



BOOK OF CONFERENCE

MTAR 2014

PROCEEDINGS

(September 29-30, 2014)

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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS MTAR-2014

International Conference on
“MULTIDISCIPLINARY TRENDS IN
ACADEMIC RESEARCH”
(MTAR- 2014)
Bangkok, Thailand.

**Global Illuminators,
Kuala Lumpur Malaysia**





Book of Abstracts Proceedings

International Conference on “Multidisciplinary
Trends in Academic Research” (MTAR-2014)
Bangkok, Thailand.

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(MTAR – 2014) Bangkok, Thailand.

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**INTERNATIONAL CONFERENCE ON
“MULTIDISCIPLINARY TRENDS IN ACADEMIC
RESEARCH” (MTAR- 2014) BANGKOK,
THAILAND.**

Venue: Holiday Inn Bangkok Silom,
Bangkok Thailand

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CONFERENCE CHAIR MESSAGE

Farooq Ahmed Jam



The MTAR-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 huge financial and human capital resources they are not able 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 thereby limiting the scope of innovation to some specific areas and fields. Today, 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 the scholars of the time can help the policy makers and governments to meet the innovation-related challenges. 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, "Multidisciplinary Academic Research for Betterment of Society".

A very special thanks to our honourable scientific and review committee for spending much of their time in



reviewing the papers for this event, selecting the best paper awards and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session chairs from industry, academia and policy 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 MTAR-2014

Executive Director, Global Illuminators

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KEYNOTE SPEAKERS

Mohammad Bashir Khan (Ph.D).



Dr. Mohammad Bashir Khan did his 1st master degree from Gomal University, Pakistan and joined the same university as a Lecturer immediately after his graduation. Dr. Bashir took a scholarship to join the University of Leeds (U.K.)

School of Business and Economics and completed his 2nd master degree in the area of Management Studies in 1984. He was selected to join New York University; (USA) where he completed his 3rd master degree with specialization in the area of Comparative and International Administration in the year 1993. Dr. Khan joined Graduate School, University of Santo Tomas, Manila (Phillippines) and completed his doctorate in 1996. He had completed his PhD with distinction (94% marks) and got Mega-cum-Laude award in recognition of his outstanding performance in his PhD studies. He topped PhD comprehensive in the same university and awarded a special certificate in this regard.

Dr. Khan has a total experience of teaching, research and administration at university level for about 34 years. During this period of time Dr. Khan served Gomal University for about 25 years and remained a Lecturer, Assistant Professor and Associate Professor there. He also worked as a Chairman of the department of Public Administration for about five years and took early retirement as Associate Professor in 2007 from the same university. He joined International Islamic University, Islambad (IIUI) and established the Deptt. of Higher



Studies and Research (MS/Ph.D. program) and became the founding Chairman of the same Department for about three years (2007-2009). He joined Iqra University, Islamabad Campus as a Professor and Director, Research of BBA and MBA programs for two years (2010-2011). After completing a full term of two years at Iqra University, he was requested in 2011 by university authorities to join International Islamic University, Islamabad as a Professor and Dean. Since then serving the Faculty of Management Sciences with same position. Dr. Khan is an approved Higher Education Commission, Pakistan Ph.D Supervisor in the area of management sciences and presently five Ph.D. students are working with him for their doctoral degrees/research dissertation.

Dr. Khan also served in International Islamic University, Malaysia for three years (2001-2003), where he taught undergraduate, graduate and postgraduate students and trained the executives of Celcom, a multi-national organization in the areas of Management, Marketing and Human Resource Management. He also served School of Social Sciences in University of Science Malaysia as a foreign faculty member for more than one year (2005-2006). Dr. Khan has published twenty two articles in national and international journals. He also has five articles accepted for presentation in various international conferences in Pakistan and abroad.

Balachandar S. Sayapathi (Ph.D).



Dr Balachandar S. Sayapathi

is a Senior Principal Assistant Director of Occupational and Environmental Health Section at the Sarawak State Health Department. Dr Balachandar initially attained the bachelor degree, MBBS. Subsequently,

he obtained his degrees on Master (MPH) and Doctoral (DrPH). He also attained MFOM from Ireland. He was then inducted to the Academy of Occupational and Environmental Medicine Malaysia. He also acquired Fellowship (FAGE) and Certified Medical Independent Assessor (CMIA). He is registered as an Occupational Health Doctor with the Department of Occupational Safety and Health, Ministry of Human Resources, Malaysia. In 2008, in recognition of his services, he was conferred the Excellence Service Award by the Sarawak Health Department. He also attained the Best Session Presentation Award from the International Conference on Global Trends in Academic Research 2014 and International Conference on Innovation Challenges in Multidisciplinary Research & Practice 2013. He had also chaired sessions in the International Conferences. He has affiliations to various organizations such as the Royal College of Physicians Ireland, Malaysian Society of Occupational Health Physicians, Malaysian Society of Hypertension, Malaysian Medical Association and also Malaysian Diabetes Association (Serian Division).

During his earlier stint, he served at various government hospitals. He previously held office as the Director of Hospital Serian, Chairman of Safety and Health Committee of Hospital Serian, Chairman of Infection

Control Committee included Needle Stick and Sharp Injury Committee of Hospital Serian, Chairman of Ethical Committee of Hospital Serian and also Chairman of Quotation Committee of Hospital Serian. His areas of expertise are Occupational Medicine, Medical Review Officer, The effectiveness of applying different permissible exposure limits in preserving hearing threshold level among automobile industry workers and also Public Health Medicine. Dr Balachandar has published numerous academic papers in ISI-cited journals and as Conference papers. He has also presented several oral and poster presentations at the International Conferences.



CONFERENCE PROGRAM

DAY 01 Monday (September 29, 2014)

Welcome Reception & Registration

8:30 am – 9:00 am

Opening Ceremony (09:00 am – 10:45 am)

Venue: Crystal Ball Room

09:00 am - 09:15 am	Welcome Remarks - Hendrati Dwi Mulyaningsih
09:15 am - 09:45 am	Opening Speech - Farooq Ahmed Jam (Executive Director Global Illuminators)
09:45 am - 10:00 am	Key Note Speech - Dr. Mohammad Bashir Khan
10:00 am – 10:30 am	Key Note Speech - Dr Balachandar S. Sayapathi
10:30 am - 10:45 am	Award Ceremony

Grand Networking Session and Tea Break (10:45 am – 11:00 am)



DAY 01 Monday (September 29, 2014)

Session 1 (11:00 am – 1:00 pm)

Venue: Crystal Ball Room

Session Chairs: Dr Sufrin Hannan and Arsenio T. Bignotia

Track A: Business, Management and Economics Studies

MTAR-14-104	ANALYSIS OF ECONOMIC VALUE OF CREATIVE TOURISM IN NAKHON SI THAMMARAT PROVINCE, THAILAND.	Jeeranan Thongsamak
MTAR-14-118	SOFTWARE PROGRAM DEVELOPMENT OF CERTIFICATE OF ORIGIN REQUISITION SYSTEM (COR) APPLYING FOR CERTIFICATE OF ORIGIN TO DEPARTMENT OF FOREIGN TRADE BY USING QFD: A CASE STUDY COMPANY	Tharataep Premprasatsit
MTAR-14-158	AN ASSESSMENT OF E-CUSTOMER SATISFACTION, TRUST AND LOYALTY: THE CASE OF ONLINE BANKING SERVICES	Nabil El-Hilali
MTAR-14-178	A MEDIATING ROLE AND INFLUENCE OF THE RELATIONSHIP MARKETING SUCCESS TOWARD CLUSTER PRODUCTIVITY IN THAILAND	Kemika Sansom
MTAR-14-185	THE MODEL OF ETHICAL CULTURE AND CAPABILITIES INFLUENCING REPUTATION OF BANKS IN THAILAND	Sirintorn Liengjindathaworn
MTAR-14-166	ATTITUDES AND INTENTIONS TO SHOP ONLINE AND THE INFLUENCE OF CULTURE: A CONSUMER PERSPECTIVE	Nabil El-Hilali

Lunch Break (1:00 pm – 2:00 pm)



DAY 01 Monday (September 29, 2014)

Session 1 (11:00 am – 1:00 pm)

Venue: Emerald Room 2

Session Chairs: Dr Balachandar S. Savapathi and Quennie Joy B. Mesa

Track C: Physical Life and Applied Sciences

MTAR-14-153	PREVALENCE OF HEPATITIS C VIRUS ANTIBODIES AMONG BLOOD DONORS IN OMDURMAN REGION IN SUDAN	Altayeb Elazomi
MTAR-14-156	RELATIONSHIP OF BOLTON’S RATIOS AND TOOTH-SIZE DISCREPANCY	Abdurraouf Zaet
MTAR-14-161	ASSESSMENT OF SEA CUCUMBER FISHERY IN AURORA, PHILIPPINES	Michelle Resueno
MTAR-14-162	VEGETATIONAL COMPOSITION AND DIVERSITY ALONG EROSION PRONE AREAS OF CANILE-PANTABANGAN ROAD NETWORK (2010-2013) IN AURORA PROVINCE, PHILIPPINES	Silvestre C. Escueta
MTAR-14-179	PARACETAMOL VERSUS PLACEBO FOR MANAGEMENT OF ACUTE POSTOPERATIVE PAIN AFTER TONSILLECTOMY IN CHILDREN	Nuri Mohamed Lashkham
MTAR-14-193	CATFISH (CLARIAS GARIEPINUS) FRY GROWTH AT REDUCED FEEDING LEVEL IN THE BIOFLOC CULTURE SYSTEM IN BANDUNG REGENCY, INDONESIA	Rita Rostika
MTAR-14-102	PATOLA CRAFT OF SURENDRANAGAR, GUJARAT: SUSTENANCE THROUGH GREEN TECHNOLOGY	Reena Bhatia

Lunch Break (1:00 pm – 2:00 pm)



DAY 01 Monday (September 29, 2014)

Session 1 (11:00 pm – 1:00 pm)

