

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### **ABSTRACT**

Funding is essential for the operation of a business. There are many businesses that difficulties in obtaining financing, especially for startup businesses. But there is a type of financing called Angel Investment to support the existence of a startup. This study aims to look at how the impact of the implementation of Angel Investment as a source of startup capital in Indonesia in terms of its association with a particular performance output market sales volume and market share after obtaining startup funding and reviewing compliance with existing theories . This study used qualitative methods to conduct interviews, documentation and questionnaires. The results of this study is known that angel investment can impact directly or indirectly on the output market performance of a company. It really depends on the strategy adopted of their respective companies. In addition the level of importance of each character angel investment in providing different financing where the average angel investor attention to the emotional aspects such as the level of enthusiasm of an entrepreneur, the management team and the quality of the products of the business. There is also a different funding schemes at each startup, which most startups receiving funding from the scheme that is incompatible with the theory. The end result is the angel investment affect the growth of the business of a company is able to increase sales volume and market share, depending on the strategy of each company. Angel investment can ultimately affect indirectly to an increase in profits of a startup company.

**Keyword:** SME, Development, Angel Investment, Startup

## **PERCEPTION OF TOURISM IMPACTS ON ISLAND DESTINATION BETWEEN HOST COMMUNITY AND VISITORS: A CASE OF TIOMAN ISLAND**

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### **ABSTRACT**

Researchers recognized that the main impacts of tourism on tourist destinations are economic, environmental and social cultural impacts. For the past decades, there have been increasing numbers of arrivals to island destinations in Malaysia. Nevertheless, limited studies were conducted to further understand the impacts of tourism development and tourists' arrivals on these island destinations. Thus, the current study attempts to identify the perception of tourism impacts between host community and visitors at a popular island destination, namely Pulau Tioman. Purposive sampling technique was adopted, in which a total of 160 respondents (80 visitors and 80 local residents) were involved. Data were collected through self-administered questionnaire technique. Independent sample t-test was utilized for data analysis. The result of the study showed that there is no significant difference of perception regarding the environmental and economic impacts of tourism between host community and visitors. However, significant difference was found to exist regarding perception the social cultural impacts of tourism between host community and visitors. In conclusion, island tourism is perceived by host community and visitors to bring positive benefits to Pulau Tioman in terms of economic and environment. However, local community perceived the impacts of tourism on the social cultural aspects are more serious than visitors. In order to promote sustainable tourism on the island, constructive programs and actions are recommended to reduce this gap of socio-cultural impact of island tourism on Pulau Tioman.

**Keywords:** Tourism Impacts, Island Tourism, Host Community.

## **FINANCING OF SMALL AND MEDIUM ENTERPRISES: PEOPLE'S CREDIT SCHEME (KUR) CHALLENGES AS FUTURE PROSPECTS OF SMES IN INDONESIA**

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### **ABSTRACT**

Recently, many Small Medium Enterprises (SMEs) in Indonesia are still having problems in getting funds despite various funding programs have been carried out by Indonesian government to aid SMEs. The aim of this study is to understand how People's Credit Scheme (KUR) as one of the government funding programs for SMEs in Sentra Kaos (T-shirt Cluster) in Suci Bandung and Sentra Tahu Tempe (Tofu Tempeh Cluster) in Cibuntu Bandung, which most of the SMEs in these locations are feasible but unbankable. Government funds can be channeled directly by banks to SMEs, or indirectly through agencies designated by the government, such as credit unions. Descriptive method used in this research shows that (1) the Absorption of KUR funds in the Sentra Kaos in Suci Bandung is still low, because of the lack of proper information (financial access) and SME's difficulty in fulfillment on 5C assessments (Capital, Character, Collateral, Condition, Capacity) made by the bank as an official institution on KUR; (2) Granting loans to KOPTI's member (Tofu Tempeh Producer Cooperative) as an institution in the KUR Sentra Tahu Tempe in Cibuntu Bandung, tend to be easier because KOPTI only assessing collateral in lending to its members, which at the end, leads to unpaid credit.

**Keywords:** funding, KUR, SMEs, Sentra industry, Bandung

# **THE RELATIONSHIP BETWEEN PROACTIVE MARKET ORIENTATION, RESPONSIVE MARKETING ORIENTATION AND TECHNOLOGICAL INNOVATION.**

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## **ABSTRACT**

Market orientation is described as the implementation of the marketing concept (Kohli and Jaworski, 1990) which explained the key to achieving organizational goals is to be more effective and efficient than competitors in identifying and in satisfying the needs of target markets (e.g., Kotler 2003, p. 19). Marketers are arguing that market orientation has both responsive and proactive dimensions (Gima, Slater and Olson, 2005). Proactive market orientation refers to the reaction taken by firms to address latent needs for its customers and responsive market orientation refers to the solution provided by firms to address customers' current needs (Narver, Slater and MacLahlan, 2004). The different types of market orientations yield different results based on the same dependent variables such as innovation. Schneider (2006) believes innovations could be a new product/service, a new structure or administrative system, a new production process technology, or a new plan or program, process, product, or service which is new to organizations. Technological innovation (product and process innovations) represents one of the most important factors in increasing firms' national and international competitiveness (Felipescu et al, 2013). Product innovations are primarily geared toward expanding into new markets, introducing new products, and attaining higher levels of customer loyalty; process innovations are primarily geared toward obtaining cost efficiencies. Nevertheless, some research found that neither responsive market orientation nor proactive market orientation is positively to firms' innovativeness as well as firms' performance (Bodlaj, 2010; Atuahene-Gima, Slater, and Olson, 2005). As a result of the research had been carried out in the past, area concerning the relationship between proactive market orientation and responsive market orientation with firms' performance remained unclear and arguable. Hence this paper will focus to examine the relationship between proactive market orientation, responsive market orientation and technological innovation.

**Keywords:** Innovation, Market Orientation, Relationship Management.

# **FOREIGN CO-AUTHORSHIP PHENOMENON: A PRELIMINARY STUDY OF RESEARCH PRODUCTIVITY OF HIGHER EDUCATION INSTITUTION IN INDONESIA**

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## **ABSTRACT**

Compare to its neighbour countries, Indonesia is still lags behind in research productivity, both quantity and quality. Though, the interesting fact had arise from schimago data analysis, that Indonesia has best rank in foreign co-authorship indicators compare to its neighbour countries. Obtaining data from scopus, authors use scientometrics method to explore the phenomenon. It is found that there is quite high contribution of faculty members that is studying abroad in producing journal article or conference papers that involve foreign co-authorship, in average, range from 32,96 to 44,15%. Factors that might be correlate to the phenomenon and the impact are discussed.

**Keywords:** Foreign Co-Authorship, Research Productivity, Higher Education, Scientometrics

## **BUILDING PUBLIC TRUST THROUGH THE PRACTICE OF ETHICAL ACCOUNTABILITY AT LOCAL GOVERNMENT**

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### **ABSTRACT**

Previously, value focus is the most avoided subject by most of the public and private organizations but now it has gain momentum within the academic field. By applying social capital theory to describe the relationship of values in relation to trust, this study also finds that values as one form of social capital is actually a tool to achieve its objective end that is public trust. Furthermore, there is no definite consensual definition of social capital theory and this theory is subject to several definitions and interpretation. This paper focuses on the building of public trust within local government institution. Local government is responsible to increase public satisfaction and trust through efficient service delivery. The study hypothesizes that public trust can be improved with the instillation and exercise of ethical accountability within local government employees. Thus, confined within this area of study only, social capital is regarded as a tool to achieve public trust. Trust is an end in itself and obviously with increasing trust it also will result in other positive outcomes such as social connectedness, economic growth and political allegiances. This study discusses barriers to achieve trust and deterioration of trust as perceived to be crucial in today's context within government organization and in particular, local government.

**Keywords:** Public Trust, Local Government, Value, Social Capital Theory, Service Delivery

## **THE EFFECT OF LEADERSHIP STYLE TOWARDS WORK FAMILY CONFLICT AT PT. XYZ, BANDUNG**

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### **ABSTRACT**

One of the interesting topics in HR field is the work family conflict. Human being expected to work to meet their need. Also, they have their family to attend to. That is why the relationship between work and family become important. One should manage the balance of the two life. Usually everyone found it difficult to act balance. There must be some incident which cause the employee to sacrifice one of them. If the work or family responsibilities can not met by the worker, then it could create the work and family conflict. The cause the work and family conflict can derive from many aspects. Each organization has different factor which cause the conflict. The job demand, the hours work, the placement, and many others. This research, analyze the factors which cause work and family conflict in PT. XYZ. The chosen organization has high job demand. We will focus on the leader in the organization and try to measure the influence of his leadership style towards the work family conflict face by the employee. The result found that the leadership style had significance influence towards work family conflict experienced by the employee. However, the research showed that the impact is not big enough. There other variables which can cause the work family conflict. We also learn that the leadership style applied at PT. XYZ is quite helpful in assisting the employee to face the work problems.

**Keywords:** Work Family Conflict, Leadership Style, Time-Based, Strain-Based, Behavior-Based

# **WOMEN ENTREPRENEURIAL INTENTIONS IN MICRO AND SMALL ENTERPRISES (MSES) IN INDONESIA: THE INFLUENCE OF ENVIRONMENTAL FACTORS ON PERCEIVED BEHAVIORAL CONTROL**

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## **ABSTRACT**

In Indonesia, the potential development of women entrepreneurs is huge considering the number of women in Indonesia is very large. Intention is arguably as a key predictor in determining one's behavior in making decisions, so there is a necessary to conduct research underlying women decision to run a business. This paper aims to analyze the influence of environmental factors on perceived behavior control (PBC) toward the entrepreneurial intention among women entrepreneurs involved in the MSEs sector in Indonesia. This study uses quantitative methods with survey approach. Questionnaire are distributed and gather responses from 222 women entrepreneurs in Indonesia. The responses analysis use structural equation modeling (SEM) to test the hypothesis. The results shows that perceived behavioral control significantly influence women entrepreneurial intentions. The study also shows that perceived behavioral control is significantly influenced by competitive environment rather than government support; while government support are not directly influence on it, yet significantly influencing competitive environment. The implications of this study indicate that the government is expected to enhance its role in making the policy or program to be taken to develop women entrepreneurship.

**Keywords:** PBC; Mses; Women Entrepreneurial Intention; SEM

# **CHANGE MANAGEMENT: SELF-RENEWAL CAPABILITY IN EDUCATIONAL INSTITUTIONS. CASE STUDY OF NON- ACADEMIC STAFFS IN SCHOOL OF BUSINESS AND MANAGEMENT, BANDUNG INSTITUTE OF TECHNOLOGY (SBM-ITB), INDONESIA**

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## **ABSTRACT**

Recognize the change is an important factor in the success and survival of organizations. In this globalization era, the organization especially public institution, need to encourage their people to improve the capability. University as public knowledge- oriented, whose very existence as institutions of learning and knowledge creation, now find themselves as economic activity THAT becomes increasingly globalized and increasingly knowledge-based (Kati-Jasmin Kosonen, 2008). Not only business organization but also educational institutions have to building globally attractive innovation environment that requires policies focusing on the “human aspect”. Self-renewal capability can be seen as a set of capabilities aimed at renewing personal and organizational.

This study discuss about learning new skills and capabilities as well as improving the old ones in educational institutions. The research conducted through non-academic staff in School of Business and Management in Bandung Institute of Technology (SBM-ITB).

The study uses a multi-methodology by qualitative modeling based on self-renewal capability model from Sotaruta (2005) and DMAIC philosophy from Six Sigma. The tools are used to map existing assets for studying the new capabilities that changing them and for designing new model of standard assessment as contribution from this research. The data was collected through open-ended question to every staff in each function and also based on secondary data.

The result shows, the non-academic staffs were obtaining the new and improvement capability that related with their own job through participation in training. This program encourages their initiative to produce innovation, and then it also increase the organization performance.

**Keywords:** Change Management, Self-Renewal Capability, Educational Institutions.

## **MEASURING THE STRATEGIC READINESS OF HUMAN CAPITAL AND INFORMATIONAL CAPITAL IN SBM ITB**

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### **ABSTRACT**

The challenges of globalization era have promoted so many companies to do an organizational change, by shifting their paradigm from focusing on tangible assets moved into intangible assets. Intangible assets such as human capital and information capital are far more valuable because they hard to imitate by competitors, so they can create a sustainable competitive advantage. The purpose of this research is measuring the strategic readiness of human capital and information capital in School of Business and Management, Institute of Technology Bandung (SBM ITB). This research used Balanced Scorecard (BSC) tool with quantitative methodology and survey method. A questionnaire that consist of seven point likert scale was disseminated to academic (lecturers) and non-academic employees of SBM ITB, next the likert point was converted into percentage level of strategic readiness. The results show that human capital of SBM ITB has a high level of strategic readiness (85%), in other hand, information capital of SBM ITB has a moderate level of strategic readiness (76%), so it need to be improved. Strategic readiness measurement is really useful to evaluate whether intangible assets in SBM ITB is ready to compete and sustain in the globalization era. This research giving an implications to enrich the information about the importance of intangible assets for organizations and to give a clear measurement tool for practitioners in quantifying the strategic readiness of intangible assets in their organizations.

**Keywords:** Human Capital, Information Capital, Strategic Readiness, Balanced Scorecard, Quantitative Methodology

## **USING QUALITATIVE RESEARCH IN ACCOUNTING AND MANAGEMENT STUDIES: NOT A NEW AGENDA**

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### **ABSTRACT**

Today more and more researchers publish their qualitative works in top management and accounting journals. The contribution of this approach in management and accounting studies continues to gather momentum. Policy maker both in public and private sectors are increasingly recognizing the important and value of this method since it offers detail and rich analysis of management and accounting in an organization. However, there are still many researchers in these fields are reluctant or even reject to employ this method arguing that qualitative approach is not scientific and the results are also not scientific. Therefore, the purpose of this paper is to discuss the issue of using qualitative method in management and accounting studies. The paper is started by looking the conceptualization of qualitative research. After that, a paradoxical view of qualitative and quantitative methods is discussed. This is followed by discussions of using qualitative research in management and accounting studies. Finally, the use of interpretive case study will be reviewed and discussed in this paper.

**Keywords:** Qualitative Research, Management and Accounting Studies, Interpretive Case Study, Grounded Theory.

## **ANALYZING THE IMPACT OF ALTERNATIVE AND CRITERIA TO CHOICE OVERLOAD WITH APPLICATIONS OF WEB-BASED SIMULATION OF COMPARISON SHOPPING**

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### **ABSTRACT**

E-commerce opens new opportunities in the way we trade, it has many advantages such as enabling consumers to select goods easily and almost no cost. Comparison shopping is a tools help us to get more information and options before we buy, but it has an effect called choice overload. Choice overload is a condition in which one's choice would be less effective when the number of options that should be considered exceeded his limits in comparison. Therefore, this study aims to analyze the effectiveness of comparison shopping used by consumers to choice overload.

The study is conducted using experimental approach. The independent variables are the number of alternatives and the number of criteria, while the dependent variables are quality and time representing the concepts of choice overload. Primary data are obtained from the application of simulation-based comparison shopping web by putting the link on the site [www.prothelon.com](http://www.prothelon.com), so we can get 139 respondents randomly. Data are analyzed using statistics descriptive, multiple linear regression and binary logistic regression.

The results shows the more alternatives and criteria exist, the more difficult for respondents to choose the right item, and the longer time needed. While the variable of criteria does not affect the variable of quality (Y1). T- Test shows that the variable of alternative (X1) and criteria (X2) do not contribute significantly to choice overload, and only the variable of alternative affects the variable of quality (Y1).

**Keyword:** Choice overload, Comparison Shopping Simulation, and E-commerce.

## **MODELING AND FORECASTING THE VOLUMES OF MALAYSIA'S IMPORT**

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### **ABSTRACT**

The present study is an attempt to build a new statistical model to forecast the value of imports in Malaysia. The study will use regression, time series, and a composite model (combining of regression and time series) methods. According to the data available, the time frame for this study will be determined by using monthly data covering the period between 1990-2010 (a period building model) and the period between 2011-2013 ( as a period for testing the predictive ability model proposed ). The study will be limited to six variables which are the exchange rate, average tariff tax, average sales tax, producer price index, value of exports and the value of imports in the previous time period. The study is of great importance in helping of Malaysia in drawing policies for imports in general, and particularly imports of machinery and transport equipment ,and crude materials, as the proportions spent on total imports of machinery and transport equipment and crude materials were respectively 56% , 3% of the total value of imports in Malaysia during the study period. The current study considers utilization of probabilistic forecasting methods in the decision-making process which reflects the level of uncertainty in future demand forecasts.

**Keywords:** Malaysia's Import, Forecasting, Regression, Time Series, Composite Model.

## **INTERPERSONAL TRUST AND EMPLOYEE LOYALTY: DEVELOPING A RESEARCH FRAMEWORK FOR MALAYSIA'S AUTOMOTIVE INDUSTRY**

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### **ABSTRACT**

The aim of this paper is to show the possible links between interpersonal trust (the independent variable) and employee loyalty (the dependent variable). The target is Malaysia's automotive industry specifically Proton (the national car company). Proton was largely a manufacturer of badge engineered vehicles from Mitsubishi Motors between 1985 and the early 2000s. The company has since produced several indigenously designed models and operates in at least 26 countries today, of which the majority countries are in Asia. Proton was formerly owned by Khazanah Nasional, the investment holding arm of the government of Malaysia. In January 2012, it was taken over by DRB-HICOM, a Malaysian conglomerate in a transaction amounting RM1.2 billion. For a company which is part of the world's competitive market, employee loyalty can be regarded as crucial to the continuance and survival of the company. Currently it was rumored that only 30 percent of the technical staff in Proton comprised those who had joined the company since it was set up in 1983. The other 70 percent are new and of a new generation (gen X and gen Y). Matzler and Renzl (2006) had studied something related to the issue of interpersonal trust and employee loyalty in the Australia energy sector. This paper would build on Matzler and Renzl's work and applied it to Malaysia's automotive industry. A research framework focusing on employee loyalty would be the end result of this paper.

**Keywords:** Automotive Industry, Employee Loyalty, HR Management, Malaysia, Trust

## **THE LINKS BETWEEN HUMAN RESOURCE PRACTICES AND EMPLOYEE RETENTION: A STUDY OF LIBYAN GOVERNMENT AGENCIES"**

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### **ABSTRACT**

The aim of this paper is to present some empirical findings on the study of the links between human resource (HR) practices and employee retention of selected government agencies in Libya. The issue of employee retention became important as the result of the civil war in Libya which broke out between 15th February and 23rd October 2011. Consequently the existing 42-year government under Colonel Muammar Gadaffi was overthrown and was replaced by a new government. It was thought that this study was indeed necessary for the new Libyan policy makers as well as scholars. The study had adopted the survey method. The sample was the HR managers of the agencies concerned. The population identified was 483 HR managers. 450 survey questionnaires were distributed to the potential respondents. From these, only 176 replied giving the study a response rate of 39 percent. The independent variables were the HR practices comprising HR planning, performance appraisal, reward, recruitment and selection and training and development (T&D) while the dependent variable was employee retention. From the findings, it was seen that there were significant relationships between HR planning, reward and performance appraisal with employee retention. But there were no significant relationships between recruitment and selection and T&D with employee retention.

**Keywords:** Employee Retention, Government Agencies, HR Practices, Libya

## **RELATIONSHIP BETWEEN E-COMMERCE SERVICE QUALITY, SATISFACTION, TRUST, AND CUSTOMER LOYALTY IN THE HOTEL INDUSTRY IN THE EAST COAST OF PENINSULAR MALAYSIA**

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### **ABSTRACT**

E-commerce system websites have helped to expand the business into the international sphere. Manage satisfaction, trust, and customer loyalty to the use of E-commerce services in the long term in view very important for business development. Lack of studies on the quality of service of E-commerce in the hotel industry in Malaysia in general and on the East Coast of Peninsular Malaysia in particular has prompted this study to be done. The main objective of this study was to identify and measure the perception of foreign tourists to the service factors of E-commerce website that influence satisfaction, trust and loyalty. Based on previous studies, a conceptual framework of this study were established, the relationship between E-commerce service quality, satisfaction, trust, and customer loyalty in the hotel industry in the East Coast of Peninsular Malaysia. Tourism sector is the second largest foreign exchange earner after manufactured goods and the seventh largest contributor to the Malaysian economy, with a Gross National Income (GNI) of RM47.2 billion in year 2013. The hotel industry is one of the tourism sectors. The hotel industries have international dimensions and have the use of the highest sites. Tourism and hotel industry especially has proven to be a catalyst for development and these dynamics have turned the industry into a key-driver for economic growth.

**Keywords:** E-commerce Service Quality, Customer Loyalty and Malaysia  
Hotel Industry

## **KNOWLEDGE MANAGEMENT SYSTEM FOR RESEARCHER: COLLEGE OF ARTS, MEDIA AND TECHNOLOGY, THAILAND**

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### **ABSTRACT**

Research and development are crucial to every university aiming at being the world-class educational institute internationally accepted. The College of Arts, Media and Technology is an academic unit of Chiang Mai University, situated in the northern part of Thailand, aspires to reach this goal by combining the best in education with the global-standardized research, encouraging its staffs and students to conduct researches in an inspiring environment yielding high-quality research results and innovation creations in order to become the university of research and world-class research university.

In the age of knowledge-based economy, knowledge is one of the most crucial factors in the world today. Knowledge is also considered a core asset in the process of value creation. As a result, the skills to create and utilize knowledge are definitely the core competitiveness. Knowledge Management System can be used to identify opportunities and bottlenecks in organizational development, distribution and resource application.

This study is designing Knowledge Management System (KMS) for researcher and to be the center of education, the knowledge creation, the knowledge forum, the knowledge storing, the knowledge sharing and the knowledge distribution for both Tacit Knowledge and Explicit Knowledge. The KMS provides, Knowledge Map, Research Calendar, Researcher Contact list, Research Specialist, Discussion Board, Document from (which covered announcement, law, and any related forms), Research Founding, and Researcher's Personal Information. The KMS has been installed, and test in research department in faculty, and produces questionnaire result as 80% satisfaction of system overall function, and schedule generation, from staff by, and 60% of security of researcher identity, information protection, download manager function, and first page design of the system.

**Keywords:** Knowledge Management, Knowledge Management System, Knowledge Modelling, Knowledge Management System Modelling

## **CONTINUOUS QUALITY IMPROVEMENT ENHANCEMENT OF REGISTERED NURSES IN COMMUNITY HOSPITAL KHON KAEN PROVINCE**

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### **ABSTRACT**

This is a cross - sectional descriptive research. The objective was to study continuous quality improvement and identify motivation and organizational supports that effect Continuous Quality Improvement Enhancement of Registered Nurses in Community Hospital Khon Kaen province of 303 and by using 865 subjects (n = 303), randomly selected by simple random sampling and were additionally collected by group discussion of 10 subjects. To data were collected by the developed questionnaire and which was verified by three experts. Its validity was tested and gained coefficient cronbach's alpha = 0.98. Data collection was carried out from January 27, 2014 to February 25, 2014. The collected data were then analyzed by a computer program package and disseminated by statistical value, percentage, mean, standard deviation, median, minimum, maximum and Inferential Statistics were Pearson product moment correlation coefficient and Stepwise multiple regression analysis.

