

5th International Conference on "GLOBAL TRENDS IN ACADEMIC RESEARCH" (GTAR-2018)

5th International Conference On
Global Trends
In Academic Research

GTAR 2018 GTAR 2018 GTAR 2018

Barcelona, Spain
April 21-22, 2018.

Organized by:



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Researching and Developing for Humanity

5th International Conference on “Global Trends In Academic
Research”(GTAR- April, 21-22, 2018)
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GTAR 2018

Conference Proceeding

Book of Abstracts

**5th International Conference on
“Global Trends In Academic Research” (GTAR - 2018)”**

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Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

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On Chee Hoong

Manager Operations (Global Illuminators)

Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



5th International Conference on “Global Trends In Academic Research” (GTAR - 2018) serves as a platform that aims at helping 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 interacting with other renowned scholars for possible future collaborations.

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

A very special thanks to the great scholars for being here with us as 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 to this society.

Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step to the betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

Type of GTAR Papers

For this year, GTAR has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researchers and are reviewed on the basis of highest academic standards. The objective of the Empirical studies is to contribute to the scientific body of knowledge. On the contrary, Insight papers meet the needs of policymakers and professionals and are reviewed on the basis of high practical standards. The objective of the Insight is to identify the real-world problems and how they can be solved with the help of information systems.

Reviewing Criteria

In GTAR, all papers are judged on the same criteria (relevance, significance, originality, validity, and clarity). However, some criteria differ between the Empirical papers and the Insight papers.

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

Significance: Knowledge in different researches in the conference is related to empirical 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, and 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
56	28	10	18	50%

Copyright Agreement

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Acknowledgment

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

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.),
Muhammad Abbas
Program Chair & Co-Chairs

INTERNATIONAL SCIENTIFIC REVIEW COMMITTEE GTAR-2018

BUSINESS, MANAGEMENT AND ECONOMIC STUDIES

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KEYNOTE SPEAKER

Dr. Indrawati



Indrawati was born in Indonesia and received her Ph.D. in Faculty of Management, Multimedia University (MMU) Malaysia. Indrawati's research interests include Adoption of Services based on Technology, Innovation, New Product Acceptance, E-commerce, Smart City and Green City. She has published more than hundreds articles in newspaper, magazines, national (in Indonesia) and international proceedings and journals, as well as book chapters and books. Several of her articles have got awards in several events, such as: the eight best articles on the 4th International Conference on E-Commerce with Focus on Developing Countries (ECDC), Kuala Lumpur Malaysia on 3-4 November 2009, the best paper on Smart Collaborations for Business in Technology and Information Industries (SCBTII) Conference, Bandung Indonesia August 15th -16th 2016, and the best paper on International Seminar and Conference on Learning Organization (ISCLO) 2016, Bandung Indonesia, October 26th 2016

GTAR 2018 Tracks’ Chairs

Business, Management and Economics Studies

Amal Rateb & Indrawati

Social Sciences and Humanities

Lynn Van der Wagen & Manal Mohd. Mostafa Elammawy

Engineering and Technology Studies

Tariq Iqbal Khan & Xiuli Chao

GTAR 2018 Research Workshop

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

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

In this workshop, we will discuss how to improve the quality of a research article and get it published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop, trainer will shed light on how to identify a hot research topic, how to find a research gap, importance of a catchy Research Paper Title, what reviewers are looking for in a research article, what editors are expecting from the authors, major reasons of article rejection in good journals, steps and tips to improve article's 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

Democracy in the Teaching Pedagogies in the Arab Region after 2011

El Hadj Moussa BenMoussa^{1}, Dr. Dave Burnapp², Prof Janet Wilson³, Dr. David Simmons⁴*

^{1,2,3,4} The University of Northampton, United Kingdom

Social Media and Arabic: Code-Switching amongst Algerian Students Living in the UK

Linda Merzougui^{}*

West of Scotland University, UK

Measuring Smart Security and Safety Level: A Case Study in Bandung Indonesia

Indrawati^{1}, Tania Dayarani², Husni Amani³*

^{1,2,3} Telkom University of Indonesia, Indonesia

Indicators to Measure a Smart Water Concept: An Indonesian Perspective

Indrawati^{1}, Harahap, Toni Parlagutan², Amani, Husni³*

^{1,2,3} Telkom University of Indonesia, Indonesia

GTAR 2018 Best Paper Award Winner

Democracy in the Teaching Pedagogies in the Arab Region after 2011

El Hadj Moussa BenMoussa^{1}, Dr. Dave Burnapp², Prof
Janet Wilson³, Dr. David Simmons⁴*

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Director Policy & Research (Global Illuminators)

Editor

Dr. Ahmad Saddam (Ph.D.)

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CONFERENCE PROGRAM

DAY 01 Saturday (April 21, 2018)

Welcome Reception & Registration

8:15 am – 08:45 am

Opening Ceremony (08:45 am – 09:45 am)

Venue: Room 1

08:45 am – 08:55 am	Welcome Remarks – Ms. Leen	Conference Coordinator
08:55 am – 09:05 am	Opening Speech – Dr. Tariq Iqbal Khan (Ph.D.)	Director Global Operations Global Illuminators Conference Co- Chair
09:05 am – 09:20 am	Keynote Speech- Dr. Indrawati	Telkom University of Indonesia, Indonesia
09:20 am – 09:45 am	Group Photo & Award Ceremony	

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

DAY 01 Saturday (April 21, 2018)

Session 1 (10:00 am – 12:00 pm)