Venue: Emerald Room 3

Session Chairs: Clara Evi Citraningtyas and Janjira Payakpate

Track B: Social Sciences and Humanities

MTAR-14-106	CONFLICT MANAGEMENT ON USE OF WATERSHED RESOURCE, THAILAND	Chanya Apipalakul
MTAR-14-110	PROFILE, EMOTIONAL AND MATHEMATICAL QUOTIENTS OF THIRD YEAR STUDENTS OF ISABELA STATE UNIVERSITY CAUAYAN CLUSTER	Nancy P. Gomez
MTAR-14-145	ACADEMIC SPECULATIONS: IMMINENT RESEARCH THEMES IN AUSTRALIAN HIGHER EDUCATION SCHOLARSHIP 2013-2018	Donna M Velliaris
MTAR-14-146	LEADING RESEARCH THEMES AND ASSOCIATED KEYWORDS IN THE AUSTRALIAN HIGHER EDUCATION LITERATURE 2007-2012	Donna M Velliaris
MTAR-14-155	SPATIAL AND TEMPORAL PATTERNS IN CHRISTIAN COMMUNITY IN SRI LANKA WITH SPECIAL REFERENCE TO PUTTLAM DISTRICT	Weththige Varunika Nishani Fernando

Lunch Break (1:00 pm – 2:00 pm)



DAY 01 Monday (September 29, 2014)

Session 2 (2:00 pm – 3:30 pm)

Venue: Crystal Ball Room

Session Chairs: Sirintorn Liengjindathaworn and Jeeranan Thongsamak

Track A: Business, Management and Economics Studies

MTAR-14-190	HOW DO BEVERAGE MANUFACTURING FIRMS IN THAILAND ADJUST THEMSELVES IF FREE FLOW OF 11 LOGISTICS SERVICES PROVIDER NOT POSITIVE IMPACT TO OVERALL EQUIPMENT EFFICIENCY?	Jarun Bootdachi
MTAR-14-191	EFFECT OF PERCEIVED QUALITY, PERCEIVED VALUE AND CUSTOMER EXPECTATION ON CUSTOMER SATISFACTION OF PROFESSIONAL SERVICES COMPANY: EMPIRICAL STUDY ON INDEPENDENT SURVEYOR SERVICES INDUSTRY IN INDONESIA	Sufrin Hannan
MTAR-14-211	CONCEPTUAL FRAMEWORK FOR EMPLOYMENT PARADOX: BUSINESSPEOPLE ATTITUDE IN THAILAND	Pimchangthong
MTAR-14-125	EFFECT OF COMPUTER-BASED ACCOUNTING INFORMATION SYSTEM (CBAIS) ON THE QUALITY OF ACCOUNTING INFORMATION AND MANAGERIAL PERFORMANCE OF SUGAR INDUSTRIES	Asep Darmansyah and Hamidah
MTAR-14-139	ENTREPRENEURIAL ENGAGEMENT OF ENTREPRENEURSHIP GRADUATES BATCHES 2008	Arsenio T. Bignotia

Tea Break (3:30 pm – 3:45 pm)



DAY 01 Monday (September 29, 2014)

Session 2 (2:00 pm – 3:30 pm)

Venue: Emerald Room 2

Session Chairs: Dr Balachandar S. Sayapathi and Michelle Resueno

Track C: Physical Life and Applied Sciences

MTAR-14-219	ROOT GROWTH AND GOSSYPOL CONTENT IN GOSSYPIUM HIRSUTUM L. ROOT AND HAIRY ROOT CULTURES.	Rizkita Rachmi Esyanti
MTAR-14-225	GENDER CONTRIBUTION FOR CULTIVATION AND USE OF UNDERUTILIZED CROPS IN SRI LANKA	S.H.P. Malkanthi
MTAR-14-232	DEVELOPING A FAMEWORK OF METHODOLOGY AND METHODS IN ENVIRONMENTAL PERCEPTION RESEARCH	Lucia Asdra Rudwiarti
MTAR-14-167	DEVELOPMENT OF TAGALOG SPEECH CORPUS	Quennie Joy B. Mesa
MTAR-14-218	GEOLOGICAL STRUCTURE IN NYALINDUNG AND PURABAYA SUB DISTRICT, SUKABUMI, WEST JAVA	Rachmanda A Putra
MTAR-14-154	HEAVY METAL CONCENTRATIONS OF SOME COMMERCIAL SPICES AVAILABLE IN LIBYAN MARKETS	Hakem Zwaik

Tea Break (3:30 pm – 3:45 pm)



DAY 01 Monday (September 29, 2014)
Session 2 (2:00 pm – 3:30 pm)
Venue: Emerald Room 3
Session Chairs: Hamidah and Chanva Apipalaku

Track B: Social Sciences and Humanities

MTAR-14-171	EXTENT OF IMPLEMENTATION OF POLICIES AND PROGRAMS OF HIGHER EDUCATION INSTITUTE A CASE OF ISABELA STATE UNIVERSITY ECHAGUE, PHILIPPINES	William RR. Eustaquio
MTAR-14-183	INTERDISCIPLINARY STUDIES: NEW RESEARCH APPROACH IN EDUCATION	Prashant Pagare
MTAR-14-202	INTEGRATION OF INFORMATION AND COMMUNICATION TECHNOLOGY AMONG SELECTED RURAL PUBLIC SECONDARY SCHOOLS IN CAPIZ, PHILIPPINES	Louis Placido F. Lachica
MTAR-14-213	PERCEIVED GENDER IDENTITY, MULTI – DIMENSIONAL GENDER CONSCIOUSNESS AND SELF-EFFICACY OF TRANSGENDERS	Seemanthini Tumkur Shivakumar
MTAR-14-226	FIRST LANGUAGE USE IN ARABIC LANGUAGE CLASSROOMS: TEACHER PERSPECTIVE	Shukeri Mohamad

Tea Break (3:30 pm – 3:45 pm)



DAY 01 Monday (September 29, 2014)

Session 3 (3:45 pm – 5:15 pm)

Venue: Emerald Room 2

Session Chairs: Michelle Resueno and Quennie Joy B. Mesa

Track D: Engineering

MTAR-14-127	EVALUATING THE PERCEIVED USABILITY OF VIRTUAL LEARNING ENVIRONMENT IN TEACHING ICT COURSES	Irma T. Plata
MTAR-14-128	USING MCDM FOR SUGARCANE SEED SELECTION IN THAILAND	Thanapon Keawpumpuang
MTAR-14-163	PERFORMANCE OF DIFFERENT VEGETABLE OIL-DIESEL BLENDS USED IN A SINGLE CYLINDER DIESEL ENGINE	Amarlo A. Banania
MTAR-14-212	STUDY OF THE PERFORMANCE OF XBEE MODULES' COMMUNICATION IN CLEAR LINE OF SIGHT WITH DIFFERENT MOUNTING ELEVATIONS IN VIRAL ADVERTISEMENT SYSTEM	Mohd Rusdy Yaacob
MTAR-14-105	ANALYSIS OF ENERGY DETECTION OVER CASCADED NAKAGAMI-M FADING CHANNELS	Haci Ilhan

Closing Ceremony (5:30 pm – 6:00 pm)

Venue: Crystal Ball Room

End of the Conference



DAY 01 Monday (September 29, 2014)

Session 3 (3:45 pm – 5:15 pm)

Venue: Emerald Room 3

Session Chairs: Dr Balachandar S. Savapathi and Asep Darmansyah

Track B: Social Sciences and Humanities

MTAR-14-227	THE USE OF FIRST LANGUAGE IN ARABIC LANGUAGE CLASSROOM: A TEACHING BUTTRESS OR A LEARNING OBSTACLE?	Mohd Alwee Yusoff
MTAR-14-228	SELF-REGULATED LEARNING AND MOTIVATION OF ISLAMIC STUDIES AND NON-ISLAMIC STUDIES STREAM STUDENTS	Mohamad Azrien Mohamed Adnan
MTAR-14-242	TEACHERS', STUDENTS', AND PARENTS' PERSPECTIVES ON SEX EDUCATION INTEGRATED CURRICULUM FOR SIXTH GRADE STUDENTS	Chanonya Chaiwongroj
MTAR-14-235	AN OLD FOLKTALE RECONSTRUCTED FOR BETTER GENERATION: AN INDONESIAN CASE	Clara Evi Citraningtyas
MTAR-14-115	DROPOUT RATE AND REASONS FOR DROPPING OUT BETWEEN BOYS AND GIRLS IN SOUTHERN PHILIPPINES	Mario M. Bello, Jr.

Closing Ceremony (5:30 pm – 6:00 pm)

Venue: Crystal Ball Room

End of the Conference



TRACK A: BUSINESS MANAGEMENT & ECONOMICS

ANALYSIS OF ECONOMIC VALUE OF CREATIVE TOURISM IN NAKHON SI THAMMARAT PROVINCE, THAILAND

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ABSTRACT

This paper aimed to assess on economic value of creative tourism in Nakhon Si Thammarat province based on the basis of income, income leak-out, direct revenue, indirect revenue, induced revenue and tourism multiplier, and opportunities for the employment of local labor by creative tourism entrepreneurship. Data was collected from the questionnaire survey of 100 enterprises related to tourism business such as accommodations, restaurants, entertainments, transportation companies, tour operators and souvenir shops. In addition, the key informants related creative tourism businesses were interviewed to assess the fact of economic phenomena concerning to creative tourism activities in the province. Interestingly, the results illustrated that even though the revenue of accommodation sector gained highest, this sector has highest leakage of income. In contrast, entertainments earned income lower than accommodations, they could make more tourism multiplier in the province. It found that reasons for economic leakage of accommodations were caused by usage outsider labors and materials. While, tourism multiplier was boost up in entertainment sector since domestic labors spent their earning the most in their own area. The concerns of sustaining creative tourism businesses were strengthening by local participation, local use, and the local government support in practical.

Keywords: Creative Tourism, Income Leak-Out, Tourism Multiplier, Income Distribution.

**SOFTWARE PROGRAM DEVELOPMENT OF
CERTIFICATE OF ORIGIN REQUISITION SYSTEM
(COR) APPLYING FOR CERTIFICATE OF ORIGIN
TO DEPARTMENT OF FOREIGN TRADE
(THAILAND) BY USING QFD: A CASE STUDY
COMPANY**

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ABSTRACT

The objective of this study is to develop software program, certificate of origin requisition system (COR) for data generator to applying for certificate of origin to Department of Foreign Trade Thailand (DFT). The software program was developed according to Quality Function Deployment (QFD) principle as the main tool for complying with user requirements. The completed software program was verified and validated. Result of this research showed that software program, COR system was able to generate requisition data in the XML file conforming to DFT requirement in all 7 forms, and consumed time for generating the data till submitting to DFT within 3 minutes per form. The potential software program application showed time reduction of generating requisition data for 99.62% when compare to the original web application of DFT.

Keywords: Certificate of Origin, QFD, Software Development.