The finding revealed that the Hygiene Factors and organizational supports had high level of positive with Continuous Quality Improvement Enhancement of Registered Nurses in Community Hospital Khon Kaen province relation at statistical significance of ( $r = 0.798$ ,  $p\text{-value} < 0.001$ ,  $r = 0.727$ ,  $p\text{-value} < 0.001$ ) and The factor influenced the performance of Continuous Quality Improvement Enhancement of Registered Nurses in Community Hospital Khon Kaen province were Management ( $p\text{-value} < 0.001$ ), Policy and Administration ( $p\text{-value} < 0.001$ ), Time ( $p\text{-value} = 0.003$ ), Technology ( $p\text{-value} = 0.005$ ), Personal Life ( $p\text{-value} = 0.044$ ) and Money ( $p\text{-value} = 0.046$ ). These six factors could together predict the performance of Continuous Quality Improvement Enhancement of Registered Nurses in Community Hospital Khon Kaen province at a level of 68.9 %. Problem and obstacles arising from the study were motivation factors as 93.5 % and the suggestion is that executives should consider the jobs of continuous quality improvement. By setting a threshold to consider the merits or promoted to a higher position clear. To build morale for operations.

**Keywords:** Continuous Quality Improvement, Motivation Factors, Organizational Supports, Community Hospital

## **SOFT SKILLS FOR LEADERSHIP THAT AFFECT THE PROJECT CONTROL BY SUB-DISTRICT HEALTH PROMOTING HOSPITAL DIRECTORS IN ROI-ET PROVINCE.**

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### **ABSTRACT**

This cross-sectional descriptive research aimed to study personal attributes and soft skills for leadership that affect project control of sub-district health promoting hospital directors in Roi Et, Thailand. The total numbers of volunteers in this study were 142. 130 volunteers provided quantitative data through a self-administered questionnaire while other 12 participated in in-depth interviews for qualitative data. The research instruments were examined for content validity by three experts and tested for reliability in a pilot study (Cronbach's alpha coefficient = 0.97). Data collection was carried out from February 1st to March 20th, 2014. The data was then analyzed using a package computer program. Descriptive statistics, Pearson's correlation and multiple linear regression, content analysis were used to analyze the data.

The results showed that the level of soft skills for leadership was high ( $3.67 \pm 0.64$ ) and the level of project control was also high ( $3.90 \pm 0.50$ ). Gender (male) found to have moderate positive relationship with project control of sub-district health promoting hospitals directors at statistical significant level ( $r = 0.431$ ,  $p\text{-value} < 0.001$ ) while soft skills for leadership had high positive relationship ( $r = 0.870$ ,  $p\text{-value} < 0.001$ ). Linear regression model indicated that communication, planning & organizing, leading ability, gender (male), and personal mastery can predict project control of sub-district health promoting hospital directors at 79.0 percent ( $r^2 = 0.790$ ,  $p\text{-value} < 0.001$ ). The in-depth interview enlightened that project control should be flexible. Continuous monitoring and corrective action found to be crucial keys for the effectiveness of project control. In addition, an opportunity to develop leadership soft skills should be provided to sub-district health promoting hospital directors.

**Keywords:** Leadership soft skill, project control, sub-district health promoting hospital

## **THE ROLE OF SELF-MOTIVE ENGAGEMENT AS MODERATOR IN PURCHASING GREEN PRODUCTS, THE MALAYSIAN PERSPECTIVE**

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### **ABSTRACT**

Green purchasing to ease environmental burden has become mainstream and in recent years many past studies came up with solutions to protect, develop and sustain a good environment. Many literature studies highlight that consumers can reduce their impact on environment burden and make a difference through their purchasing decisions. Environmental concerns may be multifaceted as shown by the studies in the western countries, but it remains equivocal from the Malaysian perspective. The focus of the study are to investigate the significant relationships between environment concern and buying green products behavior and to determine the extent to which self-motive engagement as the moderator in buying green. Early results have shown differing moderators such as Perceived Customer Effectiveness (PCE), Self-Determination Theory (SDT) and self-efficacy, as the result, we can see the duration for self-motive engagement has played a significant variable that affects the strength of the relation between environment concern and green purchasing behavior.

**Keywords:** Green Purchase, SDT (Self-Determination Theory), Perceived Customer Effectiveness (PCE), Self-motive Engagement, Environment Sustainability.

## **ORGANIZATIONAL CHANGE PROCESS: DETERMINE RISKS AND UNCERTAINTY USING RISK MAP DURING THE CHANGE PROCESS**

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### **ABSTRACT**

During the change process the organization must be facing the uncertainty that affect to organizational risk. Change cannot be separate with risk, this term might be classic but as the uncertainty condition both from external and internal environment, the risk within the change process become the crucial aspect especially by shareholders. The shareholders as the decision maker of change must careful in choosing change program because the parties that will loss if change failed is top management and shareholders. This paper gives new direct ion to organization to indentify risk during the change process. This research also Propose the TECC (time, effort, cost, commitment) model that become indicators to help organization in make risk tolerance line on the risk map. According to the phenomenon above, this paper aim identify the organizational change process in the perspective of risk. Determine the possibility risks that might be occur during the change process and how to mitigate those risks using tool risk map. This new model is expected will help organization in reduce the possibility of risk during the change process. Moreover the new model is a basic model that is expected can be applied in different type of the organization.

**Keywords:** Organizational Change, Uncertainty, Risk, Risk Map

## **BUSINESS DEVELOPMENTS STRATEGY IMPACT: THE CASE OF MULTIPURPOSE COOPERATIVE BUSINESS**

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### **ABSTRACT**

This paper is a case study of a cooperative whose involvement in the multipurpose business was one of a successful cooperative that was managed by the hospital employee. Unlike other business entities, cooperative was established on the foundation of a cooperative that seeks to attain profitable standing for the benefit of its members. The purpose of this paper is to examine business development strategy of cooperative and evaluate the impact of business development activity on the cooperative financial performance through several financial performance analysis such as financial statements analysis horizontally or vertically on the balance sheet, financial ratio analysis and cash flow statement analysis. From this paper it is known that the cooperative has poor asset management because many assets are unemployed and known that most of the assets are funded from debt that indicating the high dependence on debt capital. Cooperative also have not been able to manage the costs, which seen by the increasing on cost are not accompanied by significant increase in revenue. Therefore, the cooperative should conduct other business developments, established partnership with the bank to fix the system and also need to improve the management of its assets.

**Keywords:** Small Business Management, Business Development, Cooperative, Financial Performance.

# **IMPROVING STUDENT'S TRANSFERABLE SKILLS AND ACHIEVEMENT THROUGH WELL-DEVELOPED INSTRUCTIONAL DESIGN FOR STATISTICS**

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## **ABSTRACT**

Recently, human resource can be considered as a key of competitive advantage in education and business sectors and also become a key factor in the economic reform. These facts lead to the effort to improve skills of higher education graduates to meet users need both in business & industry and education sectors. These skills, namely transferable skills, have been developed in several countries including England. Transferable skills are portable skills that could be transferred into the workplace to perform any given jobs. Theoretically, these skills would improve through well-developed instructional design for any subject. The highlighted matter that currently happened in the higher education in Indonesia is the high rate of unemployment namely 20% for undergraduates and 10.81% for Diploma per year. Although that unemployment performance is not merely the higher education responsibility, but still the higher education has to realize that it contributes the turbulence life for the students after graduation. Competitive human resource is definitely needed in facing globalization era. However, the way to produce that kind of graduates is hard and very costly. To answer the problem in providing competitive human resource, a preliminary study, namely survey and small experimental research were conducted. Survey was undertaken in Public and Private Higher Education at Surakarta where 304 students involved in order to draw the students' transferable skills level. The related experiment conducted in Sebelas Maret University – Surakarta intended to prove whether transferable skills of the students can be improved through well-developed instructional design for Statistical class using statistical software, namely MINITAB. The result of survey shows that the level of students' transferable skills is considered low (the average score is 5.23 out of 10). In addition, from the experimental study can be informed that average score of students' transferable skills significantly increase after applying better instructional design. In detail, their average scores per aspect before treatment were 5.25 and increased up to 6.73 or increased about 50 points for total aspect (from 171,33 to 222) after joining statistical class. The result of this preliminary study indicates that transferable skills of the students could be increased by well-developed instructional design. These improved skills during learning period, will develop the quality of human resource from Higher Education graduates and, in turn, would ease them to enter job market. However, a continued research is still needed to develop an instructional model that is applicable for other subjects that are related to its main stream.

**Keywords:** Transferable Skills, Instructional Design for Statistics, Achievement, Quality Of HE' graduates

## **ECONOMICS INEQUALITY AND DELINQUENT BEHAVIOR**

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### **ABSTRACT**

This paper attempts to delineate the investigation of relationship between economics inequality and delinquents activities. Three dominant theories were used as a framework to determine the correlation between crime and economics inequalities, including Theory of Economic of Crime, Merton's Strain Theory and The Social Disorganization Theory. The study comprises Kansas City Metropolitan region, that straddling two cities from different state (Kansas City, Missouri and Kansas City, Kansas. The empirical analysis indicates significant correlation between selected inequality variables such as poverty, disrupted family and racial segregation with delinquent's activities. Nevertheless, other observed variables such as educational attainment, unemployment, and others indicate either insignificant or wrong sign.

**Keywords:** Poverty, Inequality, Crime, Economy, Socioeconomic.

## **FUSION OF EMOTION IN PRODUCT DEVELOPMENT.**

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### **ABSTRACT**

Product demand has been transformed from quantitative consumption to perceptual consumption along with the arrival of an era that revolves around concept development. Consumers now demand to be treated individually because they no longer want product that just do the right thing but also make them feel the right way. Thus, the trend is shifting from the mass production era towards small brand and individualism or customised production; where manufacturers will focus more on smaller quantity but still uphold their unique and exclusive traditional way. Therefore, it is important for designers to “dream big” in bringing about a product experience, by investing more time and efforts in conceptualizing ideas that are suitable and make better value judgement; while manufacturers should “think small”, by not focusing on mass production but limited editions and exclusive designs. This is seen as a viable sustainable approach for small and medium industries (SMIs) which can lower the risk of product failure. Hence, with particular reference to ceramic industry, this paper seeks the knowledge on the production trend; how product value can be enhanced and its impact on product experience. Based on this understanding, the paper demonstrates how designers can engage consumers through exclusive designs.

**Keywords:** Ceramics, Product Experience, Small and Medium Industries, Rapid Technology.

## **A COMPARATIVE ANALYSIS OF ISLAMIC AND CONVENTIONAL BANKS' ROBUSTNESS IN INDONESIA**

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### **ABSTRACT**

This research empirically and comparatively examines the robustness of conventional and Islamic banks in Indonesia during the period 2009-2011. Four general conventional banks (i.e., Bank Mandiri Indonesia-BMI, Bank Rakyat Indonesia-BRI, Bank Central Asia-BCA, and Bank Nasional Indonesia-BNI) and four Islamic banks (Bank Muamalat, Bank Syariah Mandiri, Bank Syariah Mega Indonesia, and Bank Syariah BRI) were, respectively, explored. Specifically, the purpose of this study is to compare the robustness of the Islamic and conventional banks with CAMEL (Capital, Asset, Management, Earning, and Liquidity) method. It also attempts to analyse the influences of ROA (Return on Asset), TLTA (Total Loan to Total Assets) and OITL (Operating Income to Total Liabilities) on the banks' robustness. The CAMEL method was used to evaluate the level of banks' robustness, while the multiple regression analysis was then adopted to explore the determinants of the banks' robustness. The study documented that Bank Syariah BRI is to be the best performer with the highest CAMEL score of 50.33, while Bank Mandiri Indonesia was the worst performer with the lowest CAMEL score of 26.33. As a group, the Islamic banks were found to have better rankings, i.e., ranks 1, 2, 3, and 6, while the conventional banks were found in ranks 4, 5, 7, and 8, respectively. The study proved that the Islamic banks have better robustness compared to the conventional counterparts. The Islamic banks were also proved to be better able to withstand the risks, particularly financing risk.

**Keywords:** Islamic Vs. Conventional Banks, CAMEL, the Profitability, Credit Risk, and Robustness.

## **A COMPARATIVE ANALYSIS OF DIVERSIFICATION BENEFITS BETWEEN ISLAMIC EMERGING AND CONVENTIONAL LARGEST WORLD'S MARKETS DURING THE 2007 GLOBAL FINANCIAL CRISIS**

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### **ABSTRACT**

The 2007 global financial crisis has not only been affecting the U.S. markets, but it has also been spreading over the other financial markets worldwide, and Islamic stock markets are no exception. This study aims to empirically examine the effects of the current global crisis on the integration and co-movements of Indonesian stock market with three major conventional and Islamic stock markets worldwide, i.e., Japan, the UK and the US. By dividing the study periods into the pre- and during-crisis periods, it also attempts to explore whether the cross-market linkages between these markets change due to the crisis. To achieve these objectives, cointegration analysis is used. This study utilises daily closing conventional and Islamic stock indices over the period from February 15, 2006 to December 31, 2008. The study finds that the Islamic stock markets performed marginally better than their conventional counterparts both in the pre-crisis and during-crisis periods. The study also finds that there exists a long-run equilibrium relationship among the conventional stock markets during-crisis period, while among the Islamic stock markets in the pre-crisis period. This implies that, in the long-run, the international investment diversification benefits that can be gained by investors across these conventional markets have diminished due to a crisis. Investors who would like to gain greater benefits of diversification during the crisis period; they must allocate their investments in the Islamic stock markets since these markets are found to be non-cointegrated during the crisis.

**Keywords:** Islamic vs. Conventional Stock Markets, Integration; Time Series Technique; Diversification Benefits.

# **TRANSFORMING R&D CULTURE FROM A TECHNOLOGY-VOCATIONAL BASED INSTITUTION TO A RESEARCH UNIVERSITY: SAMAR STATE UNIVERSITY, PHILIPPINES CASE**

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## **ABSTRACT**

Vocational Education Act which was passed in the Philippines in 1927 created technical vocational (tech-voc) schools with the controlling purpose to fit students for useful employment. This mandate to tech-voc schools created a culture that has remained even until these schools have been converted into university. Samar Trade School(STS)) and about 31 others in the region have been created through that vocational education act which was legislated into nine(9) state universities and one college with little consideration on its capacities in performing one of the major identities of a university which is research. In August 7, 2004, STS finally becomes Samar State University (SSU) through Republic Act 9313. It is during this conversion that emphasized the new weakness of the newly converted university in terms of research and development. With greater expectation as a new university and to live to its name, the SSU management crafted several strategies and slowly transformed the appreciation of personnel towards Research & Development and Extension (R&D/E). The major factors consequential in transforming the research culture from tech-voc based institution into becoming a research university was the higher R&D leadership skills of the upper management who crafted, approved and strictly implemented a strategic phase-by-phase introduction of reforms within the university towards improving research productivity. The formation of critical mass (greater than majority involved in R&D/E related activities) for a sustainable change was realized when government has forcedly implemented reforms in State Universities and Colleges such as Executive Order No. 80, Normative Financing Scheme, and the implementation of the Philippine Higher Education Roadmap to name a few that required higher productivity in R&D/E among others. The sustainability of the transformation can be secured if the university president as well as the members of the top management from academic and facilitative departments has high and strong R&D/E skills and R&D/E appreciation respectively.

**Keywords:** Research, Research and Development, R&D Management, Transforming Research Culture.

## **SUCCESS INDICATORS OF MICRO, SMALL, AND MEDIUM ENTERPRISES IN LIPA CITY**

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### **ABSTRACT**

The objective of this study is to identify success indicators of selected micro, small and medium enterprises (MSMEs) in Lipa City. This study is intended to provide the understanding of how people should start their business by looking at all the factors affecting business success in helping them reduce the risk of failure and increase chances of success in starting a business for MSMEs. Findings of this study are useful for entrepreneurs, students, teachers, schools and policy makers of the country. The study examined six indicators that influence the MSMEs success; these factors are: plan, people, place, pesos, product, and process. The theoretical framework has been drawn out and questionnaire was based on the factors chosen. The data collected were from owners of MSMEs; these were tabulated and analyzed which provided relevant interpretations such as frequency analysis and correlation analysis. Two hypotheses were developed to study the success indicators. The correlation analysis results showed that there is a high significant difference existing on the assessment of the respondents on the success indicators of selected micro, small and medium enterprise in Lipa City.

**Keywords:** Success Indicators, Small Medium Enterprises, Entrepreneurship.

## **COMPLIANCE AMONG SMES IN THE REQUIREMENT ON PHILIPPINE FINANCIAL REPORTING STANDARDS FOR SMALL AND MEDIUM ENTERPRISES (PFRS FOR SMES) IN LIPA CITY: AN ANALYSIS**

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### **ABSTRACT**

MSMEs are said to be the source of the Philippine Economy. They play a major role in socio-economic development, industry decentralization, creation of jobs, equitable income distribution, use of indigenous resources, and more dollar earnings. Taking the crucial role of SMEs in the economic development and country's future they should be given the necessary attention in policy, financial and general business support. The main objectives of the study focused on analyzing the compliance and the extent of impact on the accounting practices and the factors leading to non-compliance with the new standard. The researcher used structured interviews and survey questionnaires to collect data. The key finding is that SMEs in Lipa City complied with the requirements set forth by the Full PFRS but not in the New Standard (PFRS for SMEs). These are due to the cost of adherence to the new accounting standard, lack of qualified employees, lack of awareness to the new standard guidelines and parties interested in the financial reports. The researcher finally makes recommendations to the policy makers, government and professional accounting bodies to proper implement the policies and frameworks to ensure SMEs' compliance with standard accounting practices.

**Keywords:** Success Indicators, Financial Reporting, Small Medium Enterprises, Entrepreneurship.

## **MUSLIM PERSONALITY EFFECTS ON WORKPLACE DEVIANCE: A CONCEPTUAL STUDY**

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### **ABSTRACT**

Workplace deviance is a major concern for organizations and researchers have identified various antecedents of it. This paper further enhances the antecedents by presenting prepositions of how Muslim Personality characteristics as defined by Quran and Sunna would be related to workplace deviance. Furthermore, this paper also discusses how Muslim personality conception is different and similar with contemporarily available approaches to study personality.

**Keywords:** Muslim Personality, Workplace Deviance, Big Five Personality Factor Model, Spirituality, Religiosity.

# **THE LEADERSHIP STYLE AFFECTING THE GOOD GOVERNANCE ADMINISTRATION OF THE CHIEF IN COMMUNITY HOSPITAL MUKDAHAN PROVINCE**

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## **ABSTRACT**

The leadership style has a significant positive relationship on the good governance administration at the community health services. Therefore, it is interesting to study the leadership style affecting the good governance administration of the chief in community hospital in Mukdahan province. To explore the leadership style affecting the good governance administration of the chief in community hospital in Mukdahan Province. The results reveal a high level which mean that each government sectors try to follow the role of the good governance administration. Moreover, the role of leader style plays a positive role in the good governance administration.

**Keywords:** Leadership, Good Governance, Community Hospital.

## **A STUDY OF CURRENCY HEDGING OF THAILAND SMES EXPORTERS**

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### **ABSTRACT**

The objectives of the study were to survey the basic information and levels of protection in exchange rate risk and to study the causes of risk including the factors of making decision to make insurance from exchange rate risk of SMEs exporters in Thailand. This study was conducted by the quantitative research through survey research. The research sample of the study was SMEs exporters from 22,095 enterprises and 400 samples were selected by purposive sampling. Questionnaires were used to gather data and the descriptive statistics was used for data analysis. The findings indicated that most samples had their characteristics as following; 1. The value of a fixed asset up to 50 million baht or lower 2. Number of employees, 51 8 100 3. The duration of business engagement more than 15years 4. Annual sales up to 50 million baht 8 100 million baht 5. Annual net profit margin more than 10 % 6. Annual export value more than 50 8 75 million baht 7. Major trading partner: China 8. Main currency: US dollar Most SMEs exporters did not make protection insurance in exchange rate risk because of high fee. While the SMEs exporters who have already made insurance in exchange rate risk have been aware of how important and beneficial they have done it. They realized that the exchange rate was very risky and they preferred making exchange risk insurance, a guarantee forward rate. They have made that kind of insurance 1 8 3 times a year and each time covered 1 8 3 months. The person who made decision to make insurance was the owner of enterprise. The most essential factor to make exchange risk insurance was the value of the baht was weakened or strengthened. They thought that the bank fee was very high and since they were the bank. As regular customer therefore they made exchange risk insurance with the bank. Eventually, they made decision to make exchange risk insurance because they were able to reduce the risk and gain risk protection. The influential factors that made the owner of enterprise to make exchange risk insurance due to foreign exchange rate: foreign currency volatility and the fee rate: low fee, and the bank service: comfort, quick service and modern technology.

**Keywords:** Currency Hedging, SMEs, Exchange Rate.

## **CUSTOMERS' BEHAVIOR OF USING SERVICE VIA MOBILE APPLICATION**

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### **ABSTRACT**

This research aims to study consumers' behavior and decision making of using service upon purchase goods and service via mobile applications through a smartphone. The results were as the following; the results of demographic characteristic shown that most respondents were female, aged between 21-30 years, single, hold a bachelor's degree and average monthly income between 20,001-30,000 Baht. The results of consumers' behavior using smartphones found that, the most of consumer purchase goods and service through applications with the top average monthly using under once in a month. It means that customers didn't constantly buy or use mobile application in every month. the others are 2-5 times a month. The necessary reasons for using through mobile application are convenience and the suggestion from friends. Otherwise, consumers will search the information and compare the price before making a decision to purchase goods and service. In overall of this part, the consumers satisfy in using service via mobile applications.

There results of important factors about making a decision for using service via mobile applications found;

1. For the aspects of mobile application benefit evaluate by level were (1) Mobile applications are able to reduce the business activity time. (2) Mobile applications are able to make the activity of business easily. (3) Mobile applications are able to receive various information. (4) Mobile applications make the consumers understand the goods and service better.
2. For the aspects of convenience to use mobile applications evaluated by level were (1) It is easy to use in applications. (2) There are good features appealing on application pages. (3) There are the simple processes to go through application.
3. For the aspects of lifestyle compatibility in applications evaluated by level were (1) Mobile applications are able to respond consumers' desires. (2) Mobile applications are able to go through consumers' need. (3) Mobile applications are able to help consumer decide to purchase goods and service easily. (4) Mobile applications are the part of consumers' lifestyle.
4. For the aspects of mobile applications reliable service evaluated by level were (1) There is the correct information showed on mobile applications. (2) Consumer trust in purchasing goods and service through mobile applications' financial process. (3) There are good protections in financial process via mobile applications. (4) Customers believe in the protection error system of financial process.

**Keywords:** Service, Mobile Applications, Consumer Behaviour.

## **GIVING LOAN TO MEMBER'S PROFIT OF KOPERASI TEMPE TAHU INDONESIA IN BANDUNG**

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### **ABSTRACT**

Micro Small Medium Enterprise (MSME) is a group of business organization that can stand even in an unstable economic conditions. For that cause, the Government is taking role in pushing MSME to become a better and advanced MSME by lending financial aid that can be used as a fund in their business. Koperasi is a being in aiding MSME group. One of them, Koperasi Tahu Tempe Indonesia (KOPTI) that has a role in aiding and shielding MSME group of tofu and tempe makers.

