



TMBER 2018
Conference Proceeding
Book of Papers

5th Trends In Multidisciplinary Business and Economic Research

Editor:

Dr Ahmad Saddam Ph.D., Country Director (Global Illuminators Iraq)

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A.Saddam

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Conference Chair Message

Farooq Ahmed Jam (PhD)

5th International Conference on “Trends In Multidisciplinary Business, and Economic Research” (TMBER-2018) serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face and interact with other renowned scholars for possible future collaborations.

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

A very special thanks to the great scholars for being here with us as key note speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. 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.

Type of TMBER Papers

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

Reviewing Criteria

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

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

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

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

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

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

Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
23	14	3	6	60.0%

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Acknowledgment

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

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

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

TMBER 2018 Keynote Speakers

Dr. Bishnu Prasad Gautam

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

TMBER 2018Track's Chairs

Business, Management and Economics Studies

Bishnu Prasad Gautam & Keith Akiva Lehrer

Social Sciences & Humanities

Hema Soondram & Muruganatham Ganesan

Engineering & Technology Studies

Esat Hasani & Ilir Kraja

TMBER 2018 Workshop

“How to Improve the Quality of a Research Article and Get it Published in Scopus/Isi Indexed Journals”

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

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

Best Paper Nominee List

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

Buthina Alobidyeen^{1}, Hefin Rowlands², Brychan Thomas³, Dr. Caryn Cook⁴*
^{1,2,3,4} University of South Wales, UK

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

Shih-Ting Yu^{1}, Chih-Ping Chen*
^{1,2} Yuan Ze University, Taoyuan, Taiwan

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

Diane Masuo^{1}, Michael Cheang²*
University of Hawai’i at Mānoa, Honolulu, U.S.A

Hybrid PCM and Transparent Solar Cells in Zero Energy Buildings

Akram W. Ezzat¹, Ihab A. Wahb², Zainab A. Wahbi³
¹University of Baghdad, Baghdad – Iraq
^{2,3} Jordanian University, Amman – Jordan

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

Cha Mi-Youn

Uiduk University, South Korea

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

Bishnu Prasad Gautam¹, Bhagawan Rokaha², Krishna P. Bhattarai³

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

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

Marrria Hassan¹, Syed Muhammad Javed Iqbal²

Islamia University Bahawalpur, Pakistan

TMBER 2018 Best Paper Award Winner

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

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

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

List of TMBER 2018 Academic Papers

1. Business Management & Economic Studies

ID: GISSPBM-18-107

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

Yi-Yin Lin^{1}, Chih-Ping Chen²*

^{1,2} Yuan Ze University, Taiwan

ID: GISSPBM-18-108

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

Shih-Ting Yu^{1*}, Chih-Ping Chen²

^{1,2} Yuan Ze University, Taiwan

ID: GISSPBM-18-112

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

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

^{1,2} University of San Diego, USA

ID: TMBER-18-107

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

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

University of South Wales, UK

ID: TMBER-18-115

The Effect of Corporate Taxes on FDI in Africa Saratchanut Boonvut

Sumboo, K¹, Soondram, H^{2*}, Jugurnath B³

^{1,2,3} University of Mauritius, Mauritius

2. Social Sciences & Humanities

ID: GISSPBM-18-116

Enhancing Student Learning Experience in Blended Classroom Teaching

Y. Lakshmi Malroutu

California State University, Sacramento, USA

ID: GISSPBM-18-117

Disconnect between Parents's Values for Saving and Actual Savings Behavior: Impact on Children's Education and Financial Decision making

Diane Masuo^{1*}, Michael Cheang²

^{1,2} University of Hawaii at Manoa, Honolulu, Hawaii, USA

ID: TMBER-18-120

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

Cha Mi-Youn*

Uiduk University, South Korea

3. Engineering & Technology Studies

ID: TMBER-18-118

Hybrid PCM and Transparent Solar Cells in Zero Energy Buildings

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

Jordanian University, Jordan

ID: TMBER-18-122

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

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

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

ID: TMBER-18-125

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

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

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

ID: TMBER-18-133

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

Bishnu Prasad Gautam^{1*}, Sujata Giri², Hiroyasu Asami³

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

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