EFFECT OF COMPUTER-BASED ACCOUNTING INFORMATION SYSTEM (CBAIS) ON THE QUALITY OF ACCOUNTING INFORMATION AND MANAGERIAL PERFORMANCE OF SUGAR INDUSTRIES

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ABSTRACT

The study aims to determine characteristics of Indonesian sugar industries, as well as the influence of the implementation of computer-based accounting information system (CBAIS) to the quality of accounting information and managerial performance of the sugar industries. The research method was a survey with the research type was a descriptive and verificative. The research population were the sugar industries in Indonesia. Data consists of primary and secondary data. Data were analyzed making use of linear regression. This study showed that the sugar mills are mostly located in Java. Most of the sugar mills either in Java or outside Java is owned the central government in the form of state-owned enterprises (BUMN) and the rest is privately owned. Most of them making use of a business area with a mixed pattern between the rights of exploitation (HGU) and the right to build (HGB). Most of sugar industries gained canes in two ways namely planted by the company and bought from farmers. The application of CBAIS of sugar industries are still categorized sufficient, which indicates the condition is not very bad or very good also. The quality of accounting information of sugar industries are good category and its managerial performance are also good. Both categories have not shown the ideal category namely is very good category. The application of CBAIS significantly affect the quality of accounting information and the accounting information quality significantly influence the managerial performance of the sugar industries. The study concludes that in order to win the competition in the international sugar market, the national sugar industry revitalization program that include short, medium and long term, should intensify improvement program of CBAIS. By improving the quality of CBAIS will result improved quality of accounting information and further improve the managerial performance of Indonesian national sugar industries.

Keywords: CBAIS, Quality of Accounting Information, Managerial Performance, Cane, Sugar Industry.

ENTREPRENEURIAL ENGAGEMENT OF ENTREPRENEURSHIP GRADUATES BATCHES 2008 - 2012 OF ST. PAUL UNIVERSITY MANILA

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ABSTRACT

The study was pursued to determine the Entrepreneurial engagement of St. Paul University Manila Entrepreneurship graduates Batches 2008 to 20012. The study's focal concern is to find out the number of entrepreneurial ventures of the graduates right after graduating from the University. It also determines the challenges encountered by the graduates from launching an entrepreneurial ventures and recommendations to improve the curriculum.

To determine the entrepreneurial engagement, a complete enumeration sampling method was used. A researcher constructed questionnaire was developed. The results revealed that majority of the entrepreneurship graduates were employed in different industry, and did not attempt to engage in entrepreneurial activity right after graduation. It was found out that those who were presently engage in entrepreneurial ventures established their business through self-venture and that being a graduate of the University entrepreneurship program was a factor in the decision to put up their own business. It revealed that lack of capital, good business location, lack of experience and family's decision employed were the challenges encountered by the graduates that prevents them from launching their own entrepreneurial ventures. The findings showed that business implementation, business opportunities, accounting and marketing management subjects are courses in the curriculum that helped the graduates to become an entrepreneur. The findings also revealed that exposure to actual business operation and activities, increase attendance to trainings and seminars and setting-up a system for a simulated business operation as an alternative to thesis were recommended by the graduates in order to improve the B.S. Entrepreneurship curriculum.

Keywords: Entrepreneurial Engagement, Business Opportunities, Entrepreneurship Curriculum, Entrepreneurship Graduates.

AN ASSESSMENT OF E-CUSTOMER SATISFACTION, TRUST AND LOYALTY: THE CASE OF ONLINE BANKING SERVICES

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ABSTRACT

E-customer loyalty is a major concern for any organization operating through the web, and this is particularly true for the banking sector. A direct consequence of this, is that it became critical for this industry to develop, maintain and enhance their relationships with E-users in addition to those customers wishing to remain with the banks through traditional interactions. By doing so banks will not only be able to satisfy their customers' ever changing needs, but they will also be able to gain competitive advantage. From the customers' side, these interactions, with the bank, through the web will allow them to build a new type of relationships and will allow them to save time and efforts.

This study aims to investigate the determinants of E-customer satisfaction, trust and loyalty of online banking service in Kuwait. The study employed the quantitative method to collect the data for analysis. Online and hard copy surveys were distributed to customers who have already experienced E-banking. A total of 309 valid responses were collected and were used for this study analysis.

The main findings of this research indicate that perceived security, privacy, user interface quality and information quality do significantly impact on E-customer satisfaction and trust. While E-customer loyalty was influenced by both E-customer satisfaction and trust; with this latter having a major contribution. The study also tried to check on perception differences between different socio-demographics when assessing the studied variables. The results indicate that there are significant difference between genders with regards to E-customer satisfaction and trust. Whereas E-loyalty was perceived differently by the respondents' when examining their working status.

Keywords: Online Banking, Perceived Privacy, Perceived Usefulness, Perceived Security, User Interface Quality, Information Quality, E-Customer Satisfaction, E-Customer Trust, E-Customer Loyalty And National Culture.

ATTITUDES AND INTENTIONS TO SHOP ONLINE AND THE INFLUENCE OF CULTURE: A CONSUMER PERSPECTIVE

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ABSTRACT

Online shopping has brought with it new changes in the way people do things. It has influenced attitudes and behaviors towards technology and provided new knowledge required to be active members in the E-world. However, in order to be active, efficient, satisfied and loyal participants, consumers need to have certain skills and need to trust the systems they are using. In their turn, these factors, will significantly be influenced by the culture consumers live in.

The purpose of this research is to examine consumers' attitudes and intentions towards online shopping and how culture impact on their behavior. Consequently a quantitative study was undertaken where a sample of 384 online consumers was used.

The key findings of this study, indicate that consumers will use online to shop when they perceive easiness of use as this factor is significantly influenced by the quality of information and service quality provided by the online business. Moreover consumers' attitude and behavioral intentions seem to be directly impacted by factors like website quality, perceived ease of use, enjoyment and trust of the website. Attitude was shown to be a strong predictor of intentions to shop online. When testing the influence of culture on the intentions to continue to shop online, it was found that it does play a role, and this particularly true with the dimension "uncertainty avoidance".

Keywords: Website Quality, Perceive Ease of Use, Perceive Usefulness, Trust, Enjoyment, Attitudes, Intentions, E-Shopping & Culture.

A MEDIATING ROLE AND INFLUENCE OF THE RELATIONSHIP MARKETING SUCCESS TOWARD CLUSTER PRODUCTIVITY IN THAILAND

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ABSTRACT

Global industry trends in a new dimension have an important for each group of industries collaborative networks. In each industry, this not only encourages the development of effective joint production of enterprises only but also to stimulate competition for optimization the performance of individual enterprises to be competitive both within the network and they are able to compete on an international level. The prior researches have demonstrated the operation in the form of a cluster and the growth rate of the global economy is driven by the integration in the form of a cluster. However, the factor of success of the cluster as the result of building relationships of members within the cluster is not consistent and continuous based on the resources of existing organizations and overall picture of the cluster. Furthermore, the role of marketing to build a successful relationship with the productivity of the cluster in Thailand is not much. Thus, this research purposes studying a conceptual framework about the relationship factors that influence the success of the cluster. Factor in relationship building, information technology, resources, benefits and characteristics of entrepreneurs are influence, build successful relationship marketing and effect to productivity cluster. The results of this study will to lead to balance knowledge of marketing relationships and increasing the benefits of cluster development in Thailand.

Keywords: Cluster, Role of Marketing, Influence, Productivity.

THE MODEL OF ETHICAL CULTURE AND CAPABILITIES INFLUENCING REPUTATION OF BANKS IN THAILAND

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ABSTRACT

The current study aims further to examining the effect of ethical culture to corporate reputation. It is therefore, this research focuses on ethical culture, corporate capabilities and corporate reputation of banks in Thailand. The main investigation is to examine 1) the effect of ethical culture to corporate capabilities, 2) the effect of corporate capabilities to corporate reputation and 3) the effect of ethical culture through corporate capabilities to corporate reputation. The samples are 385 managers of banks in Thailand by systematic random sampling. The questionnaires are distributed and explained to the respondents by author for better understanding to respond. The structural equation model was used to analyze data. The findings reveal that ethical culture has direct affects to capabilities and reputation of an organization. The corporate capabilities has direct effects on corporate reputation. Moreover, ethical culture affects to corporate reputation both directly and indirectly through corporate capabilities. As a result, it is necessary for sustainable business to build an ethical culture and capabilities integrated all part of an organization.

Keywords: Ethical culture, Capabilities, Reputation, Banks.

HOW DO BEVERAGE MANUFACTURING FIRMS IN THAILAND ADJUST THEMSELVES IF FREE FLOW OF 11 LOGISTICS SERVICES PROVIDER NOT POSITIVE IMPACT TO OVERALL EQUIPMENT EFFICIENCY?

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ABSTRACT

Initially, Associate of Southeast Asian Nation: ASEAN sponsor free flow of 11 logistics services provider to boost up the production in ASEAN region. This paper investigates in “If free flow of 11 logistics services provider not positive impact to Overall Equipment Efficiency: OEE of beverage manufacturing firm in Thailand, how do beverage manufacturing firms adjust themselves”. Then, this study had been taking an inductive approach method; also, registered mail with open-end question had been delivered to 293 manufacturing firms in Thailand while the completed questionnaires were 78 firms, and an expert in logistics and industrial sectors had been explored the opinion by semi-structured question with in-depth interview. Next, the results show that expert and almost of beverage manufacturing firms trust that free flow of 11 logistics services provider not negative to OEE in Beverage Manufacturing firm, but they differ in solution in solution if beverage manufacturing firms may be not gain positive impact from free flow of 11 logistics services provider; expert suggest to learning in holistic information of logistics provider before taking a logistics services while large beverage manufacturing firms select to close or open some business; small beverage manufacturing firms select to improve their machine capacity and development information with supplier; medium enterprise have a variety in adjustment themselves.

Keywords: Free Flow of 11 Logistics Services Provider, Overall Equipment Efficiency, Beverage Manufacturing Firms.