The objectives of this research was to find how big the influence of KOPTI's loan program to its members on their profits with the help of collateral, capacity, character, capital, and condition of economies principles.

This research used causal method, a quantitative and perspective descriptive methodology. Data are collected is primary and obtained by using questionnaire to a group 48 people that receive the loan program in 2012. The data are then treated by multiple regression analysis with the help of SPSS Version 20 and Microsoft Office 2007. From this research had been withdrawn a conclusion, that the KOPTI's loan program to its members has a significant influence on their profits.

**Keywords:** Small Medium Enterprise Development, Loan program, Collateral, Capacity, Character, Capital, Condition of Economics and Business profit

## **A UNIQUE STRATEGY FOR PROMOTING “STUDENT LABOUR PROGRAM” TO INCREASE THE NUMBER OF STUDENT AT UNIVERSITAS ADVENT INDONESIA, BANDUNG**

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### **ABSTRACT**

Uniqueness strategy through Student Labour Program is one tool for promoting student to increase the number of student at Universitas Advent Indonesia, Bandung (UNAI). This research has been conduct to determine to what extent the effect of Student Labour Program as a tool of promotion to increase the number of student Universitas Advent Indonesia. The research approach that is used is qualitative research in the form of case studies. The subjects in this study are students who had followed the student labor program as a promotional tool. Data collection techniques used by the researcher are structured interview and non-participant observation. While research tools are interview guidebook, observation guidebook, stationery, recording equipment. Based on the research that has been done, students who have completed the student labour program for one year will promote UNAI through Student Labour Pogram to the family, relatives, friends in order to study at the Adventist University of Indonesia. In addition the results showed an increasing of students since the program was implemented in 2011-2012 First Semester.

**Keywords:** Uniqueness strategy, Student Labour Program.

## **IDENTIFICATION OF FACTORS THAT CONTRIBUTE TO CAPITAL STRUCTURE YEAR 2009-2012 (CASE STUDY IN FOREIGN EXCHANGE BANKS IN INDONESIA)**

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### **ABSTRACT**

This study was conducted to identify the factors that contribute to the capital structure. Furthermore, also to determine the contribution of each of these factors either simultaneously or partially. By knowing what the factors that contribute most significantly are, the management can focus on these factors to construct the capital structure in the future.

The samples in this study were eleven foreign exchange banks in Indonesia, where the type of research used descriptive and verificative forms causality, the sampling method used purposive sampling and the research method used panel data.

The factors that will contribute to the capital structure are profitability, growth, asset structure, bank size, liquidity, long term debt to equity, business risk. Simultaneously, these factors contributed significantly by 55.33% to the capital structure. Partially, factors that have a contributed significantly to the capital structure at eleven foreign exchange banks in Indonesia are liquidity, long-term debt to equity, and business risk.

**Keywords:** Capital Structure, Banks.

# **EMPLOYABILITY SKILLS IN INCREASING TASK PERFORMANCE AND CONTEXTUAL PERFORMANCE OF POLYTECHNIC ENGINEERING GRADUATES: A CONCEPTUAL FRAMEWORK**

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## **ABSTRACT**

To succeed and to remain competitive in the era of globalization, engineering graduates are not only required to have a strong foundation basis in technical skills but they are also required to have non-technical skills such as problem-solving, creativity, leadership, and teamwork. Employability skills are the skills necessary to enable a person to obtain a job and thus remain in the organisation and able to adapt with the changing technology that could eventually enhance his career through the acquisition of those skills. Employability skills are transferable core skills that can be transferred depends on the types of job. This paper attempts to propose a conceptual framework by reviewing the pertinent literature on employability skills as independent variable, role of the polytechnic electronic diploma graduates employed in Malaysia as mediator variable and task performance and contextual performance as the dependent variables. Based on literature analysis, Employability Skills can be used as predictive factors cum independent variables on performance measurement for Engineering Graduates to be employed in Malaysia industries.

**Keywords:** Employability skills, job role, task performance, contextual performance, conceptual framework

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

## **CONTINUAL SOCIAL GRAPH ANALYSIS OF ONLINE COMMUNITY FOR A CULTURAL PROJECT IN THE FOREIGN COUNTRY**

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### **ABSTRACT**

The globalization and internationalization are broadly deployed. At this moment, we can feel that the world is going to be flat in information communication and cultural exchanges. In 2011, JKT48; a music business project was started in Indonesia by using a business format of a popular music project in Japan. Continuously, an online fans' community in Japan was emerged, and this community had possibility to be influenced from both an original project community in Japan and a popular music scene community in Indonesia. After two years, JKT48 became the best idol group and their song was ranked no.1 in Indonesian music chart. This is our limited experience of success in overseas, and the author selected this project as a case of inter-cultural recognition.

And, this study focused on formation of public opinion in Japanese community, and discussed how and what opinion is formed through international information exchanges by prolonged monitoring. To analyze communication data, the social graph and behaviorgraphics were used. As results, some bridge influencers were extracted in each period, and their specific connections and relations are identified. Particularly, even they provided important information, they frequently connected in a peripheral position with rather low clustering coefficient. A node of an Indonesian bridge influencer is more popular than Japanese bridge influencers in all kinds of centralities, but Japanese bridge influencers showed more informative behaviorgraphics types.

**Keywords:** Social Graph, Behaviorgraphics, Online Community, JKT48, Pubic Opinion.

## **UNDERSTANDING ETHNICITY, NATIONAL SENTIMENTS AND NATION BUILDING IN MULTI-RACIAL ENVIRONMENT**

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### **ABSTRACT**

Malaysia is a multiracial country with more than three groups of ethnic identity. Mutual understanding and the spirit of working together as a nation play an utmost important role in development of the country. This research focused on how the intensity of national sentiments may differ depending on the characteristics of the ethnic group to which the individual belong. Respondents were asked on how they perceived themselves and their sense of belonging, as a nation and to the ethnic group they belong to. The research probed further on those two matters to analyze their priority towards nationality and the ethnic group. Questionnaires were distributed to 500 respondents in Klang Valley with 496 returned and analyzed. Respondents prioritized religion as the identity they perceived as important element to the feeling of belonging. On four elements, namely ethnic, religion, state and being a Malaysian, majority reported being a Malaysian reflects their sense of belonging. The result of the data analysis provides platform to work on policies and programmes that reflects truly Malaysian, working as a nation.

**Keywords:** Ethnic, Religion, Race, National Sentiments and Nation Building.

## **GROUP COUNSELING FOR AT-RISK ADOLESCENTS**

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### **ABSTRACT**

This study evaluates the effect of group counseling towards psychological aspects among Malaysian at-risk adolescents. The psychological aspects measured were the adolescents' perception towards family, depression and resilience. The effect was measured by looking at the mean score of the psychological aspects before and after the intervention. This study takes a quasi-experimental design in which a number of 90 students were involved in this study. Data is analyzed using MANCOVA. Results showed that the mean score of the psychological aspects of the treatment group has reduced compared to the controlled group. Implications regarding this matter is discussed at the end of the paper.

**Keywords:** Group Counseling, At-Risk Adolescents, Depression, Resilience

## **MALAYSIAN ADOLESCENTS' MORAL AWARENESS AND THEIR CULTURAL CONFORMITY**

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### **ABSTRACT**

It has been reported in printed and electronic media that moral decadency among Malaysian adolescents is on the rise (Jaafar, J., Kolodinsky, P., McCarthy, S. & Schroder, V., 2004; Ting Soo Ting, 2011; Shadiya Mohamed S. Baqutayan, 2011). Such decadency is attributed by a host of factors. This study aims at describing the moral awareness and social conformity of Malaysian adolescents. A questionnaire was administered on 200 respondents. Preliminary findings indicated that the respondents' conform positively to their cultural expectations ( $M= 3.92$ ;  $SD= .92$ ) and have positive moral awareness is ( $M = 4.40$ ;  $SD = .85$ ). These findings were perceived instrumental to the current classroom managements, school counselling services and parenting styles in Malaysia.

**Keywords:** Malaysian Adolescents, Moral Decadency, Moral Awareness, Cultural Conformity, School Counselling.

## **CANILI FAMILY RURAL DEVELOPMENT SCHOOL AS AN ALTERNATIVE MODE OF EDUCATION**

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### **ABSTRACT**

Canili Family Rural Development Program is the only public family farm school in the country, established in June 2001, thru the initiative of Senator Edgardo J. Angara. The alternative secondary school is located in Canili Area National High School Brgy. San Juan, Maria Aurora, Aurora.

This program aims to alleviate poverty and promote rural development through and education and community participation program rooted in integral youth formation; *altenancia* (alternating cycle); sustainable agriculture and environment; community organizing and enterprise development.

It's a school where a student spends 67% of time in the classroom and 33% of time in the farm. It is a school with the support of many stakeholders like Senator Edgardo Angara; Congressman Juan Edgardo Angara; Gov. Bellaflor Angara; Aurora State College of Technology; Department of Education; LGU-Maria Aurora; PHILFEFFARS; DISOP-NGO; Provincial Cooperative Office and other institutions. It assume responsibility of development and promotion of the rural environment through integral educative actions, especially with the youth, as a way of responding to common problems.

How do Family Farm School differ from the traditional school? "Unlike in traditional schools that focus on academics required for higher education, we are more on developing integral formation which includes skills, values and basic education with the involvement of their families with the end goal inclined towards rural development.

**Keywords:** Canili Family, Rural Development, Education.

## **DOES INTEGRATING EMOTIONAL INTELLIGENCE VIA TEACHING INSTRUCTION ABLE TO PROMOTE STUDENTS' ATTITUDES TOWARD MATHEMATICS?**

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### **ABSTRACT**

The paper discusses the findings of a study which examine the effects of integrating emotional intelligence on students' attitudes toward Mathematics. The research employed a quasi-experimental design involving two non-equivalent study group samples receiving different treatment. Focus was on the Mathematics subject at the lower secondary level in Malaysia. A total of 253 students were involved as research participants. The research involved two groups: a control group and an experimental group. The experimental group received teaching instruction which integrates emotional intelligence while the control group received normal teaching instruction by teacher. Data were collected over a period of nine weeks. A pre-test was conducted in the first week followed by seven weeks of instruction. A post-test was carried out in the final week. The Attitudes toward Mathematics Inventory was used to gauge students' attitudes toward Mathematics. Research results show that the experimental group received teaching instruction which integrates emotional intelligence has statistically significant effects on students' attitudes toward Mathematics. Generally, research results show that the integration of emotional intelligence in teaching and learning process has significantly increased students' attitudes toward Mathematics.

**Keywords:** Emotional Intelligence, Teaching Instruction, Attitudes toward Mathematics

## **PHYSICAL ACTIVITY PROFILE AND RELATED FACTORS AMONG THE STAFFS OF THE MINISTRY OF YOUTH AND SPORTS, PUTRAJAYA, MALAYSIA**

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### **ABSTRACT**

A cross-sectional study of physical activity level and factors associated with it was carried out among the staffs of Ministry of Youth and Sports at Putrajaya, Malaysia. 150 questionnaires were distributed randomly among the selected samples and data was obtained using the self-reported questionnaires. Results showed that the response rate was 83.5% (113 people) and the prevalence of physical inactivity among KBS staff was 23%. Inactivity was found higher in females but the females were also found engaging more than males in health-enhancing physical activity (>300 MET/week). The 30 to 39 years age group (58.1%) contributed to the majority of the inactive category. As expected, the 18-29 years age group recorded the highest reading in the health-enhancing physical activity (HEPA) category (48.6%). Findings for the perceived barriers towards physical activity level found that physical exertion was the highest barrier ( $M=3.19$ ,  $SD=0.00$ ) followed by time expenditure ( $M=2.94$ ,  $SD=0.41$ ), exercise milieu ( $M=2.6$ ,  $SD=0.07$ ) and family engagement ( $M=2.7$ ,  $SD=0.86$ ). Correlation between physical activity level and perceived barriers score was low ( $r=0.22$ ,  $N=113$ ,  $p>0.05$ ). The prevalence of physical inactivity and identified factors that limits perceived barriers towards engaging exercise found in the present study should be a matter of concern and necessary action is needed to enhance the quality of life among the civil servants in particular.

**Keywords:** Physical Inactivity, Health-Enhancing Physical Activity, Perceived Barriers.

## **MOTIVES FOR SPORTING ACTIVITIES PARTICIPATION AMONG WHEELCHAIR ATHLETES**

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### **ABSTRACT**

Sports believed to be an important tool in developing an inclusion society. Persons with disabilities can sports as a medium or opportunity to be in the community. The purpose of the study is to identifying the motives for sporting activities participation among wheelchair bound athletes. Hundred (n=100) respondents (60 male; 40 female), age of 16-55 years old took part in the study using the close-ended questionnaire that consists of five motives factors that are task-oriented motives, social-integration motives, fitness-oriented motives, ego-oriented motives and social-affective motives. The analysis was conducted using the SPSS method. Descriptive statistical method such as mean and the standard deviation and independent T-test were used in the study. There is no significant difference in motives factors among the male and the female wheelchair athletes ( $p = .091$ ;  $p > 0.05$ ). There is no significant differences on both gender perceived fitness-oriented motives ( $p = .697$ ;  $p < 0.05$ ) and social-affective motives ( $p = .124$ ;  $p < 0.05$ ) and task-oriented motives ( $p = .895$ ;  $p < 0.05$ ) as the main factors for participation. However, there are significant differences in social-integration motives ( $p = 0.43$ ;  $p > 0.05$ ) and ego-oriented motives ( $p = 0.033$ ;  $p > 0.05$ ). More physical activity programs need to be conducted to encourage sporting participation among persons with disabilities and the facilities accessibility also need to be constructed for them at the gymnasiums, sport centers and recreation park so that they can also enjoyed the same benefits as their able-bodied peers.

**Keywords:** Physical Fitness, Motives, Wheelchair Athletes

## **GIVING FOOD CLOVER EDUCATION WITH ART ACTIVITIES TO 5 YEAR-OLD CHILDREN**

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### **ABSTRACT**

It was used food-based dietary guidelines and images of the food guides, to remain healthy and to prevent diseases, diet and healthy lifestyle. A food guide is the pictorial illustration of the amount and type of food items to be consumed so that community can understand easily. This research was aimed to explain by using art activities and visual aids the food groups that involved in four-leaf clover is used in Turkey as a visual guide. Study was carried on totally 50 children (25 of them are test group and 25 of them are control group) who was on their pre-school education in Esentepe Primary School and Selcuk University Ihsan Dogramaci Applied Kindergarten in Konya provincial centre and on the same social-economic level. Four-leaf clover through arts education was given for four weeks to children, in order to raising their level of knowledge regarding on food groups, and gaining positive eating behaviours. Education program consist of group chat, and art activities made at the desk (collage artist reproductions, painting, cut, paste, mixed technic etc.). The data were collected using data forms which prepared by researchers. In the evaluation of the data SPSS 13 statistical package program was used. According to the study results, it was proved that nutrition education given to pre-schoolers increased the level of nutrition knowledge of children, and affected their eating behaviours in a positive way.

**Keywords:** Pre-School, Nutrition Education, Art Activities, Four-Leaf Clover, Food Group

## **YOUTH VOLUNTEERISM IN CHOW KIT, MALAYSIA: FACTORS OF INVOLVEMENT**

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### **ABSTRACT**

This study determined the motivation factor towards the involvement of urban youth in Malaysia toward volunteerism. It identified the motivation factors to volunteerism and examines the relationship between demographic data and motivation factors. The study was conducted at Chow Kit, Kuala Lumpur, Malaysia. This quantitative research was using the 44 items of Volunteer Function Inventory (VFI) which was adopted from Clary (1998) and was administrated among 132 respondents. The finding of the study shows that the highest motivation factor is purposive and social integration, where most of the respondents involved in volunteerism because of caring attitude for others and for their own self benefit. The result shows, there is a significant relationship between motivation factors and volunteering outcome, ( $r$  0.830,  $p$ -value  $<0.01$ ). The mean for motivation factor is 94.04 and the result also shows that 95 percents of the respondents are motivated towards involvement in the volunteerism and the finding has achieves the objectives of this study. It can be concluded that these study contribute to academic and society by creating awareness towards volunteering activity and it benefits to the society.

**Keywords:** Youth, Youth Volunteerism, Motivation Factor, Volunteering Outcome.

## **MOTIVATIONAL FACTORS OF FOOTBALL SPECTATORS IN MALAYSIA**

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### **ABSTRACT**

The aim of this study is to understand the motivation factors among the football spectators in order to attend the football games. The Motivation Scale for Sport Consumption (MSSC) was used in this study in order to measure the motivation factors. Total of 220 spectators was drawn from ASEAN Football Federation (AFF) Suzuki Cup. Independent t-test was used to determine the differences of motivation factors between male and female spectators. Result showed that social interaction is the most influencing factors that spectator attends at the stadium. Meanwhile, physical attraction is the lowest factors that motivate spectators attend at the football games. In the degree of spectator level in football attendance, male spectators showed that they are likely to become a real fan compare to female spectators.

**Keywords:** Motivation Factors, Football Games, Gender.

## **STUDENTS' SELF – PERCEPTION AND THEIR ACADEMIC PERFORMANCE**

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### **ABSTRACT**

The understanding of students about themselves helps them to match their abilities, talents, and skills into the performance of certain task. In this particular study, the self-perception of students in their efficacy, determination, esteem, and achievement motivation correlated to their academic performance. The study identified the self-esteem of students as highly perceived among others. The students' grades ranged between 75 to 79 interpreted as very low. It was further identified that the achievement motivation of the students is the best predictor of their academic performance.

**Keywords:** Students, Self-Perception, Academic Performance, Descriptive Design, Philippines

## **GAMIFYING ACADEMIC RESEARCH OF NEAR EXTINCT MORIBUND WORDS TO PRESERVE CULTURE AND HERITAGE**

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### **ABSTRACT**

Net- Gens of today are faced with a dilemma of defining their boundaries in professionalism, livelihood, self-efficacy, social wellbeing, and the appreciation of cultural and heritage in this borderless world through the presence of immersive technologies. New demands of immersiveness in technologies are enabling them not only knowing more about the world beyond the four walls to their home, but also in giving them the chance to get direct access to information, individuals, institutes and organizations playing roles as researchers, clients, informants, participants, communities, and professionals across disciplines, across societies and across nations. This present era and trends has made us rethink about the way we look at deliverables of academic research findings today. A useful approach in answering part of the question on “Is the shift to commercialization in academic research affecting the standards of quality to serve the society?” is to look at a case sample and question the possibilities and constraints the case upholds in justifying or contradicting the said statement. This paper will look at how findings from an academic language research, that in previous forms of deliverables, are as presented papers on selected academic disciplines of conferences and seminars, as online reference journals, or as printed on the shelve hard copy journals in physical knowledge management buildings like archives, resource centers and libraries could be transformed into a present deliverables much more appealing to the Net-Gens of today. The paper will describe how a gamification approach was used and discussed whether such an effort could be a current approach of academic research findings deliverables that could serve still good quality standards to the society towards the shift to commercialization. The chosen game-like gamified form “RICEVILLE” case sample was developed from an academic research finding in the context of exploring a new effort to uplift the preservation and appreciation culture and heritage.

**Keywords:** Academic Research, Immersive Technology, Gamification, Game, Moribund, Language, Culture, Heritage, Commercialization, Multidiscipline.

## **FILIPINO MIGRATION POEMS: THE IMPACT OF DIASPORA TO FILIPINO FAMILIES**

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### **ABSTRACT**

This study aimed to identify the impact of migration poems which offer a very good crutch for students to express their views about the novel concerns of Filipinos today -migration due to kaleidoscopic reasons. The researcher used the descriptive analytical method of research which generates verbal data to prove the assumed variables qualitatively.

Moreover, the research poems under study were written by Filipino poets. The socio-economic factors that present a philosophical truth and context are also explored. The researcher had used for this study actual literary explications of her literature students which were written on a short- sized bond paper. The explications employed the Step 3 in understanding a poem technique which is Analysis and Interpretation or “Asking what unifies the context” using Meaning of Unified Context. It is highlighted as one of the findings that students, if given the chance really have plans to migrate with only one main issue in mind--- migrating for economic reasons. From the study, it is recommended that by utilizing research methods that focus on the complexity and depth of human experiences like migration, Filipinos will get to improve the eroding sense of nationalism brought by overseas migration.

**Keywords:** Poem, Socio-economic, Novel Concerns.

## **EXPLORING CAREER AWARENESS AND ASPIRATIONS OF MALAYSIAN SCHOOL CHILDREN**

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### **ABSTRACT**

This study aimed to examine reported career development of children in primary schools which comprises of three variables, which are educational aspiration, career aspiration and level of career awareness and also observed the difference of aspirations and career awareness across genders and school locations. It also investigated the relationship between their aspirations and career awareness. The research questions of this study were explored using two-scale career awareness inventory, comprising of Knowledge about Career Test (KaWT) and Job Awareness Test (JAT). Career aspiration and educational aspiration was assessed by self-developed items. Data collected from a sample size of 703 was analyzed using Statistical Package for the Social Sciences (SPSS). Four conclusions were drawn from this study: (a) significant relationships were found between career awareness and career as well as educational aspirations; (b) career aspiration was found to have significant positive association with educational aspiration; (c) significant difference was found between male and female children educational aspirations; (d) significant difference was found between career awareness of children in urban and rural schools. This study gave emphasis to the need for an early start of career development intervention for children in primary school. More research is needed to extend the breadth of findings regarding the relationships between the variables and development of career intervention strategies that suit the need of students in Malaysia educational settings.

**Keywords:** Career Development, Career Awareness, Career Aspirations, Primary School Children and Adolescents.

## **FOOD CONSUMPTION PATTERNS OF FISHERMAN ON SPERMONDE ISLANDS**

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### **ABSTRACT**

In improving the human resources, the families interact with their environment by the availability of natural resources and nutritional supply. The socio-cultural affect the nutritional supply of the family. The consumption pattern in the family was the indicator of consumptive behaviour. The aim of the study was to describe the consumption pattern, socio-cultural factors, environmental ecology, and to evaluate its effect on the children under five years old and health of the families on the Spermonde islands.

The study was conducted on the Spermonde islands in Takalar regency. The method used in this study were survey and recall. The samples were selected by stratified random sampling. The data were collected through questionnaire and analyzed quantitatively by using category, description, statistics, and correlation (non-parametric).

The result of the study indicate that the availability of food is determined by the natural resources and human resources owned by the RT (neighbourhood association). Each type of food has different nutritional compositions. The types of food consumed are rice 60%, contains 450 – 500 calories of protein and 31 types of side dishes 15%, 7 types of fruits 1.5%, raw vegetables 7%, and snacks 12.5%. There is a difference of income between the seaweed and fish / shrimp pond farmers and fisherman. There is a difference in quality and quantity of food due to spending interaction of food and nutrient sufficiency. The consumptive behaviour of cultural system indicates that individual interaction to environment affects the habit due to the cultural socialization process. The differences in livelihood, attitudes, motivation, consumption, and environmental interaction has a significant effect on the PKP (food consumption pattern), adaptation, and decision making of the housewives. The correlation analysis indicates the sufficiency level and nutritional need for PKP have a significant correlation with vitamins A, C, K, Fe, And Zinc.

