MTAR 2017
Conference Proceeding
Book of Papers

4th Multidisciplinary Trends In Academic Research

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


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

Farooq Ahmed Jam (Ph.D.)

4th International Conference on “Multidisciplinary Trends In Academic Research” (MTAR-2017) serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face and interact with other renowned scholars for possible future collaborations.

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

A very special thanks to the great scholars for being here 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 MTAR Papers

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

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

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

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

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

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

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

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Acknowledgment

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

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

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MTAR 2017 Keynote Speakers

Muhammad Abbas (Ph.D.)

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

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

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

Dr. Hening Widi Oetomo

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

Dr. Renan P. Limjuco

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

Currently, he is the Director of Research, Publication, and Innovation Center (RPIC) of the University of the Immaculate Conception (UIC), Davao City, Philippines and also the Chair of the UIC Research Ethics Committee (REC). He is the former Chair of the Research Committees of Davao Colleges and Universities Network, Inc. (DACUN) for Academic Years 2013-2015. He
is also an active member of Region XI Regional Health Research and Development Consortium (RHRDC) Research Information and Utilization Committee (RIUC). In 2014, he worked as the Research Project Leader for Davao Association of Catholic Schools (DACS) collaboration with the Department of Education Region XI (DepEd XI) titled Readiness on K to 12: Basis for the Development of a Strategic Plan for the Implementers and other Stakeholders in Region XI. He has been a committed researcher, research journal editor, and speaker/lecturer consistently being invited by several universities and colleges in southern part of the Philippines. He is an active member of Global Illuminators family and playing a vital role in research community development across the globe.
MTAR 2017 Track’s Chairs

**Business Management and Economic Studies**
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**Social Science & Humanities**
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**Health and Medicine Studies**
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TMBER 2016 Panels

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

Trainer: Dr. Muhammad Abbas

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

MTAR 2017 Best Paper Nominees

Impact Assessment on Rice Research Funding using the Structural Equation Modeling Technique
Sasarose Jaiji¹*, Naraphorn Paoprasert², Juta Pichitlamken⁴
Kasetsart University, Thailand

Customer Satisfaction: Antecedents And Effect Towards Customer Loyalty At Retail Industry In Surabaya, East Java, Indonesia
J.E. Sutanto¹*, Hatane Samuel²
1Universitas Ciputra, Surabaya, Indonesia
2 Petra Christian University, Surabaya, Indonesia

The Use of the Lecture Method in Teaching English at University: Implications for Teaching and Learning
Khalid Abdulbaki
Gulf College, Oman

Antibiotic Resistance Profile Of Gram Negative Bacilli Isolated From Ants In Selected Level 1 Hospitals In Davao City
Anna-Lee B. Bandoy
University of the Immaculate Conception, Philippines
MTAR 2017 Best Paper Award Winners

MTAR 2017 Best Paper Award Winner

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

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