EFFECT OF PERCEIVED QUALITY, PERCEIVED VALUE AND CUSTOMER EXPECTATION ON CUSTOMER SATISFACTION OF PROFESSIONAL SERVICES COMPANY: EMPIRICAL STUDY ON INDEPENDENT SURVEYOR SERVICES INDUSTRY IN INDONESIA

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ABSTRACT

The competition in the independent surveyor service industry in Indonesia in the future is very challenging. The service industry currently protected by the government with the implementation of restrictions on the activities of foreign surveyor service companies to operate in Indonesia as stated in the Negative List of Investment, but in the near future the inspection services will be open to foreign companies. This study aimed to develop a model of Customer Satisfaction in professional services firms, especially in the coal independent surveyor service industries in Indonesia by using the perspective of Relationship Marketing. Developing of customer satisfaction will ensure a long-term competitive advantage. Scope of service activities are independent surveyor on inspection and testing of coal are traded between sellers and buyers for export purposes. Research conducted on independent surveyor service users in particular coal mining companies as producers, exporters and traders. Testing the hypothesis made on the relationship between 7 variables to customer satisfaction. Data compiled from 200 questionnaires completed by corporate decision-makers from 51 exporters and coal trading company in Indonesia and analyzed using the Structural Equation Model (SEM). The results of the study showed that the main factor to build a Customer Satisfaction are Perceived Quality, Perceived Value and Customer Expectation. Furthermore. Research on the perceived quality suggests that perceived quality influenced by reliability, assurance, responsiveness and empathy. Suggestions for future studies is that empathy needs to be studied more in depth to determine its influence in building Perceived Quality in professional service firms. Managerial implications of this research is that an independent surveyor company should focus on the building customer satisfaction through the integration of perceived quality, perceived value and customer satisfaction. The company also needs to provide the quality of service with emphasis on reliability and assurance for the customer.

Keywords: Reliability, Responsiveness, Assurance, Empathy, Perceived Quality, Perceived Value, Customer Expectation, Customer Satisfaction.

CONCEPTUAL FRAMEWORK FOR EMPLOYMENT PARADOX: BUSINESS PEOPLE ATTITUDE IN THAILAND

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ABSTRACT

The employment paradox is one of perplexing problems that governments in many countries do not know how to deal with. This study delved into this conundrum through an internet interview of voluntary participants who are micro, small, and medium business owners and workers from different companies. Quotes from the interview were analyzed and filtered to deduce factors which influence the employment paradox. In the resulting accumulation of data, there are three groups of attributes which are, employee attributes, business attributes, and national attributes. Employee attributes are composed of job satisfaction, life satisfaction, capability, personal image, trend influence, business etiquette, industriousness, and level of education. The business attributes consist of business ethics, fringe benefits, workplace climate, payment, management skill, leadership, and the entry barrier. National or country attributes carry the number of foreign workers and the quality of the education system. All attributes are assembled into a conceptual framework to explain the employment paradox.

Keywords: Employment, Paradox, Thailand, Business, Attitude, Conceptual, Framework.

TRACK B: SOCIAL SCIENCES & HUMANITIES

CONFLICT MANAGEMENT ON USE OF WATERSHED RESOURCES IN THAILAND

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ABSTRACT

This action research on conflict management on the use of water resources in five provinces, namely Loei, Chaiyapoom, Nongbualampoo, Khon Kaen and Kalasin was conducted in three phases: current situation survey, community problems, and needs; an analysis of stakeholders of Pong watershed and factors affecting community conflict on water resources using focus group discussions; and development of community participation on conflict resolutions of water resources through community dialogue. The samples were representatives of 335 households. Data collection was accomplished through questionnaire, focus group discussion and community dialogue. Data was analyzed as percentage and descriptive conclusion. The first phase findings indicated that conflicts over water use occurred due to the increasing water demand amidst water supply shortage. The community needed an equity principle on water use for both agriculture and consumption, the findings of first phase were input to the second phases study. The second phases finding indicated that the significant factor contributing to conflict was the one who took advantage of water use from the Pong river. The indirect stakeholders were factory owners and the direct stakeholders were community living along the Pong river. The third phase findings indicated that managing conflicts over watershed resource utilization could be accomplished through the recognition towards the senior people, relatives and religious institutes. The most important factor was to provide the platform for meeting, advising, trainings, knowledge sharing, to discuss about the problem, plan for conflict resolution and include network for cooperation on use of watershed resources.

Keywords: Conflict Management, Water Resources, Watershed.

DROPOUT RATE AND REASONS FOR DROPPING OUT BETWEEN BOYS AND GIRLS IN SOUTHERN PHILIPPINES

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ABSTRACT

This study aimed to determine the dropout rate and establish the reasons for dropping out between boys and girls in Southern Philippines from School Year 2007 to 2008 to School Year 2012 to 2013. There were 337 dropouts who were chosen as respondents of the study. Out of the 337 respondents, 199 are boys and 138 are girls. The data were gathered through the school records triangulated through case study and one on one interview of the identified key informants. Results showed that most of the dropouts were males aging between 7 to 9 years old, and Maguindanaon – an Islamized minority tribe in Southern Philippines. It was also revealed that the dropout rate was reduced by 28.33% from School Year 2007 to 2008 to School Year 2012 to 2013 and the number of male dropouts from 2007 to 2013 remained to be higher than their female counterparts. The prevalent reasons for dropping out of the boys and girls are poverty and peace and order situation.

Keywords: Dropout Rate, Reasons for Dropping out, Gender Study

AN OLD FOLKTALE RECONSTRUCTED FOR BETTER GENERATION: AN INDONESIAN CASE

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ABSTRACT

A folktale must not be a dead and dormant narrative. Being a text that possesses power in the education of children, and in shaping them to approved behaviour, a folktale must develop with time. As values in society alter and shift, folktales must be adjusted and amended. This is especially true and urgent in folktales that carry values or principles that are not believed anymore or that do not carry constructive values. These tales have to be rewritten and reconstructed in order to be able to transmit constructive values to child readers, for a better generation.

This paper presents a study on the influence of a reconstructed version of a long-established Indonesian folktale to Children's Perceived Self-Efficacy in Indonesia. Children's perceived self-efficacy represents children's beliefs in their abilities to achieve certain attainments. In this study, 93 students of grades 4 – 5 Elementary School in Indonesia are surveyed on their perceived self-efficacy prior to and after being read to a traditional and a reconstructed version of the tale. Using a 4-point-response format, their perceived self-efficacy are compared and contrasted to those who read the traditional version of the tale. The result of the study shows how a reconstructed folktale can influence child readers in positive ways on their perceived self-efficacy that influence the construction of a better generation.

Keywords: Children Literature, Reconstructed Folktale, Children's Perceived Self-Efficacy, Education.

SELF-REGULATED LEARNING AND MOTIVATION OF ISLAMIC STUDIES AND NON-ISLAMIC STUDIES STREAM STUDENTS

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ABSTRACT

Self-regulated learning and motivation is important aspects of students' learning and academic performance in a classroom context. This study aims at 1) investigating the differences in self-regulated learning and motivation between the Islamic studies and non-Islamic studies stream students; 2) examining relationships between self-regulated learning, motivation and academic performance. Eight hundred and twenty five universities students were involved in this study. A self-report measure of students metacognitive self-regulation, help seeking, organization, effort regulation, self-efficacy, intrinsic and extrinsic goal orientation, task value and test anxiety was administered, and academic performance data were obtained from students' cumulative grade point average (CGPA). The study uses a questionnaire as the information-gathering instrument. The questionnaire was based on the Motivated Strategies for Learning Questionnaire (MSLQ). T-test results indicated that students from Islamic studies background prefer using more strategies to score extrinsic goal orientation than non-Islamic studies students, and conversely, non-Islamic studies students practice metacognitive self-regulation strategies and organization strategies more than Islamic studies students did. Correlation analysis revealed that self-efficacy, intrinsic and extrinsic goal orientation, task value and test anxiety were positively related to metacognitive self-regulation, help seeking and organization. Regression analyses showed that test anxiety and intrinsic goal orientation appeared as the best predictors of academic performance.

Keywords: Self-Regulated Learning, Motivation, Islamic Studies, Non-Islamic Studies.

THE USE OF FIRST LANGUAGE IN ARABIC LANGUAGE CLASSROOM: A TEACHING BUTTRESS OR A LEARNING OBSTACLE?

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ABSTRACT

The issues of the use of the first language (L1) in second language (L2) classroom have been debated among researchers for many years. In other words, there have been various shifts to and from the utilization of L1 in Arabic classrooms over the last decades. Some of the publications reflected views by proponents of the practices, while others contained opinions by its opponents. The purpose of this paper is to examine and analyse these issues more thoroughly. To address these issues more comprehensively, the nature of the Arabic education in the institution is discussed. Code-switching theory is used as the theoretical background. The analysis of the issues focuses on the reasons behind teachers using L1 in the Arabic classrooms and examines what are the teaching skills in L1 that teachers prefer to apply in their classrooms.

Keywords: First Language, Target Language, Arabic Classroom, Code-Switching.

FIRST LANGUAGE USE IN ARABIC LANGUAGE CLASSROOMS: TEACHER PERSPECTIVE

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ABSTRACT

The use of the target language has long been considered an important principle of second language (L2) instruction. Previous research has attempted to quantify the amount of the first language (L1) used in the classroom and has explored the purposes or functions of teachers' 'lapses' into their students' L1. The purpose of this qualitative study is to explore the teachers' attitudes towards the use of Bahasa Indonesia in Arabic language classroom. Data was collected based on the interviews of the teachers. The respondents of this study were two experienced teachers who have more than 15 years of teaching experience. The findings indicated that teachers prefer using Arabic language itself in Arabic language classroom. The Direct Method was applied as teaching strategies. The use of student's first language is prohibited in or outside the classroom. As a result, students are able to speak Arabic without any sense of shame and fear. Because of the prohibition of using L1 in the school campus, the institution is able to educate its students to master Arabic language.

Keywords: First Language, Target Language, Arabic Classroom, Qualitative.

SPATIAL AND TEMPORAL PATTERNS IN CHRISTIAN COMMUNITY IN SRI LANKA WITH SPECIAL REFERENCE TO PUTTLAM DISTRICT.

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ABSTRACT

Religion has been considered as a “phenomenon which has an unprecedented potentiality in transforming strongly the human thinking, history and the civilization.” Religion, which can be identified as a menti fact (Haggett, 1977) related to the human being within the culture, can be named as a hidden agenda that is being implemented to attain the power of the world today. Although religion is introduced as one aspect of the culture or the human thinking, in a geographical context it can be defined as a complex process that spread through time and space. Studying these temporal and spatial processes is the core of the Geographical Science today.

In Sri Lanka, Christianity was firmly established through the western colonial enterprises. However, the impact of socio-economic and political influences of Christianity can still be identified in Sri Lanka specially in the coastal regions. The objective of this research is to study the spatial and temporal patterns in Christian Community, in the Puttlam district. Puttlam is selected for this study as it is widely acknowledged that it is an area where Christianity is widely spread. Therefore, this study foreground that there are obvious temporal and spatial diffusion patterns is effect within the said region with regards to the spread of Christianity.