**Keywords:** Consumption, Pattern, Socio-Cultural, Food, Fisherman

## **IMPLEMENTATION OF TURKEY METHOD ON MEMORIZATION THE QURAN IN MALAYSIA: A STUDY IN INSTITUTE DARUL TUBA, MALAYSIA**

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### **ABSTRACT**

Until today, memorization is still one of the methods used in the process of preservation of the Qur'an. This article aims to review and analyze the methods and approaches used by a Centre of Tahfiz Quran Darul Tuba in the process to produce the students that can remember the whole Qur'an. This study used the methods of documentation, observation and interviews in order to obtain the data. Through the analysis, this study found that there are seven basic methods of memorizing the Quran; *Chi method, Zor Pismis, Kolay Pismis, Tekrar, Tekrar Hepsı Seypa and Has*. By using these seven methods, the students could recite the whole Qur'an by memorization, without seeing the *mushaf*. As a researcher, I would like to suggest these methods of memorization, to be applied in all the centers, in order to produce the *huffaz* who can fully memorizing the Quran.

**Keywords:** Quran; Memorization; Methodology; Tahfiz; Turki

## **THE COLONIAL PRODUCTION OF TROPICAL SPACE IN CONGO: UNIFYING HISTORICAL GEOGRAPHY AND GEOLOGY, ECOLOGICAL ANTHROPOLOGY, AND TROPICAL MEDICINE**

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### **ABSTRACT**

The objective of the paper is to investigate the process in which geo-historical and ecological-anthropological forces brought about by Belgian King Leopold's rule were integrated to produce the colonial space in tropical Congo. The article explores how Leopold's colonial power based on red rubber and ivory trade devastated the indigenous ecological-anthropological riverscape of Congo, and analyzes how it caused the epidemic prevalence of tropical diseases such as sleeping sickness and smallpox. By dividing the whole territory of Congo into several domains, Leopold II tried to maximize the profits of red rubber and ivory trade. Connected with the ravages of ecological- anthropological riverscape, the massive mobilization of labor forces led to the enormous death toll of Congolese people. The paper is highly meaningful for tropical studies in that it highlights the essence of Western colonial rule over the tropics in terms of unifying historical geography and geology, ecological anthropology, and tropical medicine.

**Key Words:** Congo, Tropics, Space, Historical Geography, Historical Geology, Ecological Anthropology, Leopold II, Colonialism, Trade, Labor Forces, Warfare, Rubber, Ivory, Tropical Medicine, Sleeping Sickness

## **THE DEVIL IS IN THE DETAIL – HISTORY, TRUTH AND CRITICISM**

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### **ABSTRACT**

This paper addresses in the relations between history and criticism in modernism and contemporaneity on the context of an art criticism research.

From the XIX century, distrust of history is installed, as a unitary and objective narrative, from which are launched the fundamentals for the modern and contemporary model of reproducing the world that, in terms of arts or even exact sciences, no longer admits fixed points of view or closed structures. Sciences, in general, even the most objective, are now seen as products substantially signed by the language games that disseminate them, and as so, they are signed in a uncertain and precarious way. Between the language games theory of Wittgenstein to the notation theory of Goodman, from barthesian rhetoric to the analyze on narratives performativity of Lyotard, the “post-modern condition”<sup>1</sup> establishes itself, as the age of the reviews, where truths are replaced by opinions and, by defect, where history transforms itself in a pile of fragments, randomly organized and subjectively detailed, because only in this way it deserves some credibility.

In this context emerges a question, it makes sense to investigate under an idea of a perceived result? Or all the investigation should, nowadays, be delivered to random and chaos, in where the horde of information subjects us, and as such should be respected as a “work in progress”?

**Keywords:** History and Art Criticism, Language Games, Rethoric and Truth, Investigation as A “Work In Progress”.

## **AN EVALUATION OF THE PUBLIC HEALTH OFFICERS AT SUB DISTRICT HEALTH PROMOTING HOSPITAL IN BURI RAM PROVINCE.**

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### **ABSTRACT**

This study was a cross-sectional descriptive research. The purposes were to study motivation and organizational support affecting an evaluation of the public health officers at sub-district health promoting hospitals in Buri Ram Province. Population size was 324 persons and a sample size of 207 persons was selected by systematic random sampling. The research instruments were the questionnaires. The Cronbach coefficient of instrument was 0.97 and validity was checked by 3 experts. The 207 questionnaires and The 12 in-depth interviews were collected by a research assistant during 1 February 2014 to 28 February 2014. The data was analyzed by SPSS for windows program to acquire a percentage, mean, standard deviation, percentile, Pearson Product Moment Correlation Coefficient and Stepwise Multiple Regression.

The findings revealed that most males (53.6 %) with the average age of 40.80 years. The marital status was 67.1%. The educational degree was a Bachelor's degree or equivalent for 87.9 %, Duration of working as public health officers, at sub-district health promoting hospitals was averaged at 10.35 years. They were used in 60.4% of practice in evaluation programs. It was revealed from the study that the overall motivation was in a high level at an average 3.68 (S.D. = 0.42). The organization support at high level averaged 3.64 (S.D. = 0.52). And an evaluation of the public health officers at sub-district health promoting hospitals in Buri Ram Province at high level, average 3.79 (S.D. = 0.54). The motivation factors and hygiene factors, also an organizational support, were positive influence on an evaluation of the public health officers ( $r = 0.649$ ,  $p\text{-value} < 0.001$ ;  $r = 0.575$ ,  $p\text{-value} < 0.001$ ; and  $r = 0.779$ ,  $p\text{-value} < 0.001$ , respectively). Six factors that could predict an evaluation of the public health officers at sub-district health promoting hospital in Buri Ram Province including Organizational Support in management, Company policy and Administration, Responsibility, Organizational Support in Time, Organizational Support in Technology and Job Security with a level of statistical significance (68.9%)(The main problem from the study was the hygiene factor of 62.79 %

**Keywords:** Public Health, Motivation and Organizational Support

## **THE PROFESSIONAL DEVELOPMENT PROGRAMS AND INTEGRATION OF LEARNING MANAGEMENT SYSTEM**

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### **ABSTRACT**

The purpose of this study is to identify the impact of professional development (PD) programs on the approach to Learning Management System (LMS) in the perspective of educators' in selected private higher education institutions (PHEIs) in Kuala Lumpur. The critical issues are utilization of e-learning not being fully embraced by the educators', approach to e-learning facing difficulties and challenges due to lack of appropriate training, urgency to transform education system to integrate e-learning to fulfill the Key Result Area that set by Ministry of Higher Education (MOHE) and to fill in the gap between PD and e-learning. The notions for the conceptual framework and research instrument for this study were adapted from RPIM model. Data was collected and analyzed by quantitative methodology utilizing self-administrated questionnaires. The study findings showed that the impact of PD on educators' has a significant role in their approach to LMS. The results also indicated that there were deficiencies in readiness and maintenance of PD programs. Moreover, the results confirms that there is a necessity to develop PD programs that caters e-learning environment for diversity of learners and at the same time accommodating sound pedagogy for the students to enhance their learning processes. The results also showed that appropriate training was significant obstacle to the victory of e-learning programs due to most PD activities were offered without considering the actual needs of the educators. This research fills the gap of the literature and contributes to policy makers, academician and PD organizers in empowering educators' through PD to support LMS.

**Keywords:** LMS, Professional Development, Educators

## **COMPUTATIONAL RESEARCH BASED (CRB) ACTIVITIES A NEW APPROACH IN SCHOOL SCIENCE**

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### **ABSTRACT**

Science education plays an important role in realizing the country's aspiration to achieve the status of a developed country by the year 2020. Malaysia's students' performance in Science in the International assessment failed to meet the minimum proficiency levels in TIMSS (20%) and PISA (43%). Apart from these international assessments, there is also other compelling evidence regarding the lack of high order thinking among Malaysia students which is an essential component in science learning in order to understand and do science. The objective of the study is to develop computational research based activities to enhance students critical, innovative and reasoning thinking skills in science. The use of hands-on research activities would lead to better learning for high school students in their teens. This paper will discuss the conceptual framework for development of the computational research based activities that will be implemented in schools.

**Keywords:** Computational Research Based, Science Education, Innovative and Reasoning Thinking Skills.

## **TRENDS OF STUDY ON *TA'WILAT AHL AL-SUNNAH* BY ABU MANSUR AL-MATURIDI: 1970-2004**

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### **ABSTRACT**

The discovery of a work *Ta'wilat Ahl Al-Sunnah* by Abu Mansur Al-Maturidi has opened a new dimension to the study tafsir. This article focuses on trend of study done by researchers of the work *Ta'wilat Ahl Al-Sunnah* by Abu Mansur Al-Maturidi covered on certain focused issues. Researchers will use a quantitative analysis method by focusing on the masters and doctoral degrees. This study is expected to identify the spaces still exist related to this particular study at the level of master's and PhD.

**Keywords:** Trend, Tafsir, Quantitative, Ta'wilat Ahl Al-Sunnah, Abu Mansur Al-Maturidi.

## **AN APPROACH FOR SOFTWARE-AS-A-SERVICE EVALUATION BASED ON LEARNER REQUIREMENTS**

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### **ABSTRACT**

The application of SaaS solutions can help educational organizations to overcome the difficulties they usually face. When selecting from alternative SaaS providers, it is crucial to involve the end-users in the decision making process. This research demonstrates an SaaS evaluation model based on learner requirements. The model scores the services of SaaS features, prioritizes the learners' requirements and finally generates a grade as a sum of the feature ranks weighted by learner's priorities. This grade then clearly shows the effectiveness of SaaS from a learner perspective. The model was tested by a case study at the College of Art Media and Technology (CAMT), Chiang Mai University choosing Google as the SaaS provider and prioritizing the requirements of 46 university students. As a result, Google reached a grade of 97.18% showing that Google's services are completely applicable for educational purposes

**Keywords:** Evaluation, Learning Cloud Services, Prioritization, Requirement Engineering

## **POSITIVE AND NEGATIVE STRESS MANAGEMENT ON SPORTS PERFORMANCE AMONG FOOTBALL PLAYERS**

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### **ABSTRACT**

Stress management can be divided into two categories, positive and negative stress management. Positive stress management included positive self-talk, physical activity, thought stopping, remember the worst-case scenarios, meditation, simulation, breathing techniques and progressive relaxation. In addition, negative stress management are taking drugs, alcohol and smoking. The present study sought to differentiate the level of positive and negative stress management, by focusing on badminton athletes and their performance. The sample consisted of 107 football players, whom selected from Sport among Schools. The findings in this study showed that the level of positive stress management is higher than negative stress management. Furthermore, there are positive correlation existences between positive stress management and the level of sports performance, and between negative stress management and the level of sports performance. The findings emphasize the importance of positive and negative stress management to enhance performance. Even though this research showed that negative stress management do enhance performance in sports, but athletes should stop using it since it can jeopardize their health. Sports psychologists, sports counsellors and coaches should encourage their athletes to use positive stress management since it has been proven as the key for succession and healthier life.

**Keywords:** Stress Management, Positive Stress Management, and Negative Stress Management.

## **PERCEIVED PHYSICAL SELF-COMPETENCE AMONG YOUNG MALAYSIAN ADOLESCENTS IN GENDER-ORIENTED SPORTS AND CROSS- GENDER SPORTS**

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### **ABSTRACT**

Past studies have been consistently suggesting that gender plays an important role in developing attitudes and motivations towards physical activity. However, there is limited study particularly on Malaysian secondary school children regarding their physical self-competence in engaging in various physical activities. Hence, the purpose of this study was to investigate the physical self-competence among young adolescents who participated in gender-oriented type sport and cross-gender type sport. A total of 540 students consist of both gender from three different types of schools, age ranged between 13 to 19 years old participated in this study and were selected through cluster random sampling technique. Physical Self-Perception Profile (PSPP) scale was used to measure the physical self-competence among these young adolescents. Results showed that male students were more active than female students were in physical activity and have higher scores in all the sub-scales of the PSPP compared to female students namely sport competence, physical condition, attractive body and physical strength. There was no significant difference ( $p > .05$ ) in physical self-competence been showed by female students who participated either in cross-gender type or gender-oriented. However, male students showed significant difference ( $p < .05$ ) in physical self-competence between male students who participated in cross-gender type or gender-oriented. In conclusion, the findings in this study indicated that participants' background such as type of sports that they involved, school's environment and social interaction plays important roles towards young adolescents' physical self-competence perception. Participants with different sports participation background demonstrated difference personality and behaviour when they get involved in certain specific gender-oriented physical activities.

**Keywords:** Perceived Physical-Self Competence, Adolescents, Gender and Cross Gender Sports.

## **THE STUDY OF COMIC INFLUENCES ON NEW GENERATION'S DRAWING STYLES**

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### **ABSTRACT**

The status of comic was ignored by society in the past, reading comic seems to waste a time and was believed useless for learning. However, due to the help of mass media and the Internet, it has been gradually changed. Comic is not only being a very important part of popular culture, it also is a part of the Cultural and Creative Industry in Taiwan in recent years. The new generation of drawing learners, especially students who study in the universities of art and design related departments, are the people who will work for our cultural and creative industry. These students have more or less enjoyed reading comic since they were young, therefore the often seen styles of comic have imprinted on their memory. The aims of this study hope to understand the new generation of drawing learners, how they have been influenced by comic and how are the relations between drawing styles of the learners and their preferences of comic styles? Therefore the study plans to employ qualitative method to discuss the phenomenon of the learner influenced by comic styles, proving art teachers to have a reference when teaching traditional or digital drawing. The study also analyzes the relevance of the learners' drawing styles and their preferences of comic styles, giving students have an opportunity to rethink their own drawing styles.

**Keywords:** Comic, Comic Styles, Drawing Learners

## **THE BATEK HEP' CONSONANTS: A PRELIMINARY ACOUSTIC ANALYSIS OF MALE AND FEMALE SPEAKERS OF UNIQUE CONSONANTS UTTERANCES**

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### **ABSTRACT**

The Mon-Khmer Northern Aslian Batek language of the Peninsular Malaysia is an endangered language. There are five Batek language sub-dialects namely the Batek Iga', Batek Nong, Batek Deq, Batek Teh, and Batek Te'. Claiming individual recognition are the Batek Hep' of Pahang where their language is spoken by approximately 200 people. They dwell within the Malaysian National Park and with recent easier access, their lifestyle and language are vulnerable to changes. Their language is infused with not only the mainstream Malay language but also English as the language of the lucrative tourism industry. Thus, language documentation effort is undertaken. The present study focuses on the consonants of the Batek Hep' language where through language descriptive analysis, the consonants of Batek Hep' are described. Initial finding suggests a few existences of consonants unique to the Northern Aslian language. To further unfold the nature of these unique consonants, an acoustic analysis is done on the utterances of male and female with the purpose to unfold their noteworthy differences. The significance of the study is each description and discussion will satisfy the gap of knowledge to the not-yet-established Batek Hep' grammar.

**Keywords:** Batek Hep', Consonant, Endangered Language.

## **BATEK HEP' LANGUAGE: THE FEMALE'S PRIDE AND LEARNING EXPLORATION**

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### **ABSTRACT**

Language is the main medium for knowledge transfer either through paternal or maternal linkages. As egalitarians, the Batek learn through both parents by means of experience or imitation. Heritage knowledge is essential yet the Batek Hep' language is endangered due to contact and economic crunch. As tourist guides to the Malaysian National Park in Pahang, the Batek male youths are code-mixing and switching, with only an average grasp of their native language. The female's language is fortunately intact as some are merely necessitated to dwell at the show villages. The present research explores six conveniently sampled Batek Hep' females' perceptions, ages varying from early twenties to late fifties, on their language pride and language learning style. Method adopted are semi-structured interviews, recorded verbal discourses and participant-observation field notes over a span of a few months through several field visits to several Batek Hep' settlements along the Tembeling River, Pahang. Atlas ti. software assists the triangulated analysis. Findings offer the female Batek's perceptions and suggest that to the elders are firmly devoted to their traditional culture and lifestyle, thus ensuring great language pride. Yet unfortunately, the young are keen on evolving. The findings significantly suggest that proper language learning approach is vital where contact language could be learned without neglecting the native language.

**Keywords:** Aslian Language, Learning Style, Language Pride

## THE SURVIVAL OF AN ARTIST

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### ABSTRACT

This study aimed to analyze the ecosystem of an artists. The ecosystem of an artist is a way of producing an art work of visual artists. In Malaysia, Perak for particular, there is no research has been conducted on the ecosystem culture artist yet. Therefore, the objective of this study was to identify an ecological culture, learn the basic needs of an artist's career and analyze the influence of the environment in improving the survival of his career with a focus on artists in the state of Perak alone. Researchers use a variety of disciplines in the visual arts as a case study in which artist's career and ecosystems assessed through artwork and relationship with the environment. Survival of the artist's career is dependent on how they work, and ecosystems heavily influenced by surrounding factors by which it determines the survival of their careers. The results showed relatively that the ecosystem of an artists in Malaysia are quite complex where artists working mostly subjective. Almost all artists discipline facing problems in continuity to be an artist. An artist must keen to keep drawing and defend why and what they are doing.

**Keywords:** Ecosystem, Artists, Survival and Career.

## **AN INVESTIGATION OF PRESCHOOL CHILDREN'S TOY PREFERENCES ACCORDING TO DIFFERENT VARIANTS\***

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### **ABSTRACT**

The objectives of this research is to determine the toy preferences in Turkish preschool children according to different variants. 197 children participated in this research which 93 are girls and 104 are boys. The participants of this research, 91 of them are 4 years and 106 of them are 5 years old. Also, all of children are normal developed who study at kindergarten of state primary schools and independent kindergarten classes in Konya provinces of Selcuklu, Karatay and Meram during 2012-2013 school year formed group of the research. Toy preferences questionnaire was used in this research which created by researchers. Research data were analyzed using Chi-Square Test and SPSS 16.0 package program. General result found out at the end of the research is that the gender of the children were revealed to have impacted children's toy preferences and the age and socio-economic level of the children were not revealed to have impacted children's toy preferences.

**Keywords:** Children's Toy Preferences, Toys, Preschool Children.

## **DESIGNING AN E-COMMUNICATION SYSTEM TO EFFECTIVELY LINK SCHOOLS WITH STUDENT'S GUARDIANS**

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### **ABSTRACT**

Telemedicine is not yet all worked out where it can be utilized constantly or flexibly. But, it has enormous potential to be a tremendous asset to the world and all its civilizations. Telemedicine has had a positive impact on some aspects of patient care. There is no arguing that the contributions it can make have endless possibilities however more time and effort will be needed to organize telemedicine for it to be confidently accepted. Asynchronous telemedicine does not require the simultaneous availability of the source and recipient of patient information. Telemedicine can be roughly characterized as either synchronous or asynchronous. Synchronous telemedicine involves caregivers acquiring and acting upon information about a remote patient in near real-time.

**Keywords:** E-Communication System, Home-School Link, Guardian's Involvement.

## **HEALTH CARE SYSTEM FOR ELDERLY LIVING ALONE UNDER RURAL THAILAND CULTURE**

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### **ABSTRACT**

This action research aimed to create a suitable health care system for the elderly living alone under the context of rural Thailand culture done in a community where the elderly living alone was prioritized. The main research participant was all elderly living alone which the researchers were a catalyser. The research process started by a plan, based on the data of their way of life and the need, which aimed to promote the elderly to get health care and other routines suitably to their life and social context and under the cooperation of all parties. The actions for taking care of them were both at present and further. The help providing were observed and reflected.

The findings showed that most of 20 elderly living alone aged more than 70 years old; all could help themselves, lived among their neighbour, got elderly subsistence allowance around 23 USD per month and 15 still works. Though all needed stay at their home, at least next 5 years some possibly need help from local authority because they will not help themselves. The given help were how to use emergency call, a routine medicine management, accessibility to health care service and a vehicle taking them in a necessary time. So the reflection presented to the local authorities were a care centre for the elderly who loss of help themselves which the health personnel and the Buddhist monks were the key supporters.

**Keywords:** Elderly Living Alone, Health Care System, Rural Culture.

## **A STUDY INTO THE EFFECTS OF PRESCHOOL EDUCATION ON THE EMOTIONAL SKILLS OF FIRST GRADERS**

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### **ABSTRACT**

It is the purpose of this study to explore whether the variables “receiving preschool education or not”, “duration of attendance in preschool education” and “the type of preschool institution (nursery school, kindergarten)” make a difference in emotional skills of first graders in primary school.

The population of the study was the first graders who attended primary schools in Konya during 2011-2012 education year. 40 out of 254 primary schools were randomly selected and Emotional Skills Test was administered to 800 first graders (400 girls - 400 boys) who were randomly selected from the population and “Personal Data Form” was used to collect data on the participants. A relational screening was performed between dependent and independent variables in the study, which was conducted through screening model.

Results revealed a significant difference between the students who received preschool education and those who did not and between the ones who did not attend preschool education and those who attended for 2 years or more. It was found out that the type of school that the students attended (nursery school, kindergarten) did not cause any differences between the mean scores from Emotional Skills Test.

**Keywords:** Emotional Skill, Children, Nursery School.

## **MLEARNING IMPLEMENTATION MODEL BASED ON DISCOVERY LEARNING FOR TEACHER EDUCATION**

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### **ABSTRACT**

Teachers are key to improving the quality of education. The quality of teachers depends on the quality of teacher's education. The aim of this paper is to describe how mobile learning (mLearning) could be integrated in teacher education through developing implementation model of mlearning based discovery learning. The study used The Interpretive Structural Modelling (ISM) technique to integrate selected experts' views to develop the implementation model. The model consists of mobile discovery learning activities determined through Fuzzy Delphi method. The findings resulted in an interpretive structural model of a network of mobile learning activities integrated with discovery learning activities. The model was evaluated by the experts. Through the evaluation, the experts found out the activities in the model could be categorized into four groups: Independent activities, Linkages activities, Dependent activities and Autonomous activities based on their driving powers and dependent powers. The categorization of the activities further complements in guiding the implementation model through how activities influence or depend on other activities.

**Keywords:** mlearning, Interpretive Structural Modelling, Implementation Model, Discovery Learning, Teacher Education

# **CONTRIBUTION OF 'ABD AL-RAHMAN HASAN HABANNAKAH IN THE FIELD OF TAFSIR: BACKGROUND STUDIES ON THE PRINCIPLES OF TADABBUR IN THE QAWA'ID AL- TADABBUR AL-AMTHAL LI KITAB ALLAH.**

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## **ABSTRACT**

This article introduce the prominent figure of a Syrian-born, contemporary Muslim scholars, 'Abd al-Rahman Hasan Habannakah al-Maydani (m.2004M). This study tries to expose his contribution in the field of Tafsir through his writing entitled Qawa'id al-Tadabbur al-Amthal li Kitab Allah. The writing reveals the principles of tadabbur, evaluated in the form of 40 methodologies. The methodologies are clearly described through applications in his other writings entitled Ma'arij al-Tafakkur wa Daqaiq al-Tadabbur. Background studies discover that the methodologies presented by the writer are the result of his tadabbur and consistently on the Quranic verses, which he focus on the issues that have not been brought up or the ones that are not emphasized by other Mufasssireens (Interpretors). Therefore, the study will discuss on a different perspectives based on an extensive observation on the relationship between the Quranic verses and the thematic chapter, verses munasabat and its meanings, knowledge on ma'ani and balaghah, knowledge on bayani and uslub of the Quranic verses.