When a religion spread within a particular geographical unit basically geographical factors strongly influence. However, attraction of devotees towards a particular religion and determination of the temporal and spatial pattern of diffusion of the religion is more and strongly influenced by non-geographical factors than the geographical factors. Similarly, with the elapse of time influence of geographical factors become zero and non-geographical factors further contribute to attract people towards religion and its spatial diffusion. Specially, attraction of devotees towards a particular religion does not act as an independent variable but the nature of these patterns of diffusions is determined by the variables or the factors such as education, employment, living condition, as well as the administrative structure of a country.

Keywords: Menti Fact, Temporal, Spatial, Christian Community, Geographical Factors, Non Geographical Factors.

ACADEMIC SPECULATIONS: IMMINENT RESEARCH THEMES IN AUSTRALIAN HIGHER EDUCATION SCHOLARSHIP 2013-2018

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ABSTRACT

This paper is concentrated on a *Higher Education Research and Development Society of Australasia* (HERDSA) commissioned report that was aimed at identifying both the strengths and weaknesses in Australian scholarship, research and practice between 2007-2012. A total of 16 prominent research themes were uncovered in a literature review of 225 journal articles and presented in an online survey format to HERDSA (a) Members and (b) Fellows across Australia who were asked to predict the 'Top 5' themes to prevail over the ensuing five years 2013-2018. In addition to those results, the different weighting of importance of themes among HERDSA 'members' and 'fellows' may be reflective of their relationship to the academic community at the time 2012. Areas of concern for general members who may include early career researchers for whom leadership, as an example, is not a central concern may be unlike/less relevant to the fellows' own responsibilities and career stage. It is perhaps of concern, however, that the fellows unlike the members, did not nominate *Disadvantage* as an important issue in upcoming years; second-lowest ranking. If they are operating at a level of leadership and even policy making, the academic community might find a damaging split occurring at the heart of their work.

Keywords: Australian Higher Education, HERDSA Members and Fellows, Research Themes.

LEADING RESEARCH THEMES AND ASSOCIATED KEYWORDS IN THE AUSTRALIAN HIGHER EDUCATION LITERATURE 2007-2012

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ABSTRACT

This paper is focused on a Higher Education Research and Development Society of Australasia (HERDSA) commissioned report that was aimed at identifying prominent 'Australian' higher education research themes across three leading and variegated Australian journals between 2007-2012. At the request of the funding body, the journals included: (1) Higher Education Research and Development; (2) Studies in Continuing Education; and (3) Journal of University Teaching and Learning Practice. From a review of the relevant literature, 225 'Australia-based-and-first-authored' journal articles revealed 16 prominent themes. Extraction of keywords from each of those articles, numbered 594 unrepeatd terms. To better enable the counting of the frequency of each theme, keywords acted as focal indicators. Collectively, the most prevalent themes in ranking order were: (1) Student Experience Perceptions; (2) Learning and Teaching; and (3) Research into Higher Education. Conversely, research gaps were found to include: (14) Critical Thinking; (15) Disadvantage; and (16) Transition and Retention. Explication of the literature review process, the 16 themes uncovered, and examples of related keywords will be communicated.

Keywords: Australian Higher Education, Prominent Themes, Keywords.

INTERDISCIPLINARY STUDIES: NEW RESEARCH APPROACH IN EDUCATION

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ABSTRACT

The purpose of research is discovering, interpreting, and the development of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of our world and the universe. Research investigates ideas and uncovers useful knowledge. It is personally rewarding and socially beneficial. There are about thousands of researches are being conducted every year but the results are becoming limited beneficial to the society. Therefore the need of the conduct the interdisciplinary research all subject.

In the Interdisciplinary research involves the combining of two or more academic disciplines into one activity. It is about creating something new by crossing boundaries, and thinking across them. It is related to an interdisciplinary field, which is an organizational unit that crosses traditional boundaries between academic disciplines, as new needs and professions have emerged. It is most often used in educational circles when researchers from two or more disciplines pool their approaches and modify them so that they are better suited to the problem at hand, including the case of the team-taught course where students are required to understand a given subject in terms of multiple traditional disciplines. In this research the subject under study is approached from different angles, using different disciplinary perspectives & the interaction may range from communication and comparison of ideas, and the exchange of data, methods and procedures, to the mutual integration of organizing concepts, theories, methodology, and epistemological principles.

Keywords: Interdisciplinary, Research, Concept, Education.

RELATIONSHIP OF BOLTON'S RATIOS AND TOOTH-SIZE DISCREPANCY

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ABSTRACT

The aim of this study was to determine whether there are differences in the influence of tooth size discrepancies among malocclusion groups in the general population; to know if there are any effects of tooth size discrepancies from region to another, and to study Bolton's ratio of tooth size discrepancy in relation to malocclusion treatments. A quantitative study was carried out using many studies published in the English language from various population groups from different countries. Well defined guidelines for conducting analyses of observational studies were followed by electronic database (Entre Pub Med, www.ncbi.nlm.nih.gov). Additionally, a Direct database (www.sciencedirect.com) will be performed, and data will be collected on the following items for the retrieved studies: year of publication, study design, materials (study sample, control sample,) methods of measurement, authors' conclusions, and reference lists of relevant articles would be screened.

Keywords: Tooth Size Discrepancy, Bolton's Ratio, and Malocclusion.

INTEGRATION OF INFORMATION AND COMMUNICATION TECHNOLOGY AMONG SELECTED RURAL PUBLIC SECONDARY SCHOOLS IN CAPIZ, PHILIPPINES

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ABSTRACT

This paper investigated the integration of ICTs in classroom communication among rural public secondary schools in Capiz, Philippines. Data were gathered using the exploratory design with qualitative quantitative phases. It was found out that public secondary teachers viewed classroom communication as a process, tool, context, interaction, and strategy. ICT was a driver for change, conduit, modern technology, and an instrument for effective teaching and learning. They claimed that ICTs in classroom communication helped in teaching, a new medium of instruction, and a marriage or partnership between classroom communication and ICTs. Laptop was the most widely utilized ICT tool. The teachers seldom utilized ICTs in areas of classroom communication. Lecture-discussion was the most commonly employed teaching-learning strategy. ICT integration in classroom communication was done through creating educational videos, enabling online research, film showing, and hands on learning. Proper maintenance and sustainability and insufficient funds were problems encountered in integrating ICTs. Results of this study propose a developed model of ICT integration with seven phases. The developed model can be applied to the iSchools Project beneficiary schools and could be improved empirically and/or qualitatively for future ICT integration in classroom communication initiatives in rural communities.

Keywords: ICT Integration, Classroom Communication, Rural Public Secondary Schools.

PROFILE, EMOTIONAL AND MATHEMATICAL QUOTIENTS OF THIRD YEAR STUDENTS OF ISABELA STATE UNIVERSITY CAUAYAN CLUSTER

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ABSTRACT

In response to an article by Dillon (2001) from which he stressed that only 7 percent of leadership success is attributable to intellect and technical skill while 93 percent from emotional intelligence, this study investigated the profile, emotional and mathematical quotients of 323 college students who were enrolled in Isabela State University Cauayan-Cluster during the first semester of 2011-2012. The data were gathered through EQ Map questionnaire adapted from Ms. Liezl Lazaro-Quilang and Scholastic Ability Test for Adults.

Results indicated that the level of the respondents' emotional quotient is moderately well and their mathematical quotient is poor.

Results also showed that among the respondents' personal and social profile variables, the number of hours they spend in studying their lesson and their type of friends affect their emotional quotient. On the other hand, the number of siblings is the only variable that affects their mathematical quotient. This study also signified that MQ has no significant relationship to majority of the EQ items.

The ultimate goal of this research beyond identification of the profile, Emotional Quotient and Mathematical Quotient of the respondents is to help the students engage more emotionally intelligent behavior. As an offshoot of this study: the cluster guidance counselors can use this information to provide special intervention to students assessed this early to have low EQ to prevent potential at-risk learners who have limited emotional literacy or inappropriate emotional-social behavior.

Keywords: Emotional, Profile, Mathematical Quotients.

PERCEIVED GENDER IDENTITY, MULTI – DIMENSIONAL GENDER CONSCIOUSNESS AND SELF-EFFICACY OF TRANSGENDERS

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ABSTRACT

Gender Identity conflict is the hallmark of Tran's genders' identity. The term transgender is a blanket term, hence discerning of how one identifies often varies and may not agree upon the criteria of the classificatory systems. The review of literature suggests the need for inclusion of indigenous aspects of gender identity. The current mixed method study aims to understand the perceived Gender identity, relationship between the gender consciousness and the self-efficacy. Understanding of one's own identity based on their inner experiences and dialogues is central to increasing the better understanding of transgender phenomena and further categorising. Quantitative evaluation multi-dimensional gender consciousness and self-efficacy of Tran's genders will widen the psychological perspective of the gender identity. The public gender consciousness is the tendency to be aware of other's reactions to aspects one's own particular gender and private gender consciousness is the tendency to be personally aware of gender related phenomena about oneself and society. Self-efficacy is one's own belief on capacities about producing the results, outcomes on a number of occasions which are associated to their own lives. The 20 self-identified transgender participants were recruited from Mangalore city. Data was analysed relevant qualitative quantitative techniques.

Keywords: Perceived Gender Identity, Multi-dimensional Gender Consciousness, Self-Efficacy, Transgenders.

TEACHERS', STUDENTS' AND PARENTS' PERSPECTIVES ON SEX EDUCATION INTEGRATED CURRICULUM FOR SIXTH GRADE STUDENTS

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ABSTRACT

Sex problems are rapidly increasing worldwide including in Thailand. The rate of Thai unplanned teenage pregnancies has been ranked in the first in Asia. Moreover, sex problems now are expanding to primary students. Sex education is expected to help prevent sex problems that should be conducted early in the primary level. This study aims to investigate the stakeholders' perspectives on sex education integrated curriculum for 6th grade students. Teachers, students and parents are regarded as important stakeholders for sex education. This study was a qualitative research. The participants were nine in-service physical education teachers (seven males, two females), 10 of 6th grade students (one male, nine females), and nine parents (two males, seven females) from Samutsakhon province, Thailand. They were asked to participate in focus group discussions. The qualitative data were analyzed by using a constant comparative method. The results revealed that all groups of participant regarded sex education as being very important for 6th grade students. The participating teachers and parents stated that sex problems tended to expand to primary students because of the easy access to internet media (e.g. YouTube) and sexual stuffs (e.g. sex movies). Teachers and parents need to communicate each other more frequently for updating about students' sexual related information and problems. All participating groups were interested in sex education integrated curriculum. The parents and students suggested integrating sex education into all subjects in schools. The students preferred to learn sex education through short movies, drama, and role play; while the parents preferred teachers to use sexual related stories and news, models, and Dhamma. The students reflected that their teachers normally taught sex education by textbook-based learning; while the teachers indicated that they normally taught sex education by using a variety of teaching methods and media as short movies, animation, video, and role play. The teachers also reflected that sex education was far from student's understanding. Finally, the main findings emerged from this study were discussed and utilized for the development of sex education integrated curriculum for sixth grade students in the next phase of the study.

Keywords: Sex Education, Integrated Curriculum, Perspective, Sixth Grade Student, Thailand.

EXTENT OF IMPLEMENTATION OF POLICIES AND PROGRAMS OF HIGHER EDUCATION INSTITUTE: A CASE OF ISABELA STATE UNIVERSITY, ECHAGUE, PHILIPPINES

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ABSTRACT

Among SUC's that is committed to share in the national and global arena in the attainment of development goals is the Isabela State University. The Isabela State University (ISU) is committed and tasked to carry out its four-fold functions: Instruction, Research, Extension and Production. In addition, ISU is tasked to provide effective advance education and training of the needed resources in the arts, agriculture, natural sciences, as well as technological and professional fields. In the pursuit of the university's vision, mission, goals and objectives, this study attempted to assess, analyze, and evaluate the extent of implementation of policies in the different services of the Isabela State University like student services, administrative services, fiscal services, research services, extension and training and production services. A total of five hundred fourteen (514) respondents, comprising of administrators, faculty and non-teaching staff in the nine campus of the university with a sample size of 24 administrators, 164 faculty, 101 non-teaching staff and 225 supreme student council officers at the different campuses were taken. The extent of implementation of policies in the different services of the university like student services, administrative services, fiscal services, research services, extension and training and production services are perceived to be all implemented and also on the efficiency of the implementation of fiscal management policies, the three groups of respondents perceived that all policies are efficiently implemented which indicates that the level of implementation of all the four-fold functions realized the attainment of the vision, mission, goals and objectives of the university serving as the university for people and nature.

Keywords: Student Services, Administrative Services, Fiscal Services, Research and Extension.

TRACK C: PHYSICAL LIFE & APPLIED SCIENCES

DEVELOPING A FAMEWORK OF METHODOLOGY AND METHODS IN ENVIRONMENTAL PERCEPTION RESEARCH

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ABSTRACT

During the whole time of human life span, those who survive longer will have a lifetime of various rich experiences. In order to meet the needs of those people's life experiences, and to improve their environmental quality of life in more applicable and practical ways, it is essential to investigate the general problems of people's daily life as well as their potential roles during their life span. This investigation is the main point of the study of environmental perception. Investigating interrelationships between people's life span and surrounding built environment generates deeper understanding of limitation of people's abilities, and encourages designers to produce more stimulating environmental design elements in order to create more legible environmental comprehension.

The investigation of people's attitudes and perceptions to understand the surrounding daily environment basically focuses on current conditions of living environment areas related to multidisciplinary issues in urban environment design. From this point, it is expanded to proceed to environmental perception tools and methods based on culturally-specific approaches, and to develop the framework of methodology and methods for further details of research investigation

The methods of inquiry employed in this pilot study related to environmental perception principles, basically to seek how people perceive their surrounding environment where they experienced daily living. This includes methods of questionnaire, interview, document review, direct observation and behaviour observation.

The conceptual framework methodology and methods is considered as the most critical stage in the process of environmental perception research. The result said that is mostly influenced by multidisciplinary aspects of people's life experiences such as their social, cultural, economy, and lifestyle.

Keywords: Environmental Perception, People's Life Span, Framework for Research Methodology and Methods.

PARACETAMOL VERSUS PLACEBO FOR MANAGEMENT OF ACUTE POSTOPERATIVE PAIN AFTER TONSILLECTOMY IN CHILDREN

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ABSTRACT

The analgesic efficacy and safety of propacetamol, an injectable prodrug of acetaminophen, was assessed versus placebo after tonsillectomy operation in children. using double-blind randomized parallel group design, 70 children aged 6-12 years were included to evaluate the effect of a single iv infusion of 40 mg/kg propacetamol versus a single infusion of 100 ml normal saline (placebo) given at the recovery room.

Analgesic efficacy was assessed on pain scores rated on a four-points verbal scale, a five-points visual scale (faces) and a four-points pain relief verbal scale; before administration (To) and 0.25, 0.5, 1, 2, 3, 4, 5 and 6 hours after infusion. The global efficacy was rated on a five-point scale at the end of the study. Rescue medication was allowed freely and the time for re-medication as well as the occurrence of any side effect was recorded.

Propacetamol was statistically superior to placebo on all assessment criteria. The global final efficacy evaluation demonstrated 12 patients in the propacetamol group with good and very good scores compared to only one patient in the placebo group. Rescue medication was used in 40% of patients in the propacetamol group versus 83% in the placebo group. No serious side effects were recorded in both groups and pain at the infusion arm was noticed in 4 patients with Propacetamol and 2 patients in the placebo group

We concluded that, although propacetamol 40 mg/kg infusion may provide greater pain relief than placebo in children after tonsillectomy operation without any significant adverse effects, it is better to be used as a complementary drug to other analgesics in the treatment of moderate to severe postoperative pain.

Keywords: Propacetamol, Postoperative Pain, Acetaminophine, Tonsillectomy.

PREVALENCE OF HEPATITIS C VIRUS ANTIBODIES AMONG BLOOD DONORS IN OMDURMAN REGION IN SUDAN

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ABSTRACT

Infection with HCV is a major cause of transfusion associated hepatitis, cirrhosis and hepatocellular carcinoma. This study was conducted with an objective to estimate the prevalence rate of anti HCV antibody among voluntary blood donors attending the transfusion department at Omdurman hospitals. A cross –sectional study was conducted from 2nd of January to 27th of March 2007. The rapid test method was used and confirmed with the ELISA (third generation).The population included 1672 Sudanese person. The age of the donors (all males) was between 18 – 45 years with a mean of 36 years. Anti-HCV antibody was detected in 1.016% of the study population. The prevalence of anti –HCV among voluntary blood donors was 1.02 %. Routine screening for HCV should be conducted for all blood donors before they are accepted for donation.

Keywords: HCV, Prevalence Rate, Blood Donors.

CATFISH (CLARIAS GARIEPINUS) FRY GROWTH AT REDUCED FEEDING LEVEL IN THE BIOFLOC CULTURE SYSTEM IN BANDUNG REGENCY, WEST JAVA, INDONESIA

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ABSTRACT

The aim of the research was to observe catfish (*Clarias gariepinus*) growth at reduced feeding level in the biofloc culture system. Feed residues and metabolites from catfish farms contain toxic ammonia that can affect water quality and organism growth. However, the existing organisms involved in the biofloc system can change ammonia into a non-toxic nitrite. Biofloc can also be used as catfish feed.

The research was carried out at the hatchery Fish Breeding Centers Ciparay Bandung Regency from April 2014 until June 2014. The research employed the Completely Randomized Design (CRD) design of experiment, which involved six different feeding level reduction treatments, each of which having a different amount of feed but the same amount of biofloc. The research administered the following treatments: (A) 0% feeding level reduction (positive control), (B) 5% feeding level reduction, (C) 10% feeding level reduction, (D) 15% feeding level reduction, (E) 20 % feeding level reduction, (F) 25% feeding level reduction. Each treatment was repeated three times.

The parameter observed was Average Daily Gain (gram/day). Treatments A through F yielded the following results respectively: 0.32; 0.30; 0.29; 0.26; 0.29 and 0.30. Statistically, the results indicated no significant difference. In other words, reduction of feeding level for catfish fry had no effect on Average Daily Gain, and a 25% reduction even yielded the highest result. The water quality parameters observed, namely temperature, pH level, and dissolved oxygen (DO), indicated optimum figures for catfish fry rearing.

Keywords: Catfish, Biofloc, Reduced Feed, Average Daily Gain.

GEOLOGICAL STRUCTURE IN NYALINDUNG AND PURABAYA SUB DISTRICT, SUKABUMI, WEST JAVA

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ABSTRACT

Geological Mapping had been conducted in Nyalindung and Purabaya sub district, Sukabumi, West Java, in coordinate 106° 52' 37,9992" BT - 106° 55' 21" BT and 7° 4' 6,9996" LS - 7° 1' 24,9996". Analysis was conducted based on indication of structure in the field, such as by using measurement of bedding, fracture, and fault. The results was also supported by structure pattern provided through DEM (Digital Elevation Model) image. Geological structure showed that there were (1) Fold structure as syncline and anticline, consisted of Syncline Gondoosolipeuntas, Syncline Cihanjuang, Anticline Cikananga, and Anticline Ci bangkon, (2) Fracture structure as tension joint, and (3) Indication of Normal fault Sukamaju. Result of mapping also showed that Geomorphological units in the study area could be divided into four (4) units, which were steep slope unit, approximate slope unit, slightly slope unit, gently slope unit. While drainage patterns were divided into rectangular, sub-dendritic, and parallel drainage patterns. Litho-stratigraphy unit in the study area could be divided into seven (7) units, they were clay stone unit, calcareous sandstone unit, basaltic unit, andesitic unit, sandstone unit, volcanic breccia unit, and tuff unit respectively from older to younger stratigraphy position.

Keywords: Geological Structure, Geomorphological Units, Nyalindung and Purabaya Sub District, Sukabumi-Indonesia.

ROOT GROWTH AND GOSSYPOL CONTENT IN GOSSYPIMUM HIRSUTUM L. ROOT AND HAIRY ROOT CULTURES.

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ABSTRACT

Experiment was conducted to optimize gossypol production as well as root and hairy root growth based on the concentration of LS medium. Hairy root was induced by *Agrobacterium rhizogenes* strain ATCC-15834. There were four treatment applied 1) Full-strength LS medium for normal roots culture (LNT), 2) Full-strength LS for hairy roots culture (LT), 3) Half-strength LS for normal roots culture (1/2NT), 4) Half-strength LS for hairy roots culture (1/2T). All treatment produced the highest root growth on days 20th, but the highest dry weight of roots was obtained at 1/2T treatment. The highest gossypol content in roots was obtained on days 16th for all treatments and all were growth associated, while the amount of gossypol that was secreted into culture medium were obtained on days 20th for all treatments. Highest gossypol content was also achieved in 1/2T, both in hairy roots and medium. According to these results, it could be concluded that 1/2T represented the best treatment combination for growth as well as gossypol production in root and medium.