**Keywords:** 'Abd al-Rahman Hasan Habannakah, Qawa'id al-Tadabbur al-Amthal, Contribution in the field of Tafsir, Principles of Tadabbur.

## **SOCIAL INTEGRATION OF VIETNAMESE PEOPLE RESIDING ABROAD**

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### **ABSTRACT**

My paper based on the result from 2 pilot studies Vietnamese in Cabramatta, Australia (2013) and Vietnamese in Philadelphia, PA. US (February 2014). These are pilot studies for longer project titled: Social integration of Vietnamese people residing abroad awarded by The Center for Vietnamese Philosophy, Culture, and Society, Temple University, US. Qualitative research with participate observation method were conducted. Beyond day-to-day connections and networks built in social relationship I carried out fieldwork. All helped me gather crucial and sensitive information from their stories and daily participate observations. Findings showed that: 1/ the circumstances under which that an individual or one family decided to leave their homeland to another have become more diverse and complex. 2/ Social integration is one of the main factors affecting decisions of a personal or family's staying home or migrating elsewhere, affecting one's successful and failure. 3/ Social integration is a process and an outcome as well. The integration process of an individual, of a specific immigrant group into his/her host country is characterized by several dimensions, typically aggregated into four distinct categories and generally support each other's: economic, legal, political, and social-cultural integration. 4/ heterogeneous needs of different migrant generations are more specifically targeted. Although some of findings, there are still some issues to be discussed such as the most appropriate approach in the study of social integration; Manipulation concept social integration; by what indicators is social integration measured? Examine the impact of social integration to migration intentions with professional development opportunities, income and satisfaction in life as intervening variables and policy implications for social integration of immigrants.

**Keywords:** Social Integration, Social Relationship, Economic

## **STUDY ASSISTANCE BY SOCIAL METHODOLOGY APPLICATION FOR MOBILE DEVICE**

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### **ABSTRACT**

In the classroom mostly student tend not to pay attention to reading long texts. It becomes a problem because a reader ignored this valuable information. We also observe that a short text has been viewed more than the long texts. For example, many Facebook users think that a long texting status might be boring than a short one. So that means, the information may not be able to spread throughout to everyone who related. Not mention by words of mouth. So we decided to create an application that can be used to reduce those problems.

The study was aimed for students and instructors can access through the web application to notification and alarm the users, to encourage the students to be more motives in their study. Such as examination date, lecture lesson, and assignment's task. Instructors can spread the necessary information to every student easily. To make this application success its objectives, instructors will enter the lessons that attractive the students by themselves. The research was aimed to use idea of repeating lesson by sending the shot text massage to student after class is used to remind student to keep think about their knowledge their have just acquired. This way is already popular same as update user status in social network application.

Another objective of this application is to reduce the gap between students and instructors, make them communicate to each other. Instructors can post the lesson via web application. Students who participated instructor's class can read that lesson. With a push notification feature, it can greatly help remind the students inside the class about the recent post, and allow students to see how many people that read each lesson. Moreover, instructors can freely set the time to post the lesson automatically. This feature can help instructors to post the lessons that connect to the previous one or to help them reduce the burden. These can make students easily receive necessary information and be able to study everywhere. This application works another small social network that use similar social status to provide study lesson between student and instructor and helps the students in their study

**Keywords:** Study Assistance, Web Application, Small Social Network

## **AN INVESTIGATION OF STUDENTS EMPLOYABILITY SKILLS OF A NEW ESTABLISHED UNIVERSITY DURING INDUSTRIAL PLACEMENT**

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### **ABSTRACT**

Essentially, the students are required to undergo the Industrial Placement during the study at university level. This allows the students to experience a real industrial work such that they can be successfully employed after study. However, there is evident that the employer criterions may differ when employing the students such as through student's academic performance, communication skills and practical knowledge. In this paper, the students' performance is investigated during industrial placement. The study is based on 100 final year students of Mechanical Engineering at University Tun Hussein Onn Malaysia (UTHM). It is to note that the UTHM is considered a new university established in 27 September 2000. Thus, the outcomes from this investigation are crucial to ensure that the students from UTHM are competitive and marketable for the job employability. The assessment is carried out by the employers, the lecturers and the students. The study shows that 75% of UTHM students are ready to be employed. These students in general are able to clearly express their ideas and confidently in speech and writing, confidently work within a group, systematically gather information, initiative and self-motivation, effectively plan and organize, flexible and aware of the factors that affect the organization. The results also show that female students are able to work as good as male worker in the organization. On the other hand, the remaining 15 % of the UTHM students require further enhancement for job employability skills. A more holistic approach such as attending the grooming and communication courses are required for the improvement.

**Keywords:** Industrial Placement, Job Employability, Generic Skills.

## **POSTGRADUATE RESEARCH AND ITS ROLE IN THE DEVELOPMENT PROGRAM OF UNDERGRADUATE**

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### **ABSTRACT**

To date, graduate programs in some of countries continue to seriously suffer from severe retardation as they lack tight-knit strategic planning aimed at advancing these programs to the nth degree. In addition, it is devoid of academic and educational strategies the outcomes of which can be utilized to achieve the goal of developing the educational process and therefore the development of science and human knowledge.

Among its major failures is its failure to produce scientific research topics as well as a lack of competent university professors, both of which impede the development of programs for institutional education and the development of scientific outcomes in those institutions. Such considerations have prompted the researcher to research the role of graduate research in developing primary studies.

This paper has been divided into three parts that addresses the underlying issues and solutions vis-à-vis the educational retardation in creating orientation programs capable of channeling scientific research at a tertiary level. The objective is to improve primary education on the one hand and to improve the process of orienting the topics of higher education on another.

Part 1 investigates how the topics introduced at a tertiary level should be oriented and how they should relate to the objectives of the educational institution.

Part 2 investigates the programs capable of improving methodological studies in educational institutions in accordance with the outcomes of tertiary education.

Part 3 suggests practical steps that aim at utilizing the outcomes of studies carried out at the tertiary level.

Although very few studies have been carried out in this area, the researcher has managed to use samples that thoroughly diagnose the problems put forth in this study. Moreover, very few studies consist of substantial data and statistics.

This study is limited spatially to research universities and centers while the past two decades formed the time boundaries of the study.

This study attempts to identify and explain the role and impact centralized curricula and research at the tertiary level on improving the level of primary

education. It highlights the importance of curricula orientation to increase the qualification of professors and students alike as this is an integral process that complements one another.

In addition, this study attempts to answer the question of the importance of these sorts of curricula by highlighting its impact on sustained growth and development in educational institutions. This is followed by highlighting the importance of improving the core components of the educational process (i.e. professors, teachers, and students). Although the impact of most of the entries of these curricula is no longer invisible, however, we initially presume on the ground of some primary data that there is a substantial impact of these entries if gathered in one compendium. We also can presume its integral role in advancing the components of the educational process.

**Keywords:** Educational Retardation, Scientific Research, Improving Methodological Studies.

## **THE POSITIVE AND NEGATIVE EFFECT OF POSTMODERNISM ON MASS MEDIA: A CRITICAL REVIEW OF TRENDS FROM ISLAMIC PERSPECTIVE**

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### **ABSTRACT**

Postmodernism may be viewed as an era in which the mass media was integral to an immense proliferation of artistic styles that projected the ideations of postmodernism and its several movements. This paper examines the historical development of postmodernism as an imaginative intellectual interest group throughout the 1960s and '70s. An attempt is made to critically assess both positive and negative effects of postmodernism on the mass media in addition to the latter's influence(s) on Islam within the context of postmodernism.

**Keywords:** Postmodernism; Mass media; Technology; Communication; Islam.

## **MEASUREMENT FOR ANALYZING INSTANT MESSENGER APPLICATION ADOPTION USING UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY 2 (UTAUT2)**

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### **ABSTRACT**

The average of customers in using instant messenger applications such as WhatsApp, Blackberry Messenger (BBM), LINE, KakaoTalk, and WeChat in Indonesia is 40 minutes per customer per day with the number of application downloaded in Indonesia is the second highest among six countries in South East Asia. This data is contradictive with frequency of usage application in Indonesia which is the lowest among other South East Asia countries. This highest number of downloaded application which is not in line with highest usage of application is not good for the business. It is important to know the factors that affect the intention and usage of instant messenger application. So far, there is no well published research regarding this matter, yet. This research wants to propose a measurement model to analyze factors that affect the behavioral intention and usage of instant messenger applications in Indonesia, especially in Bandung based on UTAUT 2 model from Venkatesh, Thong, and Xu (2012). The measurement model has been tested by using 30 respondents, the users of instant messenger applications in Bandung. The pilot test reveals that the measurement model is valid and reliable to be used for further study.

**Keywords:** Measurement, Instant Messenger Application, Adoption, UTAUT2.

## **APPLIED THEATRE FOR HEALTH TOPIC LEARNING**

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### **ABSTRACT**

This paper addresses an applied theatre employed in health science. This action research aims to investigate the alternative method appropriate for health promotion. Applied Theatre is exercise as the method to test whether it is appropriate for health knowledge improvement. The students in this program were 8-10 years old from a school in Patumthani province, Thailand. The number of students in this study is 40. An actor artist was asked to participate and run the theatre process as a facilitator. Observations and interviews were used as data collection. It is found that Applied Theatre is an effective technique to develop and sustain knowledge among students. Since the drama process works through a given problem or situation and using improvisation, students experienced creative character and made decisions along with their lifestyle. This encourages students to be proud of themselves and carefully choose their choices of health matter. Improvisation provides students a chance to speak, to listen, to express, to share, and to cooperate with others. This technique assists health topic learning last longer. Students were satisfied with Applied Theatre. It can be concluded that Applied Theatre is more likely to be one of effective means for health promotion in students.

**Keywords:** Applied Theatre, Health, Action Research, Student.

## **TERENGGANU FOOTBALL FANS ATTENDANCE IN MALAYSIA CUP 2013: CULTURE AND BEHAVIORS**

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### **ABSTRACT**

Malaysia is a multicultural country consisting of many different races. The three major races are Malays, Chinese and Indians. Each of these races practices different religion, custom, rituals, language and belief system. Their choices of sporting activities by these different races were much influenced by what were practiced by their forefathers (Omar, Abdul, & Puteh 2006). The purposes of the study were to identify the culture of Terengganu spectator attendance in Malaysia Cup tournament 2013 and to support for using the theory of planned behavior for selection of factors in conducting research regarding why Terengganu football fans attend matches involving Terengganu team. The objectives of this study were to examine the main factors of sport events attributes to ethnic group consumer during the Terengganu Malaysia Cup 2013; to determine the understanding of the factors that influence ethnic group consumer to attend Terengganu Malaysia Cup 2013 among Terengganu football fans; to compare sport consumption dynamics of consumers among ethnic group relative to their affinity to sport and their sport consumption frequencies in Terengganu Malaysia Cup 2013 among Terengganu football fans. A total of 600 spectators (N=600) had participated and returned back the questionnaire to the researcher. The questionnaire was adopted from Planned Behaviors Theory. The reliability and the validity of the questionnaire were 0.96. The reliability statistics for events attractiveness were 0.922 event accessibility was 0.881; and event culture were 0.843. The results were explained by the Spearman's Rho Correlation matrix as shown that 3 factors significantly correlated with all the demographic variables with the significant levels were set at  $p < 0.05$  or  $p < 0.01$ . From the analysis, the event accessibility shown that the sub-factors were highly correlated with the demographic variables. The sub factors event held on weekend; event been held in appropriate time; preferred game at night; location is strategic; getting to the place is easy; venue is high rank and venue is convenient location. On event culture on the other hand four sub-factors significant relation which is with large of people; friendly; bond with family and spend time with family. The main findings of the research is event attractiveness indicated that the behaviors of the fans attending the games partly base on event is challenging, enjoy exploring the skills, enjoy quality of the players, support local player or team, game make feeling good, experience of the game, increase community image and players made exiting game.

**Keywords:** Culture, Behavior, Fan Behavior Theory, Malaysia Cup 2013.

## **MOTOR SKILLS PROFICIENCY AS INDICATOR TO PREDICT OBESITY AMONG SCHOOL-AGED CHILDREN**

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### **ABSTRACT**

Childhood obesity has rapidly becomes a global health issue. Risky health consequences of being obese have triggered concerns among the society all over the world. Physical activities engagement is seen as the most important variable that helps to fight against the onset of obesity. The key factor to be success in physical activities is through mastery of motor skills proficiency which is always been neglected during childhood. The purpose of this study is to compare motor skills proficiency between underweight, normal, overweight and obese children. Body mass index percentile ranking was calculated for 112 girls aged 8-10 years old categorized into four groups; underweight, normal-weight, overweight and obese. Bruininks-Oseretsky Test (Second Edition) was implemented to evaluate the children's motor skills proficiency. Meanwhile, body composition was determined by skinfold thickness measurement. Results indicate that obese children display the worst performance especially in locomotors and balance skills which highly affected by excessive weight ( $p < 0.05$ ). A strong correlation was noted between motor skills proficiency and body composition ( $r = -0.78$ ). Inefficiency of biomechanical movement while performing the skills is affected by excessive body fat carried by obese children. Therefore, to combat obesity among children aged 8-10 years it is recommended that the motor skills proficiency of these children should be given more attention.

**Keywords:** Motor Skills Proficiency, Obesity, Locomotors, Balance Skill

# **PREDICTIVE FACTORS FOR THE “TEEN MOM” PHENOMENON: THE ROLE OF STUDY ORIENTATION, SELF-ESTEEM, FAMILY STRUCTURE, COMMUNICATION AND PARENTING STYLE**

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## **ABSTRACT**

The phenomenon of “teen mom” pregnancy in Eastern Visayas, Philippines continues to rise. Record shows that the said region has second highest percentage of teenage pregnancy all over the country. Its complications and effects are hard-pressed to resolve, making it one of the region’s most complex and serious challenges. Research that investigates predictive factors for this “societal problem” is lacking in Catbalogan City, Samar, one of the 7 cities of the region. This study investigated the role of study orientation, self-esteem, family structure, communication and parenting styles in predicting teen pregnancy. Using the barangay records of the city, 420 women (168 teenage mothers and 252 non-teenage mothers) born from 1985 to 2001 were randomly chosen to participate in the study. Data gathered using validated questionnaires translated to local dialect, interviews and focus group discussions were analyzed using chi-square test and logistic regression. Results showed that among the variables, study orientation, self-esteem and family communication were significant predictors of teen pregnancy. The results of the present study were in line with the claims of the previous researches. Therefore, it is necessary for the different institutions and agencies to consider these factors as significant influence of teen pregnancy.

**Keywords:** Predictive Factors, Teen pregnancy, Catbalogan City, Eastern Visayas.

## **RURAL-URBAN MIGRATION FOR BETTER FUTURE IN MALAYSIA**

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### **ABSTRACT**

Rural-urban migration has long been associated with economic development and growth in the economic. Migration happened because of the wages and income disparities between rural and urban area. Malaysia has achieved transformation from a rural agrarian to an urban-based economy and lifted the income levels and living standards in all sectors. Furthermore, Migration occurs because migrants believe that they will be better satisfied in their needs and desires in the new place that they go than in the place from which they have come. There is no doubt that the phenomenon of rural-urban migration in Malaysia is to stay and will continue to increase further despite government efforts to halt this movement through our rural development programmes.

This paper is about the factors in determining rural – urban migration amongst labour force in Malaysia during 1991 – 2010. Macroeconomic variables used are income per capita, unemployment rate, population growth rate, and education level. The result shows that all independent variables have are positive relationship with dependent variables. However only unemployment rate and education level are statistically significance in contribute rural – urban migration among labour force in Malaysia.

**Keywords:** Unemployment rate, Education level, Migration, Income disparities, Economic growth.

## **BENCHMARKING ON SCHOOL HEALTH PROGRAMS ADAPTED BY SELECTED COLLEGES AND UNIVERSITIES IN THE PROVINCE OF BATANGAS: BASIS FOR INSTITUTIONAL HEALTH PROGRAM**

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### **ABSTRACT**

The study entitled: “Benchmarking on School Health Programs Adapted by Selected Colleges and Universities in the Province of Batangas: Basis for Institutional Health Program Enhancement SY 2013-2014” determined the school health program adapted by selected colleges and universities in the province of Batangas. Consequently, the study serves as basis for institutional health program enhancement.

The researchers used a descriptive design for employing both quantitative and qualitative form of research. Six (6) selected colleges and universities in the province of Batangas were selected as settings of the study. The survey regarding their current school health program collated and analyzed to yield meaning and significance that was used to recommend a plan of action for its enhancement. The statistical treatments used were frequency, ranking, percentage, weighted mean, analysis of variance, correlation coefficient, and correlated t-test.

The results of the study showed the current school health program and deficiencies of HEIs. The school research locales were 5 private and 1 public Higher Education Institutions (HEIs). Five of these were ISO certified, 4 have additional PACUCOA accreditation while the other two are certified by AACUP and PAASCU. One HEI added PQA and TIP certification. All HEIs have clinic as a school health facility with two schools having additional first aid room and infirmary. All HEIs have complete set of health personnel like physicians, nurses and dentists as well as dental aides and assistant nurses. Respiratory infections, urinary tract infections, hypertension and toothache have been reported as common illnesses encountered during consultation at the school health facility of the school-respondents. Four schools weren't able to establish partnership and linkage while the other two are both partners of government and non-government agencies. The school health personnel of the selected research settings were all qualified professionals and maintain their duty in school. There are cases that 166 health maintenance for school personnel were not performed in school as there are various HMO that provide such care. The school health facilities are likewise adequate and most of it are aligned with the acceptable school health facility requirements mandated by accrediting bodies. Meanwhile, school health finance are mostly shouldered by owners while some are supported by NGOs and government agencies. Lastly, school health services are adequately provided in all the research settings. These include health education, food safety, health and dental check-up and other primary health provisions.

Health finance proved to be the strongest factor for a successful school health service. The recognition of the importance of school health by the government and private owners of Higher Education Institutions also contribute to the improvement of health services in schools.

It is advised that linkages should be established between government and non-government agencies for sustenance of the health program in terms of its health finances, that a strong recognition of the importance of should health should be made by the government and private owners of HEIs, and that the program forwarded herein be followed to enhance their school health program.

**Keywords:** Benchmarking, Health Finance, Schools.

## **SEXUAL PROTECTIVE PRACTICES AMONG SELECTED REPRODUCTIVE HEALTH PRACTICES AMONG SELECTED AGE RESIDENTS IN BATANGAS: BASIS FOR STD PREVENTION PROGRAM**

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### **ABSTRACT**

Sexual morality has changed greatly over time and between cultures. The Philippines which is known as the only Christian nation in Asia with its conservative culture is now facing issues of elicited sex and increasing cases of sexually transmitted diseases. Many shows that the intervention in preventing such problems should not only be addressed by the religious section but also by the government especially the DOH and CHED. Hence, this study focused in the assessment and evaluation of the people's knowledge of STD and its danger along with their personal sexual protective practices to determine how feasible awareness and intervention program could be worked out to prevent the spread of STD. The study also aims to generate awareness on the reader of the study of indulging into illegal sexual activities.

The study utilized the descriptive method of research, along with triangulation of society in the form of questionnaire checklist, informal interview and documentation of cases of STD. Majority of the respondents belongs to the reproduction age, college graduates, engaging in varied forms of occupation, within the moderate level of economic status, and have varied forms of lifestyle.

The respondents perceived maintaining hygiene or cleanliness and that of healthy communication with sexual partner as their most common sexual protective health practice.

Thus, recommending for everyone to consider fairness in dealing with one another in all forms transactions and relationship. Health care provider should also devote time and efforts in counselling couples medically and personally to lead them to a healthy matrimonial life. The law should be strict in the implementation of legalities and restrictions against flesh trade. Educators and church leaders should find time communicating with government authorities regarding the proliferation of the flesh trade in the country.

Lastly, clinical instructors and teachers of health subjects should find time integrating the issue of sexually transmitted diseases into their teaching of related subjects.

**Keywords:** Sexual Protective Practices, Sexual Morality, Hygiene

## **THE REFLECTION OF FOOD CLOVER EDUCATION TAUGHT FIVE-YEAR CHILDREN ON THE VISUAL ARTISTIC PRODUCTS**

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### **ABSTRACT**

Visual education of art is a method aiming at forming multiple viewpoints on a subject, which does not contain only theoretical information or practice. It is important not to be contented with enriching and developing only the artistic inventiveness of children and also with structuring their skills towards the comprehension of the relation with various cultural, social and historical environment of visual arts. Uniting of art training with different disciplines and different cultures is to provide for a child to look and question this course and work of art through different perspectives by enriching it. In this study that aims at uniting the training of visual arts as a field of discipline with the training of nutrition as another field of discipline, it is purposed to examine visual work of art that appear as a result of the use of Food Clover by some art activities and visual materials are presented. The study is performed with 30 children who are five years old and receive a preschool education in the Private Esentepe Primary School, which is in the centrum of Konya City. This study has been done, getting benefitted from some qualitative data collecting methods like observation, negotiation and document analysis. For the analysis of data, the descriptive analysis approach has been used. By these studies, it is seen that children are able to express the information, emotion, thought, and culture of four-leaf clover to other adults via their paintings.

**Keywords:** Pre-School, Art Activities, Four-Leaf Clover, Visual Arts.

## **TRACK C: APPLIED SCIENCES**

## **POTENTIAL USE OF PIPER BETLE EXTRACT FOR THE MAINTENANCE OF ORAL HEALTH DURING ANTIBIOTIC THERAPY**

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### **ABSTRACT**

Antibiotic induces great ecological impact on normal flora of the human body. Suppression of growth on these commensal microorganisms may give rise to opportunistic infection especially to those who are immunocompromised. In the mouth, oral thrush represents a common indication of an opportunistic infection by fungus of the genus *Candida*. The use of Piper betle preparations to control fungal infections is a common practice in the South East Asia. In this study the effect of a 5-day metronidazole therapy on the oral flora was assessed to see the effect of antibiotic treatment on the oral *Candida*. In vitro trials to test the antifungal effect of an aqueous preparation of Piper betle was then performed on several species of oral *Candida*. Results showed increase in the population of *Candida* from 34.2% before to 45.3% during the received of metronidazole. The enhanced proliferation of the fungus had remained high at 38.7% even though after 24 hours administration of the final dose of metronidazole. The *P. betle* preparation was found to exhibit promising fungistatic activity on all species of oral *Candida* tested. This was supported by the ability of *P. betle* extract to suppress candidal proliferation that reduces the specific growth rate of the cells and at the same time induces alteration to their morphological characteristics. Both effects may effectively control the flourish of the fungi during an antibiotic therapy. This outcome is expected to increase public awareness on the impact of antibiotic therapy on general health and the potential of using local plant preparation to maintain oral health.