Keywords: *Gossypium Hirsutum* L., Root Growth, Gossypol, Hairy Root, LS Concentration.

PATOLA CRAFT OF SURENDRANAGAR, GUJARAT: SUSTENANCE THROUGH GREEN TECHNOLOGY

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ABSTRACT

Handloom industry in India is heritage based reflecting the richness and diversity of Indian Culture. It is atypical in terms of its traditionalism, distinctive style and technology. Patola from Patan in Gujarat is a handloom saree made by a unique and time consuming process of resist dyeing technique (similar to tie and dye) on warp and weft silk yarns and then weaving it which creates a surface design that is reversible. This expensive woven wonders is an investment of life-time which has emerged strongly in the last three decades in the other regions of Gujarat namely Rajkot and Surendranagar mainly to provide a cheaper option to the celebrated Patan Patola. The main aim of the study was to document the craft details of this newly emerged low-cost variation of the traditional technique of Patola weaving which needs to be preserved as it is a symbol of our heritage and culture.

Somasar, a village in Surendranagar district of Gujarat, India was selected as the locale of the study. Case study clubbed with Focus Group Discussion and observation method was selected to gather detailed information related to Patola craft. An interview schedule was formulated following the guidelines given in the book 'Designers meet artisans – a practical guide' published by the Craft Revival Trust, Artisanas de Columbia and UNESCO. The data collected in form of field notes and pictures were presented in a meaningful manner under various titles such as family background, Material procurement, Patola process, Design details, Market and Marketing of Patola, Peculiar craft practices, Problems and projection of craft.

The analysis of data brought to light peculiar and sustained craft practices. Modified pit loom for weaving Patola and use of harvested rain water for dyeing formed an essential part of the Patola craft. This practice of energy conservation has not just contributed to the product competence but also added more value to the craft and helped the craftsmen take pride in their learnt craft. It may be a baby step towards green technology but surely a big contribution to the Green Initiative action around the world.

Keywords: Patola, Sustained Craft Practices, Energy Conservation, Green Technology, Value Addition.

ASSESSMENT OF SEA CUCUMBER FISHERY IN AURORA, PHILIPPINES

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ABSTRACT

This study was conducted to provide a preliminary assessment of sea cucumber fishery in Aurora, Philippines. This was conducted from February to June 2013. All sea cucumber gatherers and traders, obtained through snowball sampling, in each identified sea cucumber fishery areas in sis coastal municipalities (Baler, Dipaculao, Dinalungan, Casiguran, Dilasag and Dingalan) were interviewed using a structured interview schedule and focused group discussions (FGD). Most of the gatherers (87.65%) and traders (78.57%) were males, between 33-41 (28.40%), 42-50 (35.71%) years old, married (85.72%, 100%), had elementary education (61.73%, 57.14%), involved in fishing (82.72%, 64.29%) and had 1 to eight years' experience (30.85%, 64.29%), respectively.

Gathering of sea cucumbers was accomplished either by handpicking, skin diving or compressor diving. A total of 15 commercial species were regularly gathered in Aurora waters. Out of this, 3 species are of very high economic value (\geq Php 4,000/kg) (*Holothuria nobilis*, *Holothuria scabra* and *Actinopyga lecanora*), 7 species are of very high economic value (Php 1,000 – 4,000/kg) (*Actinopyga mauritiana*, *Thelenota ananas*, *Actinopyga echinites*, *Bohadschia* sp., *Bohadschia argus*, *Stichopus chloronotus* and *Stichopus* sp.), 4 species are of medium value (Php 500 – 1,000/kg) (*Holothuria leucospilota*, *Holothuria atra*, *Holothuria edulis* and *Thelenota anax*) while only 1 species is of low economic value (\leq Php 100/kg) (*Holothuria fuscopunctata*).

The average number of kilograms harvested per hour per trip ranges from 0.21 (*Holothuria fuscopunctata*) to 2.71 (*Holothuria scabra*) while the average size of commonly gathered sea cucumber varies among species with *Holothuria lecanora* showed an average length (29.26 cm) greater than recorded 24 cm. Most species have sizes almost half of their maximum size.

Processing mainly involves washing, slicing, boiling, drying and packing. Processed sea cucumbers or trepan were either sold to middlemen or direct buyers. Direct buyers usually offer higher prices (36% up to 69.20%) as compared to middlemen. The actual marketing practice revealed that most sellers sold their produce to middlemen in “all in” basis although direct buyers usually paid the sellers according to size grade and quality of their products.

Problems encountered by sea cucumber gatherers and traders include a decline in total catch, shift in area of collection from intertidal zones to deeper waters, increase in number of hours spent in finding and gathering, the use of compressor in gathering, the decline of larger species and gathering of smaller sizes in huge amount, the absence of conservation programs for sea cucumber, and the lenient implementation of government policies with regards to coastal resources management.

Keywords: Assessment, Sea Cucumber, Trepan, Fishery.

VEGETATIONAL COMPOSITION AND DIVERSITY ALONG EROSION PRONE AREAS OF CANILI PANTANBANGAN ROAD NETWORK IN AURORA PROVINCE, PHILIPPINES

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ABSTRACT

This study was aimed to determine the benefits and long term effects of using coconets and biologs to arrest erosion on disturb areas due to construction of road network leading to Aurora Province, Philippines. It is also aimed to determine the vegetation that grows on the different mesh size as to their common name, family name, and scientific names, also to identify which is the most diverse vegetation on the study area.

Three years after the termination of the research study entitled Field Testing of Bio Engineering Techniques Using Geo-Textile and Bio-logs to Mitigate Soil Slope Erosion in Maria Aurora National Highway, Philippines, 3plots measuring 2m x2m were established on the top, middle and bottom portion of the 3 study sites.

Each plot were observed of the presence of vegetation, species present were counted and identified to their common name, family name, and scientific name, observations were carefully recorded and tabulated and was subjected to comparison among the 3 study sites. Principal component analysis (CPA) a two dimensional principal analysis was applied to determine the similarity of the different plots.

Result of the study showed that Site 1 contained 11 plant species, Site 2 contained 15 plant species, and Site 3 contained 9 plant species, it further revealed that 8 plant species are common in 3 study sites.

Top 5 vegetation species are effective for reducing erosion namely Vetiver Grass (Viteverizaniodes' Monto), Pakupak (Pteridophyta), Ipil-ipil(Leucanaleucocephala), Perennial Peanuts(Arachisglabrata), and Hagonoy. It is also found out that most of the plants in the study area are Vetiver Grass (Viteverizaniodes' Monto), and Hagonoy (Chomoleomodorata).

Keywords: Coconets, Bio-logs, Diversity, Principal Component Analysis, Succession.

DEVELOPMENT OF TAGALOG SPEECH CORPUS

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ABSTRACT

Speech corpus design is one of the key issues in building high quality text to speech synthesis system. The understandability and naturalness of output speech depends on the quality of the speech database being used. It has been argued and proven in practice that several factors contributed to the quality of speech unit database such as, the manuscript from which the units are extracted, the type of unit (i.e. diphone, triphone etc), labelling method, number of segments per each unit, and the prosodic richness of each unit.

This paper presents the design, development and contents of a Tagalog speech corpus. The corpus contains 88.56 minutes of speech data gathered from news articles that were in Tagalog from the internet and read by a native speaker. Introduced are the principles of the corpus as well as the procedure of its creation, from text compilation to corpus analysis and speech recording. Various considerations for specific applications have been taken into account during the design stage to ensure better usefulness and applicability of the collected datasets.

Keywords: Phoneme Set, Speech Database, Speech Corpus, Speech Annotation.

GENDER CONTRIBUTION FOR CULTIVATION AND USE OF UNDERUTILIZED CROPS IN SRI LANKA

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ABSTRACT

This research was conducted to study the male and female farmers' contribution for cultivation and use of underutilized crops. It was done using 120 underutilized crop cultivating farmers in Thanamalvila divisional secretariat division of the Monaragala district in Sri Lanka. Two stage sampling technique was used to select the respondents. A field survey was conducted during January – October 2013, using a pre-tested self-administrative questionnaire. Few group discussions were also conducted to collect in-depth information. Descriptive statistics and two sample T-Test were used to analyze data. Majority of the respondents were married middle aged farmers with ordinary level education.

Furthermore, both male and female farmers contribute alike in some agricultural practices like pest and disease control, harvesting and processing of underutilized crops. However, male farmers dominate the agricultural practices such as land preparation, protection of crops from wild animals and marketing of underutilized crops. They explained that those tasks require heavy effort including even night shifts. However, Female farmers also contributed in other important agricultural practices like planting, weeding and home food preparation. Nevertheless, although male farmers are significantly contributing to cultivate underutilized crops, as a whole, female farmers' contribution is higher than male farmers.

Keywords: Underutilized Crops, Farmers, Gender, Sri Lanka.

HEAVY METAL CONCENTRATIONS OF SOME COMMERCIAL SPICES AVAILABLE IN LIBYAN MARKETS

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ABSTRACT

The study examines the concentrations of some heavy metals such as Zinc (Zn), Lead (Pb), Chromium (Cr), Cadmium (Cd), Copper (Cu), Iron (Fe), Aluminum (Al) and Strontium (Sr) present in commonly used spices in Libya using the Inductively Coupled Plasma Atomic Emission Spectroscopy (ICP-AES). The study revealed varying amounts of metal concentrations in different spices samples according to the edible part. The concentration of Zinc (Zn) ranged from 0.001 to 0.04 mg kg⁻¹ on dry weight basis, whereas that of Lead (Pb) ranged from 0.001 to 0.004 mg kg⁻¹. The concentration level of Chromium (Cr) was from 0.002 to 0.004 mg kg⁻¹ while variable levels of Iron were detected ranging from 0.044 to 0.660 mg kg⁻¹. It was found in the study that there was no risk to health from Zn, Pb, Cr, Cd, Cu, Fe, Al and Sr if the intake of spices was about 20g per day.

Keywords: Heavy Metals, Concentration, Inductively Coupled Plasma Atomic Emission Spectroscopy.