**Keywords:** Antifungal, Fungistatic, Metronidazole, Growth inhibitory.

## **EFFECT OF SMOKING ON HEARING THRESHOLDS AMONG AUTOMOBILE INDUSTRY WORKERS**

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### **ABSTRACT**

Smoking is the inhalation of smoke of burning tobacco encased in cigarettes, pipes, and cigars. Smoking is a modifiable risk factor of hearing loss. The aim of this study was to explore mean hearing thresholds among smokers and non-smokers in an automobile industry. In this cross-sectional study, 203 participants from an automobile industry were exposed to noise levels above the action level of 85 dBA, where permissible exposure limits was 90 dBA. Universal sampling was adopted. Smoking history was obtained from a questionnaire. Noise level of the industry was measured using personal exposure noise dosimeter and sound level meter. Data on hearing threshold levels were measured using manual audiometer. The mean hearing threshold level on right ear of participants at 2000 Hz was statistically significantly higher among smokers compared to non-smokers, [2.97 (95% CI, 0.41 to 5.53) dBA,  $t(201) = 2.29$ ,  $p = 0.023$ , effect size = 0.38]. The mean hearing threshold levels on left ear at 2000 Hz and 3000 Hz were also statistically significantly higher among smokers compared to non-smokers, [1.88 (95% CI, 0.01 to 3.75) dBA,  $t(201) = 1.99$ ,  $p = 0.048$ , effect size = 0.31] and [3.18 (95% CI, 1.05 to 5.31) dBA,  $t(201) = 2.94$ ,  $p = 0.004$ , effect size = 0.46]. Hence, smokers showed worsening of hearing thresholds at 2000 (both ears) and 3000 Hz (left ear) in a noisy industry. Therefore, the industries should review their policy by banning smoking in the premise which may lower the risk of noise-induced hearing loss.

**Keywords:** Hearing Loss, Occupational Noise, Smoking

# **GENETIC ENGINEERING ADVANCES AND QUR'ANIC EXEGESIS PERSPECTIVES AND CHALLENGES: THE CASE OF HUMAN CLONING**

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## **ABSTRACT**

Cloning via somatic cell nuclear transfer is a process by which mammals are reproduced asexually. Although human cloning is currently prohibited by most countries and denounced by the scientific community, some argue that it is within the reaches of genetic engineering and biotechnology. To date, most cloned mammals derived by nuclear transfer die during pregnancy, and those that survive the birthing process frequently face health problems. Nevertheless, it is often argued that these are technical problems that will be solved by scientific progress in the foreseeable future. But some of these problems may very well prove to be unsolvable. From an Islamic perspective, human cloning, if achieved, does not bring into question any Islamic belief, as it is merely a manipulation of God's creation. However, it definitely offers some challenges to all the sciences of Islam, including Qur'anic exegesis. This article attempts to analyze the implications of human cloning for Qur'anic exegesis by re-visiting the meanings of some of the Qur'anic verses pertaining to issue of creation, reproduction and infertility.

**Keywords:** Human Cloning, Qur'anic Exegesis, Somatic Cell Nuclear Transfer.

## **DECREASING STUDENT VIOLENCE IN SCHOOL BY MEDIATOR: A CASE STUDY OF BAN-KAM-KAEN SCHOOL UNDER THE OFFICE OF KHON KAEN EDUCATIONAL SERVICE AREA2**

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### **ABSTRACT**

The objectives of research to study and guidelines for alleviating violence in Ban-kam-kaen school by a mediator. The target group of this study included 7 administrators and teachers, 43 parents and 56 students. A questionnaire was used and the data analyzed by calculating the frequency, and percentage. For the observation and interview were analyzed by content analysis. (1) For physical violence, students were both offenders and defenders until they were injured by fighting caused by the nagging of friends or parents, or by being assaulted. (2) For sexual violence, it was found that they were sexually violated by touching or fondling or viewing pornographic media. The place of the assault was the home of their boyfriend or other trusted person. (3) For mental violence, most students and teachers agreed that it was caused by a misunderstanding. Example the students lacked the discipline to concentrate on their lesson and the teacher scolded them. (4) For student neglect, some students didn't have breakfast or money for dinner. The cause was their parents had to hurry to work or they were poor or in some cases they didn't have parents living with them.

The study found 4 steps to decrease student violence. (1) Training for teachers and students to make them aware of student violence. (2) Getting the students involved with the teachers to solve the problems of student violence. Using real past situations as examples. (3) A field trip study, included the leading students to see technique in negotiating as mediator at the Local Police Station, Manjakiri District. (4) The follow up and evaluation improving weak points and strengthening strong points in order to be efficient and successful. The group showed a mark improvement to solve most of the problems.

**Keywords:** School Violence, Mediator.

# ASSESSMENT OF FE, CU AND ZN SEQUESTRATION RATE USING *LEMNA MINOR* AND *SALVINIA NATANS* AS BIOACCUMULATION AGENT FOR POLLUTED AQUATIC ECOSYSTEM

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## ABSTRACT

Aquatic macrophytes known as a good accumulator for heavy metals in phyto-technologies approach since the last decades. A lack of aquatic macrophytes in ecosystem may suggest a reduced population of wildlife. Hence, the absence of aquatic macrophytes may indicate a problems in water quality due to excessive nutrients, herbicides or heavy metals interference. Therefore the study aimed to assess the heavy metals sequestration rate through2 aquatic free floating plants of *Lemna minor* and *Salvinia natans* in duration of time. Both plants were exposed to three types of heavy metal (Fe, Cu and Zn) with three different concentrations at 1 mg/L, 2 mg/L and 5mg/L respectively. This experiment was performed in 4 different period times (week 1 until week 4) with ten replicates as well as control in each treatment. All heavy metals concentrations were analyzed throughHachDR5000 spectrophotometer. The results established thatthere was significant correlation between *Lemna minor* and *Salvinianatans* with heavy metals accumulation and period of times. High concentration of heavy metalswasaccumulated by both plants. However *Lemna minor* did not survive in Cu in week 2 until week 4 in the same concentrations. Both potential biosequestration agent plants *Salvinia natans* and *Lemna minor* have accumulated marked concentration of heavy metals differences and therefore can be applied to remove heavy metals from unhealthy freshwater water contaminant.as well as potential phyto-remediator in polluted freshwater ecosystem.

**Keywords:** Lemna Minor, Salvinia Natans, Aquatic Macrophytes, Heavy Metals, Phyto-Remediation.

## **SPECIES DISTRIBUTION, DIVERSITY AND ABUNDANCE OF SEA CUCUMBERS IN INTERTIDAL ZONES OF AURORA, PHILIPPINES**

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### **ABSTRACT**

The distribution, diversity and abundance of sea cucumbers in intertidal zones of Aurora were studied from February to June 2013. A one-hour timed-search survey covering an approximately 1 km over a 10 m wide area was conducted in six coastal municipalities to obtain a comprehensive list of sea cucumber species found in the zones. Only four sampling stations (Baler, Dipaculao, Dilasag and Dingalan) were selected for belt transect survey based on the availability of coralline, sandy, muddy sand, and rocky habitats. Three belt transects, 50 x 10m with a distance of 10 m, were laid perpendicular and parallel to each intertidal zone. A total of 15 species of sea cucumbers distributed among 2 Orders (Order Aspidochirotida and Order Apodida) and 4 Families (Family Holothuriidae, Family Stichopodidae, Family Synaptidae and Family Chirotidae) were recorded. Based on timed-search survey and the number of coastal municipality where each species was found, *Synapta maculata* was the most common and widespread in distribution. However, belt-transect surveys revealed *Holothuria leucospilota* as the most frequently occurring species both during day time (58%) and night time (75%). The sampling station with the most diverse species is Dilasag (0.71) however, the station with most dense species of *Holothuria leucospilota* is Dipaculao (10,014 ind.ha-1). Pooled results for species density maintained *Holothuria leucospilota* as most dense (2,556 ind.ha-1) and abundant 95.91%) species. All sea cucumber species measured from the sampling stations were smaller and lighter as compared to their average attainable length and weight.

**Keywords:** Sea Cucumber, Trepang, Distribution, Diversity, Abundance, Intertidal Zone

# **SYNTHESIS AND INHIBITION BEHAVIOUR STUDY OF CARBONYLTHIOUREA DERIVATIVES ON CORROSION OF MILD STEEL**

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## **ABSTRACT**

Three thiourea derivative compounds namely N-benzoyl-N'-propyl thiourea, N-butanoyl-N'-(4-fluorophenyl) thiourea, and N-4-chlorobenzoyl-N'-(4-fluorophenyl)-thiourea were successfully synthesized and characterized. The microelemental analysis data, fourier transform infrared and nuclear magnetic resonance spectroscopic data were in agreement with the expected values. The newly synthesized compounds were examined as corrosion inhibitors for mild steel in acidic media using weight loss measurement. Their corrosion inhibition property in 1.0 M hydrochloric acid solution was investigated with different inhibitor concentrations ranging from 0.0004 M to 0.0001 M for a 7 days exposure. It was found that all compounds were able to retard corrosion of mild steel with the best inhibition to be above 90% efficiency. The inhibition efficiencies were observed to have increased with increasing concentration of the inhibitors, suggesting the compounds adsorb on the surface of the steel forming a protective film which protects the steel from being attacked by the corrosive environment of the acidic media. It can be concluded that N-chlorobenzoyl-N'-(4-fluorophenyl)thiourea with the highest corrosion inhibition property of 96.08 % is behave as highly efficient inhibitor as compared to N-benzoyl-N'-propyl thiourea which exhibited the highest corrosion inhibition property only at 88.71%. The difference in the corrosion inhibition property is due to the difference of the structure in each of the compounds.

**Keywords:** Thiourea, corrosion, inhibitors, acidic media, mild steel.

## STRUCTURAL PROPERTIES AND TOLERANCE FACTOR FOR PEROVSKITE-TYPE COMPOUNDS

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### ABSTRACT

The term 'perovskite', which originally meant a mineral of the formula  $\text{CaTiO}_3$ , now represents compounds of the general formula  $\text{ABX}_3$ , crystallizing in a simple cubic structure, where 'A' is a large cation, 'B' a small cation and 'X' an anion such as oxide or fluoride. In one of the several manifestations of the perovskites lattice, the bigger cation 'A' is at the cube corner, the smallest cation 'B' at the body centre and oxygen at the face centre. Alternatively A-ion is a body-centered ion at the cube corner and oxygen at edge centre. B-cation and oxygen ion are octahedrally coordinated and A-ion is dodecahedrally coordinated. Some boundary conditions are imposed on the absolute and relative sizes of A and B ions for the stability of this structure. 'A' should be stable in dodecahedral coordination and 'B' must have preference for octahedral site symmetry.

Perovskite as a crystal class were first reviewed by Roth<sup>1</sup> in 1957. A couple of years later the crystal structure of perovskites oxides with all their variants was discussed by Ward<sup>2</sup>. The structure, properties and preparation of perovskite type compounds were described by Galasso<sup>3</sup>. The role of ionic radius in this structure and the common misconceptions about the definitions of ionic radius were vividly brought out in a review by Muller and Roy<sup>4</sup>. Perovskite structure as a network of corner sharing octahedral has been discussed by Megaw<sup>5</sup>. An exhaustive list of all the known perovskites with a compendious version of their crystalline structures and magnetic properties has been compiled by Good enough and Longo<sup>6</sup>.

Structural characteristics of new type of perovskites with formula.  $\text{Ba}_{1-x}(\text{Sm}_{0.5}\text{Ta}_{0.5})_x\text{TiO}_3$  ( $0 \leq x \leq 1$ ) are reported. The pure compound  $\text{BaTiO}_3$  crystallize with cubic symmetry  $a=b=c=8.52 \text{ \AA}$  with tolerance factor 't' 0.906. The 't' values approaches unity when there is upto 80 moles%  $\text{BaTiO}_3$  in corporation.

The X-ray diffraction patterns of the compounds were taken on Phillips X-ray diffractometer (PW1051) using  $\text{Cu-K}\alpha$  radiation filtered suitably<sup>7</sup>. The diffraction patterns were used to determine crystallographic parameters<sup>8</sup>. The densities of the substance were determined using carbon tetrachloride.

**Keywords:** Structural Properties Perovskite', Perovskites Lattice

## **DISTRICT HEALTH SYSTEM DEVELOPMENT PERFORMANCE BY DISTRICT HEALTH COMMITTEE IN NHONG KHAI PROVINCE**

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### **ABSTRACT**

A descriptive cross-sectional study was conducted to examine the motivation and organizational support affecting the developmental action of the district health system by the District Health Committee Nong Khai Province. Total of 253 members were divided into stratum and 190 were recruited via simple random sampling with a proportion. Data from questionnaire and a constructed in-depth interview was analyzed and presented as a percentage, mean, standard deviation, pearson product moment correlation coefficient and stepwise multiple regression. The finding revealed that all of motivation, organizational support and development of the health system by District Health Committee affected the development at the “high” level. Moreover, there were significant variables that predicted the development of the health system by District Health Committee such as organizational support technology, motivational job, policies and administrative organization, professional status factors, supportive time, personal acceptance and sustenance of salary or compensation. These factors illustrated that they affected the developmental action at 53.0 percentage predictions. However, motivation to understand positional role, operational guidelines, participation in implementation plan and ongoing monitoring network activities are required to explore.

**Keywords:** Motivation, Organizational Support, District Health System, District Health Committee, the Development of The Health System.

## **THE INTEGRATED MODEL FOR SOFTWARE REQUIREMENT PRIORITIZATION**

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### **ABSTRACT**

In a software development project, rearranging order of requirements before moving forward to the implementation phase is a challenging for software developers. There are many researchers studied on requirements prioritization. However, the large scale of requirement is one of the most significant current discussions in software engineering. This paper investigates on designing a requirement prioritizing model to handle the large scale of requirements. The purposed model is the integration of priority grouping and binary search tree method. This model aims to minimize effort and maximize the accuracy of the priority sequence. In addition, the experimental results show that this approach provides significant improvement for software requirement evaluation by more than 50% of effort consumed in requirement prioritization is reduced.

**Keywords:** Requirement Prioritization, Requirement Engineering, Software Requirement, Software Engineering, Requirement Analysis.

## **THE FOURTH VERSION OF RICHARDSON'S EXTRAPOLATION SPREADSHEET CALCULATOR USING VBA PROGRAMMING FOR NUMERICAL DIFFERENTIATIONS**

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### **ABSTRACT**

In this paper, we have further upgraded the limitation of our third version of Richardson's extrapolation spreadsheet calculator for computing differentiations numerically. In the third version, users have to input function  $f(x)$  using Excel Command. However, in this latest Richardson's extrapolation spreadsheet calculator, users only have to type in function  $f(x)$  naturally via programming syntax or mathematical form instead of using Excel command. Using one customized written function in VBA programming, the function  $f(x)$  is later evaluated in Excel. The latest version is more user-friendly especially to users who are not familiar with Excel. We believe this is the ideal version.

**Keywords:** Spreadsheet Calculator, Richardson's Extrapolation, Numerical Differentiation

## **THE IMPACT OF CONTEXTUAL METHOD IN TEACHING AND LEARNING ENGINEERING STATISTICS IN THE UNIVERSITI TUN HUSSEIN ONN MALAYSIA (UTHM)**

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### **ABSTRACT**

Teaching engineering statistics for engineering students in universities is not an easy task. The best methodology is important so that students will learn engineering statistics effectively. However most researchers measured the effectiveness of the teaching and learning engineering statistic method based on the outcomes which are the test results. Thus this research was done to find out the opinion of the students on whether the use of contextual method in teaching and learning engineering statistics is effective. The population consisted of two groups in the Universiti Tun Hussein Onn Malaysia: electrical engineering degree students using contextual method and mechanical engineering degree students using non-contextual method. A sample of 15 students from each group was selected: 5 weak students, 5 moderate students and 5 good students. Data were collected using an interview with semi-structured questions. The data were analyzed using NVivo. The findings showed that most students in the contextual method group understand statistics concept better than the other group. Majority of the students using the non-contextual method were lost or confuse of the statistics concept. In conclusion, the contextual method appeared to be more favourable by the engineering statistics students in their learning process.

**Keywords:** Engineering Statistics, Contextual Method, Interview

## **SPATIAL INTERPOLATION OF MONTHLY PRECIPITATION IN SELANGOR, MALAYSIA – COMPARISON AND EVALUATION OF METHODS**

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### **ABSTRACT**

There are many spatial interpolations schemes, but none of them can perform best in all cases. Hence, this study aims to find an optimal interpolation scheme for precipitation in Selangor and Langat basin of which are the two major basins in Selangor. In order to obtain spatially distributed precipitation data, 21 measured rain gauges points are interpolated. Five interpolation methods have been tested after exploring data and cross-validation was used as the criterion to evaluate the accuracy of the various methods. The best method was obtained by the kriging method while the inverse distance weighting (IDW) perform worst.

**Keywords:** Precipitation, Interpolation, Cross-Validation, Kriging, IDW

# **ETHNOBOTANICAL STUDY OF TRADITIONAL KNOWLEDGE ON PLANT USED IN TRADITIONAL BATH (*MANDI SEROM*) AMONG MALAY MIDWIVES IN PERAK AND NEGERI SEMBILAN**

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## **ABSTRACT**

This paper analyzed the traditional knowledge of plants used in traditional bath which known as *mandi serom* in Malay culture. *Mandi serom* is an important traditional way in postpartum practice among Malay communities in Perak and Negeri Sembilan. The study was carried out through face to face interviews with Malay midwives as the respondents and collection and identification of the plants in the area. A total of 25 species of plants were noted and collected during the botanical surveys. Most of them are predominated by zingibers and herbaceous plants. In *mandi serom*, the plants are used to get rid the body odour, for spiritual cleansing, for hygienic purposes and to ward off mystical forces known as *makhluk halus* in Malay culture. Traditional beliefs and practices surrounding postpartum practice were highly prevalent among young women in Malay culture. However this traditional knowledge is seldom recorded and only passed down through generations. Therefore these new ethnobotanical records are a rich source towards preservation of traditional knowledge of plants that can be further up for clinical studies in Malaysia.

**Keywords:** Malay Midwifery, Landscape Ethnobotany, Traditional Bath, Malay Culture

## **RADIOPROTECTIVE POTENTIAL OF PUNICA GRANATUM EXTRACT AND SYNTHETIC ELLAGIC ACID: A BIOCHEMICAL AND HEMATOLOGICAL STUDY IN MICE.**

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### **ABSTRACT**

Radiation therapy has been used in cancer treatment for many decades; although effective in killing tumor cells, ROS produced in radiotherapy threaten the integrity and survival of surrounding normal cells. Recent studies have indicated that some commonly used medicinal plants may be good sources of potent but non-toxic radioprotectors. The pomegranate, *Punica granatum* L., an ancient, mystical, and highly distinctive fruit, is the predominant member of the Punicaceae family. It is used in several systems of medicine for a variety of ailments. The objective of the present study was to investigate the protective effects of ethanolic extracts of pomegranate whole fruit (EPWF) and Synthetic Ellagic acid (EA) against Electron beam radiation (EBR) induced biochemical and hematological alterations in Swiss albino mice. The extract and synthetic compound were assessed for its radical scavenging property by DPPH and FRAP assays. The animals were treated with 200mg/kg body wt. of pomegranate extract and Ellagic acid for 15 days before exposure to 6Gy of EBR. The hematological parameters were determined in the blood and biochemical estimations were carried out in the serum of sacrificed animals. The plant extract and synthetic compound exhibited good radical scavenging and reducing properties. The pretreated animals exhibited protective effect on the hematological parameters. Radiation induced depletion in the level of reduced glutathione and total antioxidant capacity were prevented significantly by EPWF and EA administration. Also there was significant reduction in the levels of membrane lipid peroxidation in the treated groups compared to irradiated control. The findings of our study indicate the protective efficacy of pomegranate extract and synthetic ellagic acid on radiation induced biochemical and hematological changes in mice may be due to its free radical scavenging and increased antioxidant levels.

**Keywords:** Punica Granatum, Ellagic Acid, Electron Beam Radiation, Biochemical Changes.

## **FACTORS AFFECTING THE PUBLIC HEALTH PERFORMANCE EVALUATION OF SUB- DISTRICT HEALTH PROMOTING HOSPITAL DIRECTORS IN NAKHON RATCHASIMA PROVINCE, THAILAND**

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### **ABSTRACT**

The aim of this research is to study individual attributes and administrative factors that influencing on the Public Health Performance Evaluation of sub-district health promoting hospital directors in Nakhon Ratchasima province, Thailand. This research is imperative to study due to all sub-district health promoting hospital directors in this province are required to lead their public health services towards the Sub-district Health Promoting Hospital Development Plan Project. This cross sectional descriptive research design was employed and conducted for a duration from year 2011 to 2012. A total of 220 samples drawn from a population of 350 sub-district health promoting hospital directors by using systematic sampling technique. Research instrument is a self-administered questionnaire which developed by researchers. The questionnaire contained of four session including seven items on general information, 36 items and 30 items five-rating Likert scale on administrative resources and public health performance evaluation respectively. In addition, respondents are required to give problem and suggestion at the last session of the instrument as three open ended questions. Findings revealed that the level of administrative resources was high ( $3.86 \pm 0.61$ ). When looking at each resource, it was found that method possessed the highest mean score ( $4.05 \pm 0.61$ ) while money was at the lowest mean score ( $3.73 \pm 0.79$ ). The level of public health performance evaluation as a whole was high ( $3.91 \pm 0.60$ ). The highest mean score was data defining ( $4.00 \pm 0.59$ ) whereas the lowest mean score was interpreting and reporting ( $3.79 \pm 0.72$ ). Specifically man, money, materials and method had moderate and positive relationship with the performance evaluation with r value ranged from 0.493 to 0.672 at the significant level as 0.001. Finally, findings showed that there are three significant predictors which contributed 60.90 percent of the total variance of the Public Health Performance Evaluation. The three significant predictors are method. materials and man.

**Keywords:** Individual Attributes, Administrative Factors, Performance Evaluation, Public Health Prompting Hospital Director

# **PREVENTION AND CONTROL PERFORMANCE OF DIABETES MELLITUS AMONG HEALTH PERSONNEL AT PRIMARY CARE UNITS KHON KAEN PROVINCE. MASTER OF PUBLIC HEALTH.**

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## **ABSTRACT**

This is a cross sectional descriptive Research aimed to Prevention and Control Performance of Diabetes Mellitus among Health Personnel at Primary Care Units Khon Kaen Province. A total number of 235 health Personnel's  $n=235$  were randomly select by Stratified Sampling of the total 757 health Personnel's. The data were collected by the developed questionnaires which were verified by the experts. Its validity was tested and gained coefficient cronbach'  $\alpha=0.96$ . The data were additionally by in-depth interview of 15 subjects. The data collection was carried out from January 15, 2014 to February 15, 2014. The collected data were analyzed by a computer program package and disseminated by statistics value, percentage, mean, standard deviation, median, minimum, maximum, Person Product Coefficient and Stepwise Multiple Regression Analysis. The result show that the level of Motivation affective the performance were high level  $\bar{x}=3.77$ , S.D.=0.42( the motivation factor and hygiene factor were at high level  $\bar{x}=3.79$ , S.D. = 0.45) and  $\bar{x}=3.79$ , S.D. =0.42( It was levelled the Factor Prevention and Control Performance of Diabetes Mellitus among Health Personnel at Primary Care Units Khon Kaen Province were achievement ) $p$ -value <0.003), Responsibilities ) $p$ -value <0.001), Salary ) $p$ -value = 0.047), Company policy and administration ) $p$ -value <0.001) , Status ) $p$ -value < 0.020(. These five factors could together Prevention and Control Performance of Diabetes Mellitus among Health Personnel at Primary Care Units Khon Kaen Province as 53.0% Problems and obstacles arising from the exploring were high risk screenings for Diabetes Mellitus 92.6 %

**Keywords:** Diabetes Mellitus, Prevention and Control Performance.

## **SOLID WASTE MANAGEMENT OF PUBLIC HEALTH OFFICERS AT THE LOCAL ADMINISTRATIVE ORGANIZATION, BURIRAM PROVINCE.**

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### **ABSTRACT**

This study cross sectional descriptive research. The purpose were to study personal characteristic and organization support that effecting to Solid Waste Management of Public Health Officers in Local Administrative Organization, Buriram Province. The populations was 209 personnel and sample size are 126 personnel who are responsible for Solid Waste Management of Public Health Officers in local administrative organization through systematics random sampling approach. This study is collecting both quantitative and qualitative data. For qualitative data, an in-depth interview guideline will be developed and used to collect the data from 12 person's key informants who can provide intensive information on the topics. For quantitative data use questionnaires and Content validity is reviewed by three experts. Reliability is tested in a pilot study of 30 similar samples in Nakornrachasima province and Alpha Coefficient 0.96. Duration of data collection Feb 1st, 2014 - Feb 28th, 2014. Descriptive statistic to acquire frequency, percentage mean, Standard Deviation Median, Minimum, Maximum to describe characteristic and Inferential Statistic use Pearson's Product Moment Correlation Coefficient, Stepwise Multiple Regression Analysis.

The finding from this research the administrative factors was at middle level ( $\bar{X}=3.29$ , S.D. = 0.65) the solid waste management at middle level ( $\bar{X}=3.06$ , S.D. = 0.89) personal characteristic, experience have correlate with solid waste management at low positive level ( $r = 0.196$ , p-value <0.005) administrative factors have correlate with solid waste management at high positive level ( $r = 0.817$ , p-value <0.001). Factor that effecting to solid waste management of public health officers in local administrative organization Buriram province were organization support, time (p-value <0.001), administrative factors administrative factors, management controlling (p-value < 0.001) and administrative factors, management planning (p-value <0.001), that 3 variables can predict solid waste management of public health officers in local administrative organization Buriram province as 80.3 percentage.

**Keywords:** Solid Waste Management, Local Administrative Organization.

## **HEALTH PROMOTION AND DISEASE PREVENTION PERFORMANCE OF PERSONNEL IN SUB-DISTRICT HEALTH PROMOTING HOSPITALS, KHON KAEN PROVINCE.**

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### **ABSTRACT**

This cross sectional descriptive research. The objective was to study Health Promotion and Disease Prevention and identify motivation and organization supports of that affect Health Promotion and Disease Personnel in Sub-district Health Promoting Hospitals, Khon Kaen Province. Population were Performance for Health Promotion and Disease of health personnel at sub-district health promoting hospitals in Khon kaen province of 757 and by using 159 subjects (n=159), randomly selected by systematic sampling. The data were collected by the developed questionnaire and which was verified by three experts. For qualitative data, an in-depth interview guideline will be developed and used to collect the data from 12 person's key informants who can provide intensive information on the topics. Content validity is reviewed by three experts. Reliability is tested in a pilot study of 30 similar samples .Alpha Coefficient 0.98. Duration of data collection January10, 2014 to February10, 2014. Descriptive statistic example frequency, percentage, mean, Standard Deviation, Median, Minimum, Maximum to describe characteristic and Inferential Statistic use Pearson's Product Moment Correlation Coefficient, Stepwise Multiple Regression Analysis. The results show that the health promotion and disease in Sub-district Health Promoting Hospitals, Khon Kaen Province was at high level at 4.41 (S.D.= 0.50 ).The motivation was at high level 3.88 (SD = 0.40).The organizational support was at high level 3.76 (SD = 0.44).The motivation factors , hygiene factors and organization supports had moderately positive in flurence on the health promotion and disease in Sub-district Health Promoting Hospitals, Khon Kaen Province with a level of statistical significant at ( $r = 0.585$ ,  $p\text{-value} < 0.001$ ), ( $r = 0.522$ ,  $p\text{-value} < 0.001$ ), ( $r = 0.564$ ,  $p\text{-value} < 0.001$ ). It was revealed the Factors influenced the Performance of Health Promotion and Disease Prevention at Sub- district Health Promoting Hospitals, Khon Kaen Province were Technology ( $p\text{-value} < 0.001$ ), Work Itself ( $p\text{-value} < 0.001$ ), Achievement ( $p\text{-value} < 0.004$ ). These three factors could together predict the performance of Health Promotion and Disease of health personnel at sub-district health promoting hospitals in Khon Kaen province, at a level of 46.5%. Problem and obstacles arising from the study were performance of Health Promotion and Disease were pregnancy and postpartum as 29.2%.

**Keywords:** Health Promotion, Disease Prevention



## **EFFECTS OF YOGA MEDITATION ON BODY COMPOSITION ASSESSED VIA BIOIMPEDANCE ANALYSIS**

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### **ABSTRACT**

The aim of the study is to use body impedance analyzer to investigate whether the body compositions of the practitioners differ before and after meditation. BodyStat QuadsScan 4000 is used to pick up bioimpedance data and Statistical tool namely IBM SPSS is used to quantify the result. 47 yoga meditation practitioners from Maya Yoga Samudraa Yoga Center and Paranjothy Yoga Meditation Center were recruited in the study. A number of factors (age, gender, intensity of daily activities, stress level, meditation experience and body mass index) are analyzed to observe their influence on the capability of meditation to induce body composition changes. Results show that both male and female subjects with high intensity of daily activities or high stress level could gain benefit from practicing meditation. Besides, meditation is capable to induce significant body composition changes among overweight and obese subjects of both genders, among female in their 20's as well as among male in their teenage and 20's. Unexpectedly, subjects with long meditation experience have no significant changes of body composition after practicing meditation. This result is contrary to the common belief that long term practice of meditation would be able to induce significant physiological benefits. However, it is not conclusive because meditation expertise is not truly represented by years of experience. Further investigation would be required to verify this finding.

**Keywords:** Bioimpedance Analysis, Body composition, Stress Management, Yoga Meditation.

## **BIOMONITORING AGENT FOR HEAVY METALS RUN OFF FROM ACID SULFATE SOIL OF AQUACULTURE INDUSTRIES IN SELANGOR, MALAYSIA**

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### **ABSTRACT**

The disturbance of acid sulfate soils due to poor wastewater management of aquaculture activities caused a major environmental issue such as metal pollution in coastal regions of many countries over the world. Peninsular Malaysia also challenged the same problem where it lost 18700 ha of coastal lowlands from 1980 to 1990. This activity caused the oxidation of pyrite which produces high concentrations of ferrous ions, and sulfuric acid, in turn attacks clay minerals and produces high concentrations of monomeric aluminum (Al) and other acid-soluble metals. Subsequent leaching of these toxic products into adjacent water bodies is rapidly increasing the stress on ecosystems. Therefore, the research was aimed to monitor heavy metal runoff from acid sulfate soil at shrimp aquaculture areas through phytotechnology approach. The study was conducted at fourteen different sites in Selangor which contains large amount of acid sulfate soil. The result showed that *Pistiastratiotes* was substantially the best phytoindicator for Al, iron (Fe) and manganese (Mn) toxicity followed by *Lemna.minor*, *Nymphaeastellata*, and *Urticulataaurea*. On the other hand, *N.stellata* was observed to be best phytoindicator for nickel (Ni), whereas for arsenic (As) was *Ludwigiapalustris*. Among these six species, the most potential biomonitoring agent to indicate acid-soluble metals are *P.stratiotes* and *N.stellata* as they are presence in low D.O level, high pH, high concentration of ammonium and tolerance to Al, Fe, Mn, and Ni.

**Keywords:** Acid Sulfate Soil, Phytotechnology, Heavy Metals, Aquatic Plant Species, Aquaculture

## **MODULATORY EFFECTS OF *CARICA PAPAYA* (LINN.) AND DIALLYL DISULPHIDE ON ELECTRON BEAM RADIATION INDUCED TISSUE DAMAGES IN SWISS ALBINO MICE**

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### **ABSTRACT**

The effects of *Carica papaya* (Linn.) and Diallyl Disulphide were studied in Swiss Albino mice. Male Swiss albino mice were fed orally with 250 mg/kg, 500 mg/kg and 1000 mg/kg body weight of *Carica papaya* (Linn.) leaf extract and 13 mg/kg, 26 mg/kg and 52 mg/kg body weight of Diallyl Disulphide for 15 days. They were irradiated with a whole body dose of 6 Gy Electron Beam radiation. The mice were dissected for liver, kidney, bone marrow, spleen and brain. The hematological studies were done using blood cell count in an automated cell counter. The biochemical estimations like urea, creatinine, SGOT, SGPT, Total Protein, Albumin, Bilirubin were done using the serum and homogenates of tissues. The Total Antioxidant Capacity, the antioxidant enzymes like SOD, GPx, GST and catalase were estimated. The Interleukin-6 levels were estimated in serum to assess immune modulation. The results show a decrease in the hematological parameters in radiated animals. The *Carica papaya* (Linn.) and Diallyl Disulphide treated groups have shown protective effects in electron beam radiation induced hematological and biochemical alterations in Swiss Albino mice.

**Keywords:** *Carica Papaya* (Linn.), Diallyl Disulphide, Interleukin-6, Electron Beam Radiation.

## **EVALUATION OF IMMUNOMODULATION WITH RESPONSE TO THE SYNERGISTIC EFFECTS OF 2DEOXY-D-GLUCOSE AND *ALLIUM SATIVUM* EXTRACTS ON NORMAL AND TUMOR CELLS AGAINST ELECTRON BEAM IRRADIATION**

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### **ABSTRACT**

In all the stages of tumor development from tumorigenesis till metastasis many of the cytokines play an important role with in the tumor micro environment. However the mechanisms by which they modulate the cancer suppression or propagation are incompletely understood. IL-4 was proved to induce cathepsin protease activity in tumor associated macrophages to promote cancer growth and invasion. Tumor necrosis factor is a pro inflammatory cytokine whose role is known to be chronic inflammatory diseases. Its anticancer effect is multifactorial as TNF can cause vascular necrosis, direct apoptotic effects on cells and also free radical induced cell death. More recently TNF-alpha has been found to have precancerous effects in mouse skin model TNF induced carcinogenesis. In the present work, we studied the modulatory effect of TNF-alpha and IL-6 expression with response to the synergistic effects of 2deoxy D Glucose and *Allium sativum* extracts on normal and tumor cells against electron beam irradiation. Human PBMCs were cultured in RPMI-1640 medium supplemented with 20% FBS and phytohaemagglutinin and HeLa cell line was maintained in high glucose DMEM medium supplemented with 10% FBS. Cultures were pre-treated with different concentrations of *Allium sativum* and 2-deoxy glucose individually and in combination 1hour before to radiation and then exposed to EBR which is considered as pre-treated group, another set was exposed to radiation and after 30min treated with same concentrations of *Allium sativum* and 2-deoxy glucose. After 24 hour using media TNF-alpha and IL-6 expression was studied using sandwich ELISA method. The TNF-alpha expression was decreased in irradiated group in both lymphocytes and HeLa cells. The expression of TNF-alpha increased in HeLa cells post treated with 1mM and 5mM 2DG. In lymphocytes treated with 1mM 2DG shown increased TNF-alpha expression. But expression of IL-6 was more in radiation control than normal untreated control. Expression of IL-6 was reached 1076.9 in lymphocytes treated with 1mM 2DG prior to radiation. In *Allium sativum* treated group also it was more than control group but none significantly less than radiation control group. In HeLa cells IL-6 expression was more in control group, after exposing to 4Gy radiation IL-6 expression was reduced. HeLa cells treated with 5mM 2DG showed highest expression of IL-6.

**Keywords:** Immunomodulation, Tumorigenesis, Anticancer

## **QUALITY OF CARE FOR PATIENTS WITH DIABETES MELLITUS OF SUB-DISTRICT HEALTH PROMOTING HOSPITAL IN NORTH EAST, THAILAND.**

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### **ABSTRACT**

This cross-sectional descriptive research aimed to study factors that affect the quality of care for patients with diabetes mellitus at sub-district health promoting hospitals (SDHPHs) in Northeast, Thailand. Research instruments were a self-administered questionnaire and a focus group discussion guideline. The Cronbach's alpha reliability coefficient of the questionnaire was 0.97. After the ethical review was approved, the data collection took place among October – December, 2012. Out of 1,252 questionnaires distributed to health personnel in 383 SDHPHs, four province areas in Northeast, Thailand. The 1,105 questionnaires were valid for data analysis (response rate was 88.11 %). After finding some significant affecting factors, the qualitative data was collected from 15 key informants. Descriptive statistics, Pearson's correlation, and stepwise multiple linear regression were performed for quantitative data analysis, findings from the focus group discussion were evaluated by content analysis method. The finding revealed that the level score of success factors, motivation and quality of care were high ( $3.80 \pm 0.544$ ,  $3.60 \pm 0.44$  and  $3.84 \pm 0.63$  respectively). The level score of organizational support was moderate ( $3.48 \pm 0.53$ ). There was moderate positive relationship between success factors and quality of care ( $r = 0.674$ ,  $p\text{-value} < 0.001$ ). Likewise there was moderate positive relationship between motivation and quality of care ( $r = 0.667$ ,  $p\text{-value} < 0.001$ ).

There was high positive relationship between organizational support and quality of care ( $r = 0.884$ ,  $p\text{-value} < 0.001$ ). Six factors were significant predictors towards the quality of care for patients with diabetes mellitus; management support, time management, information technology, materials support, health service image and supervision technic ( $r^2 = 81.10$ ,  $p\text{-value} < 0.001$ ). The finding from focus group discussion suggested that for decreasing health condition and development the quality of care for diabetics or another target groups should improve community participation, empower community leaders for health problems solving and support patient with diabetes for self-management care.

**Keyword:** Quality of Care, Diabetes Mellitus, Primary Care Service

## **LACTIC ACID PRODUCTION FROM SWEET POTATOBY *LACTOBACILLUS CASEI* TISTR 453**

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### **ABSTRACT**

Sweet potato (SP) is the world's seventh most important food crop. Cultivation period of SP usually is as short as 3-4 months. In addition, SP contains high carbohydrate in tubers which can be hydrolyzed into glucose and supplied as a substrate for the production of lactic acid and other products. In current research, starch hydrolysate from SP was employed as a substrate for lactic acid production by *Lactobacillus casei* TISTR 453 and optimal conditions were investigated. Incubation temperature and medium compositions were studied with modified MRS medium. The results revealed that 37°C was optimal. For an optimization of medium components including concentrations of reducing sugars, CaCO<sub>3</sub>, winery yeast disposal and MnSO<sub>4</sub>.H<sub>2</sub>O, response surface methodology (RSM) was employed using central composite design (CCD). From the results, a highest lactic acid was predicted at 104.12 g/L, which corresponded to 88.99 % conversion, when reducing sugars, CaCO<sub>3</sub>, winery yeast disposal and MnSO<sub>4</sub>.H<sub>2</sub>O were applied at 117.00, 56.00, 16.00 and 0.064 g/L, respectively, when 72 h fermentation was carried out.

**Keywords:** Lactic acid, *Lactobacillus casei*, Sweet potato, Starch hydrolysis.

## **FOOD SANITATION PERFORMANCE OF PUBLIC HEALTH OFFICERS IN LOCAL GOVERNMENT CHAIYAPHUM PROVINCE.**

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### **ABSTRACT**

This cross sectional descriptive research. The objective was to study food sanitation and organizational support that affect food sanitation performance of public health officers in local government chaiyaphum province. Population were performance for food sanitation performance of public health officers in local government chaiyaphum province of 143 and by using 98 subjects  $n = 98$ (, randomly selected by simple random sampling. The data were collected by the developed questionnaire and which was verified by 3 experts. Its validity was tested and gained coefficient cronbach's alpha 0.98. The data were also collected by in–depth interview of 10 subjects. The data collection was carried out from 12 January - 10 February, 2014. The data were analyzed by descriptive statistics were percentage, mean, standard deviation, median, minimum and maximum. Inferential Statistics were Pearson's product moment correlation coefficient and Stepwise multiple regression analysis.

The finding from this research that factors influenced the food sanitation performance of public health officers in local government Chaiyaphum province were personal organization support, management controlling (p-value < 0.001) and organization support , management planning (p-value =0.003) these 2 factors could together predict the performance of food sanitation performance of public health officers in local government Chaiyaphum province as 70.1 percentage. The most finding problem and obstacle was 46.9 percent of personal organizational support.

**Keywords:** Food Sanitation, Organizational Support, Public Health Officers

# **PREVENTION AND CONTROL THE INFECTIOUS DISEASE OF PUBLIC HEALTH OFFICERS IN LOCAL ADMINISTRATIVE ORGANIZATION, NONGBUALAMPHU PROVINCE.**

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## **ABSTRACT**

This study cross sectional descriptive research. The purpose were to study Prevention and Control the Infectious disease of Public Health Officers in Local Administrative Organization, Nongbualamphu Province. The populations was 68 personnel and sample size are 56 personnel who are responsible for the prevention and control the infectious disease of public health officers in local administrative organization through simple random sampling approach. This study is collecting both quantitative and qualitative data. For qualitative data, an in-depth interview guideline will be developed and used to collect the data from 12 people's key informants who can provide intensive information on the topics. For quantitative data use questionnaires and Content validity is reviewed by three experts. Reliability is tested in a pilot study of 30 similar samples in Udonthani province and Alpha Coefficient 0.97. Duration of data collection Feb 1st, 2014 - Feb 28th, 2014. Descriptive statistic to acquire frequency, percentage mean, Standard Deviation Median ,Minimum ,Maximum to describe characteristic and Inferential Statistic use Pearson's Product Moment Correlation Coefficient , Stepwise Multiple Regression Analysis.

The finding from this research are the organization support was at middle level ) $\bar{x} = 3.26$ , S.D. = 0.61) the motivation affecting the prevention and control the infectious disease at middle level ) $\bar{x} = 3.46$ , S.D. = 0.529) Factor that effecting to the prevention and control the infectious disease of public health officers in local administrative organization Nongbualamphu province were man supporting )p-value=0.015), Responsibility )p-value<0.001), Technology supporting )p-value=0.41) that 3 variables can predict the about 63.33 percentage..

**Keywords:** Prevention and Control the Infectious Disease

## **THE PARTICIPATION IN HEALTH PROMOTION OF HEALTH PERSONNEL IN COMMUNITY HOSPITALS IN ROI ET PROVINCE, THAILAND**

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### **ABSTRACT**

The objective of this cross-sectional descriptive research was to study the participation in health promotion and identify motivation and organizational support that affect the participation in health promotion of health personnel in community hospitals in Roi Et province, Thailand. A self-administered questionnaire was used to collect data from 100 health personnel. The questionnaire was examined for content validity by three experts and gained 0.98 of Cronbach's alpha coefficient. The data collection was done from January 15 to February 15, 2014. Descriptive statistics, Pearson Product Moment Correlation Coefficient and Stepwise Multiple Regression were used to analyze the data. The findings revealed that motivation had positively high relationship with the participation in health promotion of health personnel in community hospitals in Roi Et province with a level of statistical significant ( $r = 0.805$ ,  $p\text{-value} < 0.001$ ). Organizational supports had positively moderate relationship with the participation in health promotion with a level of statistical significant ( $r = 0.577$ ,  $p\text{-value} < 0.001$ ). There were five factors chosen into the predict model at statistically significant level of 0.05. There were personal life ( $p\text{-value} = 0.045$ ), management ( $p\text{-value} = 0.020$ ), recognition ( $p\text{-value} = 0.012$ ), advancement ( $p\text{-value} = 0.002$ ) and interpersonal relationship ( $p\text{-value} = 0.004$ ). Together, these five factors could predict the participation in health promotion of health personnel in community hospitals in Roi Et province at 65.4 percent. About 77.7 percent of problems suggested in this study related to motivation of the personnel

**Keywords:** Motivation, Organizational Support, Participation in Health Promotion.

## **FACTORS AFFECTING THE RESEARCH FOR SOLVING HEALTH PROBLEM OF HEALTH PERSONNEL AT HEALTH PROMOTING HOSPITAL IN NAKHON PHANOM PROVINCE.**

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### **ABSTRACT**

This study is cross-sectional descriptive study. It aims to assess the factors affecting research development of health related problem by health personnel at health promoting hospitals in Nakhon Phanom province. The study population were public health officers and register nurses at health promoting hospitals in Nakhon Phanom province. Data were collected using questionnaire and in-dept interview. The questionnaire was developed and verified content validity by 3 expert. The reliability was assessed using Cronbach's Alpha Coefficient of 0.92. The validated questionnaire was use in 170 respondents. The in-dept interviews was conducted in 12 persons. Data was collected between 18st February 2014 until 18st march 2014. Data were analyzed by computer program. Data distribution by percentage average percentile standard deviation Pearson correlation coefficient and stepwise multiple regression analysis.

The results showed that the motivation was moderate average value 3.24 (S.D. = 0.51). Motivators factors was moderate average value 3.05 (S.D. = 0.45). Hygiene factors was moderate average value 3.44 (S.D. = 0.65). Organization support was also moderate average value 3.24 (S.D. = 0.75). From correlation analysis, the study showed that motivation are positively high correlated with research to solve health problems by health personnel at health promoting hospitals in Nakhon Phanom province. ( $r = 0.711$ ,  $p$ -value  $< 0.001$ ). Organization support are positively moderately correlated with research to solve health problems by health personnel at health promoting hospitals in Nakhon Phanom province ( $r = 0.546$ ,  $p$ -value  $< 0.001$ ). And the organization support in man motivators factor in recognition, responsibility and hygiene factor in policy and administration could jointly predict the research to solving health problems of health personnel at health promoting hospitals in Nakhon Phanom province for 57.3 %

**Keywords:** Solving Health Problem, Health Personnel.

## **CONSUMERS PROTECTION PERFORMANCE OF HEALTH PERSONNEL IN SUB-DISTRICT HEALTH PROMOTING HOSPITALS, KHON KAEN PROVINCE.**

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### **ABSTRACT**

This is a cross-sectional descriptive research. The objective was to study consumer's protection performance of health personnel in sub-district health promoting hospitals Khon Kaen province. Motivation and organizational supports that effect consumers protection performance of health personnel in sub-district health promoting hospitals Khon Kaen province of 162 and by using 248 subjects (n=162), randomly selected by systematic sampling and were additionally collected by group discussion of 12 subjects. To data were collected by the developed questionnaire and which was verified by three experts. Its validity was tested and gained coefficient cronbach's alpha=0.97. Data collection was carried out from January 15, 2014 to February 13, 2014. The collected data were then analyzed by statistical value, percentage, mean, standard deviation, median, minimum, maximum and Inferential Statistics were Pearson product moment correlation coefficient and Stepwise multiple regression analysis.