TRACK D: ENGINEERING

EVALUATING THE PERCEIVED USABILITY OF VIRTUAL LEARNING ENVIRONMENT IN TEACHING ICT COURSES

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ABSTRACT

This paper focuses in evaluating the perceived usability of Virtual Learning Environment (VLE) utilized as a blended learning tool in teaching ICT courses in Isabela State University. Descriptive research method using survey was employed to gather responses from a total of 120 third year students enrolled in IT59 course during the first semester, SY 2013-2014. Overall, the VLE's general interface design, VLE-site specific design, student-centred instructional design, and overall usability of the VLE were rated very satisfactorily. This implied that the VLE conformed to the different usability issues presented and was satisfactorily accepted by the students. However, 95% of the students still preferred to use both VLE site and the classroom for learning. Taking online assessments were most liked. In contrast, deadline of submission were least liked. Other problems they found critical in using the VLE were insufficient time in answering activities, deadline of submission, and expensive computer/internet rental. The study concludes that the evaluation of the VLE conformed to the different usability issues presented. Also, students were positive regarding the usability of the VLE site and its support to learning. However, pedagogical issues such as incorporating learning activities that deal with active learning, problem solving, and authentic learning should be provided. It should also attempt to fully engage students in learning by incorporating activities that are interactive and collaborative in nature; grades and other incentives should be promptly reported to continually motivate students; internet access should be addressed.

Keywords: E-Learning, VLE, Usability, Blended Learning, Descriptive Research.

USING MCDM FOR SUGARCANE SEED SELECTION IN THAILAND

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ABSTRACT

Sugarcane is an economic crop which is a raw material for producing sugar. In the case of Thailand, the domestic demand for sugar is high as it also is internationally. In order to support both consumers, the number of sugarcane product should be high enough. Hence, growing processes become a significant issue. How the farmer will increase the number of sugarcane product? Mostly, farmers are interested in finding the seed which offer the high amount of commercial cane sugar (CCS) or high production per rai. Apart from seed selection there are other factors to be considered in growing processes such as soil texture, weight yields, etc. It is difficult for the farmer to evaluate the priority of factors to increase the yield from sugarcane product. The seed selection should be considered based on these factors. The purpose of this paper is to illustrate a decision-making method which assists in seed selection. All factors for growing processes including spatial data are investigated. These factors are input data for Multi-Criteria Decision Making (MCDM) methods. Then the result is shown for the appropriate seed for a particular area. Therefore, using these methods may produce higher sugarcane production in harvest season.

Keywords: MCDM, Sugarcane, Seed Selection.

PERFORMANCE OF DIFFERENT VEGETABLE OIL- DIESEL BLENDS USED IN A SINGLE CYLINDER DIESEL ENGINE

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ABSTRACT

The continued depletion of fossil fuels, due to the ever-increasing demand for energy in the face of a growing global population, presses the need to come up with alternative fuel sources. The non-renewability of fossil fuels has led to a constant increase in price, and this, coupled by the knowledge that these fuels cause harmful emissions on the environment, has prompted many countries to provide funding for the research and development of viable alternative energy sources. Findings have shown that vegetable oils can be produced on a larger scale to be used in biodiesel, and doing so may generate livelihood and help stimulate the economy.

This study aims to contribute technical information on the performance of vegetable oil-neat diesel fuel blends (using jatropha, corn, and palm oils) in a diesel engine. Testing was done using a single cylinder, vertical type, four-stroke cycle, naturally aspirated diesel engine genset with 6.3 kW rated power, and a direct injection system. Engines of this capacity would be used to generate emergency power for small to medium size households and shops, for camping, irrigation pumps, and other agricultural machinery. Different blends (5%, 10%, 15% & 20%) of vegetable oils with neat diesel were used at varying engine speeds (3000 rpm, 3300 rpm & 3600 rpm) and loads (100% & 50%). Specific fuel consumption, efficiency and maximum power output were measured and compared.

This study showed that the blends up to 20% by volume of refined corn oil (RCO), refined palm oil (RPO), jathropa filtered oil (JFO), and jatropha methyl ester (JME) with neat diesel fuel can be used in a small single-cylinder diesel engine genset. Fuel consumption (SFC) of the various vegetable oil blends differed by -11% to +15% relative to diesel fuel. RPO and JFO blends tended to have lower SFC than neat diesel up to 11%. SFC of RCO and JME blends were close to or higher than that of neat diesel up to 15%. Fuel conversion efficiency of the various vegetable oil blends differed by -12% to +15% relative to diesel fuel. RCO and JME blends tended to have lower efficiency than neat diesel up to 12%. Efficiencies of RPO and JFO blends were close to or higher than that of neat diesel up to 15%. Power output of the various vegetable oil blends differed by -8% to +6% relative to diesel fuel. RPO and JME blends tended to have lower power output than neat diesel up to 8%. Power output of RCO and JFO blends were close to or higher than that of neat diesel up to 6%. The higher thermal efficiency of the vegetable oil- diesel blends may be due to their lower heating value than and comparable power output to neat diesel for the same load. 15% of RPO-diesel blend was best SFC of all test fuels at 3000 rpm while 10% of JFO-diesel blend was best power output of all test fuels at 3000 rpm.

It is the hope that with information generated from this study, the use of biofuels would gain more ground in the country.

Keywords: Jatropha Oil, Corn Oil, Palm Oil, Neat Diesel Fuel, Blends, Engine Performance.

STUDY OF THE PERFORMANCE OF XBEE MODULES' COMMUNICATION IN CLEAR LINE OF SIGHT WITH DIFFERENT MOUNTING ELEVATIONS IN VIRAL ADVERTISEMENT SYSTEM

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ABSTRACT

This paper presents a study on the effect of distance between XBee modules to the signal strength and data packet size for three different mounting elevations. The study has been conducted by using two units of XBee modules which each represents a receiver and a transmitter. The transmitter is mounted in three different elevations which are 0.5, 1.5 and 2.5 meter from the ground while the receiver is fixed at the same elevation. When the transmitter continuously transmits the wireless signal carrying its particular address, the receiver will detect the signal address once the range of communication of both receiver and transmitter intersects. The results obtained are the signal strength, in percentage, and data size, in byte, with respect to the distance between receiver and transmitter for different mounting elevations of transmitter. These data are then converted into graph that illustrates the signal strength-distance and data packet size-distance characteristics for each mounting elevation. Finally, the best mounting elevation is to be identified based on the result obtained.

Keywords: XBee, Signal Strength, Data Packet.

ANALYSIS OF ENERGY DETECTION OVER CASCADED NAKAGAMI-M FADING CHANNELS

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ABSTRACT

In this paper, the problem of spectrum sensing using energy detection over cascaded Nakagami-m fading channels was addressed where all terminals are considered as vehicles. Closed-form expressions of detection probability were derived based on probability density function method. The validity of theoretical analyses was shown by comparing numerical results with Monte-Carlo simulations. The results indicate that the detection performance for cascaded Nakagami-m fading is even worse than the conventional Nakagami fading, which can be improved by diversity.

Keywords: Spectrum Sensing, Energy Detection, Cascaded Nakagami-M Fading, Probability Density Function.

FUTURE EVENTS

**INTERNATIONAL CONFERENCE ON
“Innovative Trends in Multidisciplinary Academic
Research” ITMAR-2014**



Date: October 20-21, 2014

Venue: Hotel Novotel, Istanbul, Turkey

Medium of Conference: English/Turkish

Conference Email: itmar2014@globalilluminators.org

Abstract Submission Date: September 15, 2014

Full Paper Submission: October 10, 2014.

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

Conference Main Tracks

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

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INTERNATIONAL CONFERENCE ON “Emerging Trends In Academic Research” ETAR -2014



Date: November 25-26, 2014

Venue: Pan Pacific Nirwana Bali Resort, Bali Indonesia

Conference Email: etar2014@globalilluminators.org

Abstract Submission Date: October 10, 2014

Full Paper Submission Date: November 10, 2014

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

Conference Main Tracks

- Business, Management and Economics Studies
- Health and Medicine Studies
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**2nd INTERNATIONAL CONFERENCE ON
“Innovation Challenges In Multidisciplinary Research &
Practice” (ICMRP-2014)**



Date: December 17-18, 2014

Venue: Pearl International Hotel Kuala Lumpur Malaysia

Conference Email: icmrp2014@globalilluminators.org

Abstract Submission Date: November 20, 2014

Full Paper Submission Date: December 05, 2014

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

Conference Main Tracks

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

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INTERNATIONAL CONFERENCE ON
“Global Issues in Multidisciplinary Academic Research”
(GIMAR- 2015)”



Date: January 05-06, 2015

Venue: Hotel Novotel Dubai, UAE

Conference Email: gimar2015@globalilluminators.org

Abstract Submission Date: December 10, 2014

Full Paper Submission Date: December 25, 2014.

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

Conference Main Tracks

- Business, Management and Economics Studies
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- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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INTERNATIONAL CONFERENCE ON
“Multidisciplinary Innovation in Business Engineering
Science & Technology” (MI-BEST- 2015)”



Date: February 25-26, 2015

Venue: Century Park Hotel Manila, Philippine.

Conference Email: mibest2015@globalilluminators.org

Abstract Submission Date: January 10, 2015

Full Paper Submission Date: January 25, 2015.

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

Conference Main Tracks

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

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2nd INTERNATIONAL CONFERENCE ON
“Trends in Multidisciplinary Business and Economic
Research” (TMBER- 2015)”



Date: March 25-26, 2015

Venue: Holiday Inn Bangkok Silom, Thailand.

Conference Email: tmber2015@globalilluminators.org

Abstract Submission Date: February 10, 2015

Full Paper Submission Date: February 25, 2015.

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

Conference Main Tracks

- Business, Management and Economics Studies
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- Engineering & Technology Studies
- Social Science & Humanities
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- Regional and Religious Studies
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2nd INTERNATIONAL CONFERENCE ON
“Global Trends in Academic Research”
(GTAR- 2015)”



Date: April 20-21, 2015

Venue: Telkom University Bandung, Indonesia.

Conference Email: gtar2015@globalilluminators.org

Abstract Submission Date: February 10, 2015

Full Paper Submission Date: February 25, 2015.

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

Conference Main Tracks

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- Health and Medicine Studies
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INTERNATIONAL CONFERENCE ON
“New Directions in Multidisciplinary Research & Practice”
(NDMRP- 2015)”



Date: May 12-13, 2015

Venue: Hotel Novotel Istanbul, Turkey.

Conference Email: ndmrp2015@globalilluminators.org

Abstract Submission Date: February 10, 2015

Full Paper Submission Date: February 25, 2015.

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

Conference Main Tracks

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

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2nd INTERNATIONAL CONFERENCE ON

**“Multidisciplinary Innovation for Sustainability and Growth”
(MISG- 2015)”**



Date: June 20-21, 2015

Venue: Pearl International Hotel Kuala Lumpur Malaysia.

Conference Email: misg2015@globalilluminators.org

Abstract Submission Date: February 10, 2015

Full Paper Submission Date: February 25, 2015.

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

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
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