The finding revealed that the motivation had high level  $\bar{X}=3.67$  )S.D.=0.45(, and organizational supports had high level  $\bar{X}=3.54$  )S.D.=0.59( and consumers protection performance had high level  $\bar{X}=3.74$  )S.D.=0.54(. The motivation and organizational supports had moderately positive influence on the consumers protection performance of health personnel in sub-district health promoting hospitals Khon Kaen province relation at statistical significance of ( $r=0.675$ ,  $p\text{-value}<0.001$ ,  $r=0.638$ ,  $p\text{-value}<0.001$ ) and the factors influenced the performance of consumers protection performance of health personnel in sub-district health promoting hospitals Khon Kaen province were Material ) $p\text{-value}>0.001$ (, Achievement ) $p\text{-value}=0.020$ (, Man ) $p\text{-value}>0.001$ (, Recognition ) $p\text{-value}=0.002$ (, Salary ) $p\text{-value}>0.001$ (, and Advancement ) $p\text{-value}=0.018$ (. These six factors could together predict the performance of consumer's protection performance of health personnel in sub-district health promoting hospitals Khon Kaen province at a level of 62.5 %. Problem and obstacles arising from the study were practices, consumer protection, and personnel development as 71.1%.

**Keywords:** Consumers Protection Performance, Health Promoting Hospitals

## **PALM OIL MILL BIOMASS MINIMIZATION THROUGH BIOCONVERSION TO FERMENTABLE SUGAR FOR RENEWABLE ENERGY RESOURCES**

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### **ABSTRACT**

This paper addresses the bioconversion of empty fruit bunch, mesocarp fiber and decanter cake to fermentable sugar as a potential feedstock for renewable energy resources. The untreated raw materials which had not undergone any prior chemical pre-treatment were used in developing the fastest applicable bioconversion process and minimizing of solid by product generated from the palm oil mill operation. The Novozyme cellulase was used as catalyst in the hydrolysis reaction. The rate of enzymatic digestibility of all samples increased rapidly during the first 8 h of the saccharification, reaching its maximum rate at 12 h. The results showed that the hydrolysis and depolymerisation of the lignocellulosic components of the biomass could be beneficial to renewable energy. Decanter cake gave the highest fermentable sugar concentration of 65% (g glucose/g biomass) compared to other biomass; empty fruit bunch 49.7% and mesocarp fibre 41.8%. Therefore, utilization of these biomass could reduce the factories' waste disposal costs and reduce impacts to the receiving environment simultaneously.

**Keywords:** Bioconversion, Fermentable Sugar, Waste Minimization, Decanter Cake, Mesocarp Fiber.

## **AQUATIC PLANTS AS PHYTOINDICATOR FOR HEAVY METALS CONTAMINANT IN POLLUTED FRESHWATER BODIES**

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### **ABSTRACT**

Over the past decade, ecologists have tried to determine how changes in species composition and diversity affect ecosystem structure and function. Until recently, the majorities of these studies have been conducted in terrestrial ecosystems and have not taken into account environmental variability. Nowadays, humans tend to neglect water as part of main sources in our daily life. As time goes by, with few exceptions, water has always been a natural resource that people take for granted. The idea of this research is to understand how aquatic plants can be used to detect and act as an indicator for polluted freshwater bodies. In this study, sixteen water samples were collected from four different places (Selangor, Perak, Pahang and Kelantan) where six different aquatic plant species were abundance and dominant. All the water samples were analyzed for six types of heavy metals which are iron (Fe), lead (Pb), copper (Cu), zinc (Zn), and nickel (Ni) and manganese (Mn). All six different aquatic plant species which are *Eichhornia crassipes*, *Hydrilla verticillata*, *Cabomba fuscata*, *Salvinia natans*, *Nelumbo nucifera* and *Pistia stratiotes* exhibiting highly significant differences between aquatic plant species widespread, locations and the heavy metals content. This clearly demonstrates that freshwater environment with abundance of invasive macrophyte species can have an important influence and indication on the accumulation of heavy metals content. The importance of the interaction components emphasises that the changes in heavy metals composition are complex and the responses are not consistent across all aquatic plant species. Examination of the summarised data revealed that, of the 6 macrophyte species analysed at all different locations, all exhibits as potential ecological indicator for unhealthy aquatic ecosystems or as phytoindicator for heavy metal contaminants either at low or high level contamination.

**Keywords:** Aquatic Plants, Phytoindicator, Heavy Metals, Freshwater Bodies.

## **URBAN WATERSHED EUTROPHICATION STATE MONITORING USING AQUATIC PLANT- BASED TECHNOLOGY**

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### **ABSTRACT**

Eutrophication is always associated with excess nutrients of nitrogen and phosphorus. Excess nutrients can trigger undesirable eutrophication, resulting in unhealthy algal blooms, spreading of certain aquatic macrophytes, depletion of oxygen and loss of key species, resulting in widespread degradation of many freshwater ecosystems. Runoff from agricultural fields, field lots, urban lawns, untreated, or partially-treated, domestic sewage and golf courses are among the main sources of these nutrients. Eutrophication of inland waters is currently one of the most prevalent environmental problems in lakes all over the world including Malaysia. This study was carried out to determine the levels of Nitrate (NO<sub>3</sub>), Nitrite (NO<sub>2</sub>) and Phosphorus (PO<sub>4</sub>). All species (*Lemna minor*, *Hydrilla verticillata*, *Typha latifolia*, *Nymphaea lotus*, *Ipomomea aquatica*, *Eichhornia crassipes*, *Spirodella polyrhiza*, *Neptunia oleracea*, *Salvinia natans* and *Pistia stratiotes*) were detected with high level of phosphate at level III which is polluted at all localities (Selangor, Pahang and Kelantan). Meanwhile, nitrate concentration at all localities is found to be under Class I which is natural water level. In conclusion, the most reliable phytoindicator for overall experiment were *L.minor*, *E.crassipes* and *S.polyrhiza*. It is proven that every floater aquatic plant species that has been tested was confirmed as potential phytoindicator to detect eutrophication in unhealthy aquatic ecosystem. This clearly demonstrates that freshwater environment with abundance of invasive macrophyte species can have an important influence and indication on the accumulation of nutrients content.

**Keywords:** Phytotechnology, Eutrophication, Phytoindicator, Aquatic Plant.

# **THE EFFECTS OF SENAMAN MELAYU TUA ON FLEXIBILITY, BALANCE AND CARDIOVASCULAR ENDURANCE IN YOUNG ADULTS**

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## **ABSTRACT**

Senaman Melayu Tua (SMT) is an ancient exercise adapted from Malay traditional martial art involving basic repertoires such as standing, sitting, lying and special choreographic moves and breathing techniques. To date there is no scientific evidence to support health benefit of SMT. Study was conducted to determine the effects of SMT on flexibility, balance and endurance in selected 38 young adult volunteers. Based on physical activity level, participants were divided into three active groups and one non-active group. One active group and non-active group were assigned to perform SMT twice a week for 8 consecutive weeks whereas another two active groups performed dynamic exercise in place of SMT and free routine activities, respectively. Sit and reach test, standing stork test and beep test were used to measure flexibility, balance and cardiovascular endurance, respectively, before, during and after exercise intervention. Results show SMT significantly improved flexibility and balance in both active ( $P = 0.00$ ;  $P = 0.02$ , respectively) and non-active ( $P = 0.00$ ;  $P = 0.00$ , respectively) young adults after 8 weeks of exercise. However, cardiovascular endurance was not affected by SMT in all groups. This study provides some insights regarding benefits of SMT as another potential recreational exercise for masses.

**Keywords:** SMT, flexibility, balance, endurance.

## **DIFFERENCES IN FITNESS LEVEL BETWEEN URBAN AND SUB-URBAN HIGH SCHOOL STUDENT**

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### **ABSTRACT**

Physical activity is any bodily movement produced by skeletal muscles that result in an expenditure of energy. Based on the statistic that has been made by U.S. Physical Activity Statistics Database shows that 50% of American adults do not get enough physical activity to provide health benefits. Focus on the differences in fitness levels between urban and sub-urban high school student. It determines either two difference area of urban or sub-urban high school student having good performance in physical activity and levels of their fitness. SEGAK test is used to measure fitness level of high school student. Objective of this study are measure and records fitness levels in term of intensity, make analysis and discussed the physical fitness level from the result to make the comparison of fitness level between high school students in two different areas of urban and sub-urban high school student.

**Keywords:** Physical Activity, Skeletal Muscles, Fitness Levels

## **TRACK D: ENGINEERING**

## **THE FABRICATION OF P3HT: VOPCPhO COMPOSITE NANORODS ARRAYS VIA TEMPLATE-ASSISTED METHOD**

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### **ABSTRACT**

The studies on the fabrication of polymer and dye material composites are essential for the facile production of electronic devices. Conjugated polymer and dye material composites have attracted much research interest due to their potential for low cost electronic devices such as sensors, solar cells and capacitors. The dielectric, mechanical, structural, optical and electrical properties of nanocomposites has been widely reported for their exceptional features. Typically, the fabrication of nanocomposites is performed via a blending/mixing solution method which will only produce the composite thin films instead of novel composite nanostructured. The approach to the highly facile fabrication of novel composite nanostructured can be realised via the integration of templating method. Polymer of poly (3-hexylthiophene-2,5-diyl) (P3HT) and dye material of vanadyl 2,9,16,23-tetraphenoxy-29H,31H-phthalocyanine (VOPcPhO) composite thin films have been reported to have an enhancement on its optical properties. In conjunction with this finding, a novel composite nanostructured composed of P3HT and VOPcPhO would potentially stimulate a great deal of interest in producing the remarkable electronic devices.

In this study, we report the fabrication of novel polymer/dye composite nanorods with enhanced morphological, structural and optical properties. The fabrication of P3HT:VOPcPhO composite nanorods is fully assisted by a porous alumina template. Based on the studies, the comparison of morphological, structural and optical properties between P3HT:VOPcPhO composite nanorods and P3HT:VOPcPhO composite thin films are discussed in details.

**Keywords:** Nanocomposite; polymeric materials; template-assisted method

# **SURFACE CHARACTERISTICS IN ELECTRICAL DISCHARGE MACHINING OF AISI D2 HARDENED STEEL EMPLOYING POWDER MIXED**

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## **ABSTRACT**

This paper presents the effect of chromium powder mixed into the dielectric fluid of EDM on surface characteristics machining of AISI D2 hardened steel (58~61 HRC). Peak current (20, 32, 40A), pulse-on time (50, 75, 100 $\mu$ s) and chromium powder concentration (0, 2, 4 g/l) were varied parameters in this study. Recast layer (RL) as quantitative and microcrack as qualitative responses were measured as a machining performance characteristics. Powder metallurgy electrode (35%Cu and 65%W) were used in this experiment. The new circulation system with magnetic filter and dispenser was designed to replace the EDM conventional filter. It was found that the addition of chromium powder in dielectric fluid had improved the machining surface characteristics with an optimum powder concentration of 2g/l. Hence, the use of optimum quantity of powder in dielectric has decreased the recast layer thickness and microcrack density. Higher peak current and longer pulse-on time caused the worse surface finish and also increases recast layer and surface crack density too.

**Keywords:** High Performance of Electrical discharge machining, Powder mixed, Recast layer, Microcrack

## **EXTRACTION OF BETA CAROTENE FROM PALM MESOCARP VIA GREEN SUB-CRITICAL CARBON DIOXIDE**

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### **ABSTRACT**

Experiments involving subcritical carbon dioxide extraction of palm oil from treated palm mesocarp to determine palm oil yield and concentration of beta-carotene. As comparison, the conventional method of Soxhlet Extraction with six different of solvent was used. The overall oil yield was measured as weight of oil per weight of sample, while anti-oxidant activity was determined using 2,2-diphenyl-1-picrylhydrazyl radical scavenging method. The sub-critical extraction was conducted at a constant temperature of 30°C and four different pressures at 10 MPa, 15 MPa, 20 MPa and 25 MPa. The sub-critical extraction produced high concentration of beta-carotene than soxhlet extraction, even though the oil yield was lower. Furthermore, the anti-oxidant analysis showed a similar trend as the concentration of beta carotene. The best condition of sub-critical extraction was obtained at 25 MPa and 30°C.

**Keywords:** Supercritical Fluid Extraction, Oil Yield, Antioxidant Activity, Beta-Carotene, Palm Mesocarp

## **NUMERICAL SIMULATION OF SHORELINE CHANGES INDUCED BY BREAKING WAVE: A PARAMETRIC STUDY**

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### **ABSTRACT**

In this study, we present the shoreline evolution to response the wave height breaking at different value and case. The simulation of shoreline evolution conducts at three cases of shoreline configuration. The result shows that wave height breaking decreases the root means square percentage error increase when wave height breaking decreased for cases shoreline with straight impermeable groin and finite rectangular beach fill. While shoreline with pattern rectangular cut in beach the root means square percentage error fluctuate in small scale.

**Keyword:** Finite Rectangular Beach Fill, Rectangular Cut In Beach, Shoreline Evolution, Straight Impermeable Groin, Wave Height Breaking.

## **UPDATING THE DEVELOPMENT OF REAL-TIME MONITORING SYSTEM FOR PERCEPTIBLE WATER VAPOR**

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### **ABSTRACT**

This paper updating the real-time of monitoring precipitable water vapor (PWV) system developed in the Universiti Kebangsaan Malaysia (UKM). The previous PWV system was developed under the LabVIEW platform and as of now is updated by adding the monitoring of zenith total delay (ZTD) with a storage management. The ZTD parameter is estimated by using the adaptive neuro fuzzy inference system (ANFIS) model that was generated by Matlab<sup>TM</sup>. To estimate the ZTD value, the model input was taken from the real-time data measured by meteorological sensors (pressure, temperature and relative humidity) that was included in this system. The storage management system has been updated using a database management which capable to store the results of the monitoring data. A database is constructed using a MySQL that is open source database and integrated with the powerful of LabVIEW system. This system has been successfully implemented in our laboratory and proved easier to operate and provide a faster response under a windows platform. Furthermore, the real-time monitoring system data will be published in a website, and its development is being carried out. The data generated from this system will make easier to users around the world and provide benefits to forecasters and modelers to improve the accuracy of weather forecasts and predictions.

**Keywords:** Monitoring System, ZTD, ANFIS, LabVIEW, Database.

## **PLASMA DIAGNOSTIC: OPTICAL EMISSION STUDIES OF SiCN IN RF AND DC MAGNETRON SPUTTERING SYSTEM.**

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### **ABSTRACT**

Spectroscopic analysis of optical emission during fabrication of thin film by using RF and DC magnetron sputtering has been used for better understanding of the mechanisms involved in the systems. In this work, optical emission studies the molecules in plasma obtained by He – Ne laser ablation of silicon carbon nitride (SiCN) thin film in mixed Ar/N<sub>2</sub> atmosphere are reported for wavelengths between 200 – 1100 nm. Optical emission spectroscopy of Ar/N<sub>2</sub> glow discharge reveals the presence of Si, C, N, Ar and O during plasma deposition of SiCN thin films. The characteristics of the emission intensity of these species have been investigated as functions of N<sub>2</sub> flow rate, pressure, sputtering power and electric source. The analysis suggested that an optimal N<sub>2</sub> flow rate, pressure and sputtering power was observed at 12 sccm, 1 Pa and 360 W respectively. These data would improve the nitrogen element dissociation in the plasma and yields higher sputtering rate for silicon and carbon was observed. Furthermore, analysis of emission features has also been used to detect impurities in the plasma that importantly affect film properties.

**Keywords:** Spectroscopic Analysis, Plasma Diagnostic.

## **THE IMPACT OF THE NUMBER OF NODES, SPEED OF NODES, SPEED OF NETWORK AND THE NETWORK SPACE TO THE NUMBER OF NODES KEEPS ALIVE**

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### **ABSTRACT**

Mobile Ad Hoc Network (MANET) is a technology that operates on portable devices such as IPAQ Personal Digital Assistants (PDA), Smartphones, laptops and other mobile devices. Habitually, all these devices run on batteries; therefore, the need of sufficient power poses a critical issue in the operations of these devices in the network. This research was conducted to compare and analyse the number of nodes keeps alive in the Mobile Ad Hoc Network (MANET) in order to find out the best way to manage the mobile devices. The NS2 simulation tool was used to conduct the experiment focused on Optimize Link State Routing (OLSR) protocol. The scenario was created based on four elements; the space of network, the different number of nodes located in the network, the different speed of nodes and the different speed of the network. The results from the experiment show that all the four elements give a significant impact to the energy usage for mobile devices. Lastly, the matrix solution table for high speed of nodes and high speed of networks is proposed. This matrix solution table can be used as a guideline for the decision maker or researcher to select the suitable elements that suite to their scenario.

**Keywords:** OLSR, NS2, Nodes Keep Alive.

## **A HYBRID TECHNIQUE APPROACH FOR CLUSTER DEVELOPMENT OF FACTS DEVICE INSTALLATION**

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### **ABSTRACT**

In current year, the demands for electrical energy have increased continuously by year. The installation of new transmission line or develop a new power plants can be solved these problems. However, there are some constraints to develop the new system such as: costly, environment and pollution control, and land acquirement. This paper presents a new hybrid meta-heuristic technique approach for clustering identification of FACTS device installation in the power system. The objective function for this research is to minimize the transmission loss in the system with constraint to improve the voltage profile and monitoring the cost of installation. The proposal Evolutionary Particle Swarm Optimization technique has been implemented to two test systems namely: IEEE 30 Bus RTS and IEEE 118 Bus RTS to realize the effectiveness of the proposed technique. Comparison with respect to conventional PSO and Evolutionary Programming (EP) were conducted with eventually resulted superiority in terms of loss minimization, the voltage improvement and cost of installation.

**Keywords:** Transmission Loss, FACTS Device, Cluster, Static Var Compensator, Cost of Installation

# **EFFECT OF LIQUID INJECTION PRESSURE, SWIRL CHAMBER DIAMETER AND INTERNAL FLOW CONDITIONS ON SPRAY ANGLE OF JET- SWIRL INJECTOR FOR GAS TURBINE COMBUSTOR**

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## **ABSTRACT**

The injector is an important component in gas turbine combustors since its primary function is to produce a spray with small droplets, which is essential for better combustibility. Besides the droplet size, the spray angle is another important spray characteristic when evaluating an injector's performance. A larger spray angle increases the exposure of the droplets to the surrounding air or gas, which improves the rates of heat and mass transfer. In this study, the dependency of the spray angle of a new jet-swirl injector on the liquid injection pressure, swirl chamber diameter, and internal flow conditions was experimentally investigated. Experiments were carried out using the cold flow test approach, where water was used as the working fluid. Video recordings of the resultant sprays were captured using high-speed video camera and converted to image sequences. These images were analyzed with image processing software. The analysis revealed that significant changes in the spray angle due to an increase in the liquid injection pressure were only observed for small swirl chamber diameters. The experimental data showed that the spray angle is directly proportional with the Reynolds number. A smaller swirl chamber diameter was observed to produce a larger spray angle.

**Keywords:** Gas Turbine Combustor, Jet-Swirl Injector, Spray Angle

# **APPLICATION OF PARTICLE SWARM OPTIMIZATION TECHNIQUE FOR MULTI- OBJECTIVE PROBLEMS IN POWER SYSTEM NETWORK**

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## **ABSTRACT**

The issues of optimal locations of flexible alternating current system (FACTS) device in power systems has been researched and discussed widely and several strategies were proposed. But most of those researchers have taken into account only the method oriented towards technical criteria. This paper presents a new technique to optimal location and sizing of FACTS device in power system network using multi-objective optimization function from both technical and economical point of view, in order to provide a better security level. Static Var Compensator (SVC) is utilized to achieve these objectives: transmission loss minimization and cost of installation reduction. In this study, multi-objective particle swarm optimization (MOPSO) and Multi-objective Evolutionary Programming (MOEP) approach are proposed to minimize the transmission loss and minimize the cost of installation in the system. Experiment results on the IEEE 30 Bus RTS show that the proposed MOPSO approach can obtain better solution in loss and cost minimization terms than MOEP technique.

**Keywords:** Transmission Loss, FACTS Device, Static Var Compensator, Cost Of Installation, Particle Swarm Optimization.

## **COMBUSTION OF EMULSIFIED FUEL DROPLET INSIDE THE RAPID COMPRESSION MACHINE**

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### **ABSTRACT**

Automobiles are considered as one of main causers of pollutant materials despite of its usefulness. Water in oil (w/o) emulsified fuel is a part of pre-processing technology that functions in combustion chamber. It is spotlighted as a technics of engine operation by using low quality oil since the micro-explosion increases evaporation and mixing process of liquid fuel. Combustion characteristics of single water/n-decane emulsified droplets inside a rapid compression machine (RCM) were investigated. RCM is experimental set-up that is used to simulate a single compression stroke of an internal combustion engine. It can be used to observe combustion phenomena in homogeneous charge compression ignition environments. During the compression stroke, both the temperature and pressure inside the reaction chamber rise rapidly, and subsequently decrease after the piston reaches top dead center. Micro-explosion phenomena owing to superheated water would be observed. A single emulsion droplet was placed at the center of the reaction chamber. The droplet was suspended from the tip of a 50- $\mu$ m-diameter thermocouple, and its transient bulk temperature was measured. The evolution of the droplet was recorded using a high-speed charge-coupled device array camera with a frame rate of 500 fps. Temperature of droplet continually increased until ignition of droplet occurs, but micro-explosion did not observed due to the relatively low droplet temperature. After ignition, rapid rise of droplet temperature boosted the micro-explosion phenomena. Temperature of droplet increased after ignition because of heat feedbacks from flame, even though there was heat loss due to the water evaporation.

**Keywords:** Combustion, Emulsified Fuel, Micro-explosion

## **MODELLING AND SIMULATION OF A HUMANOID ROBOT ARM**

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### **ABSTRACT**

Imitating similar function of a human arm can be very challenging task for a humanoid robot arm. A simple task such as pick and/or place requires the understanding of mathematical modelling, forward kinematics and control system. Hence, this paper presents a modelling and simulation of humanoid robot arm which is based on a human arm anatomy. The model of the humanoid robot arm is developed by using Simmechanics. The robot consists of two arm manipulators, a palm and five fingers. All fingers, i.e. index, middle, ring and small finger consist of three links and three joints except the thumb finger. The thumb has four joints and four links. A previous study has shown that a human hand can safely grasp any cylindrical and cube objects of the same size within approximately one second. This is a very important target to be achieved by a robot hand as the controller should be able to perform as close as possible to human hand speed. In order to control the grasping, a conventional PID control is proposed. The results show that the PID controller is accurately performed less than 5% error better than human grasping. Note that human grasping is limited to 10% error. In addition, the robot hand is able to realize grasping within one second. The results also show that the model of humanoid robot hand is successfully developed by using Simmechanics. A development of forward kinematics is provided based on Denavit-Hartenburg technique to show x, y and z position.

**Keywords:** Robot Arm, Robot Hand, Simmechanics, PID Controller.



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