Venue: Room 1

Session Chairs: Lynn Van der Wagen & Manal Mohd. Mostafa Elammawy

Track A: Social Sciences and Humanities

GTAR-18-113	Democracy in the Teaching Pedagogies in the Arab Region After 2011	El Hadj Moussa BenMoussa
GTAR-18-114	Social Media And Arabic: Code-Switching Amongst Algerian Students Living in the UK	Linda Merzougui
GTAR-18-134	Measuring Smart Security and Safety Level: A Case Study In Bandung Indonesia	Indrawati,
DMER-18-108	Patterns of End-of-Life Health Care Expenditures For The Hungarian Elderly	Koczor Keul Melinda
DMER-18-117	Tweetology: Ideological Discourse Analysis of the Tweets of the Key Twitter Users Politicians of India with Special Reference to Shashi Tharoor and Subramanian Swamy	Kuldeep Siwach
04-GHSM-111	Social Networking Sites Usage and its Impact on Competitive Intelligence	Adel AL-Hashem
BMCR-APR-102	Sustainable Regional Economic Development in West Africa: Imperative of an ECOWAS Super Highway	Henry Itotenaan Ogiri
04-GHSM-102	The Global Lifestyle: A Critical Reading of the Postmodern Features of the Internet	Mahdi Shafieyan

DAY 01 Saturday (April 21, 2018)

Session 2 (12:00 pm – 01:00 pm)

Venue: Room 1

Session Chairs: Amal Rateb & Indrawati

Track B: Business, Management and Economic Studies

GTAR-18-162	Good Corporate Governance towards Employees’ Performance at Indonesian Energy Company	Mahir Pradana
DMER-18-116	Digital Leadership in Health Care: An Enabling Leadership to Support Health Care Transformation	Mohan Tanniru
DMER-18-115	Aesthetics, Protection or Price? Analysis of Customer Behavior and Safety Gear Purchases among Motorcyclists in Israel	Elad Harison
04-GHSM-104	Evaluation of Retail Customer`S Behaviour and its Influence on Credit Risk of Bank by Artificial Neural Network Model (ANN)	Majid Lotfi Ghahroud

Lunch Break (01:00 pm – 02:00 pm)

DAY 01 Saturday (April 21, 2018)

Workshop Session (02:00 pm – 03:15 pm)

Work Shop on

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

Tariner	Dr. Tariq Iqbal Khan (Ph.D.)
Participants	All Participants

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

Tea Break (03:15 pm – 03:30 pm)

DAY 01 Saturday (April 21, 2018)

Session 3 (03:30 pm – 05:00 pm)

Venue: Room 1

Session Chairs: Tariq Iqbal Khan & Xiuli Chao

Track C: Engineering, Technology and Physical Studies

GTAR-18-112	Developing Allometric Equations for More Accurate Above-Ground Biomass in Secondary Evergreen Forests, Thailand	Titinan Pothong
04-RFAS-101	Design of Compact Dual band-notched UWB Antenna with Slots Loaded for Wireless Systems	Haitham Alsaif
GTAR-18-126	Information resources of soil nanoparticles chemistry	Panova Elena
GTAR-18-150	Sustainable Cities and Green Infrastructure	Gültürk Pınar
GTAR-18-146	Indicators to Measure a Smart Water Concept: An Indonesian Perspective	Indrawati
GTAR-18-149	Design in Urban Space in Terms of Climate; Bioclimatic Comfort	Gültürk Pınar
GTAR-18-161	Interactive Planning Process for Construction Projects	Jaehyun Choi

Closing Ceremony: (05:00pm to 05:30pm)

LIST OF CONFERENCE ATTEDEES

The following scholars/practitioners/educationists don’t have any paper presentations; however they will be attending the conference as delegates and observers.

ID	Name	Affiliation	Country
DMER-18-110	Myeong Hyeon Cho	Korea University Business School	South Korea
DMER-18-112	Xiuli Chao	University of Michigan	USA
GTAR-18-137	Dr. Amal Rateb	King Saud Bin Abdul Aziz for Health Sciences	Saudi Arabia
GTAR-18-138	Manal Mohd. Mostafa Elammawy	King Saud Bin Abdul Aziz for Health Sciences	Saudi Arabia
GTAR-18-139	Dr. Azza Algendy	King Saud Bin Abdul Aziz for Health Sciences	Saudi Arabia
GTAR-18-123	Dr Lynn Van der Wagen	TAFE NSW	Australia
BMCR-APR-109A	Augustar Omoze Ehigialua	University of Winchester	United Kingdom

DAY 02 Sunday, (April 22, 2018)

“CITY TOUR”

Gathering of Participants at the Lobby of Novotel Barcelona Sant Joan
Despi, Spain at 1:00 pm

Departure: 1:30 pm for City Tour

End of City Tour at 7:00 pm

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TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES



Good Corporate Governance towards Employees' Performance at Indonesian Energy Company

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Rizqi Khairunnisa⁴**

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Abstract

Good Corporate Governance is a key component in achieving the company's mission and strategy effectively in creating a working environment conducive to improving employees' performance. Currently, PT Bukit Asam (Persero) Tbk is still ranked 16th out of 50 companies implementing GCG. This is due to the lack of GCG sustainability of the company. This study aims to identify the influence of Good Corporate Governance on Employees' Performance at PT Bukit Asam (Persero) Tbk Tanjung Enim. The method used in this research is descriptive and causality. By using Probability sampling technique, the sample in this research is 96 respondents from 2,400 employees in PT Bukit Asam (Persero) Tbk Tanjung Enim. The result of descriptive analysis shows Good Corporate Governance is categorized as excellent and employees' performance is included in good category. The influence of Good Corporate Governance on Employees' Performance at PT Bukit Asam Tanjung Enim is still very small, while it is the contribution of other variables that are not examined in this research. Based on the results of research, it was suggested that PT Bukit Asam Tanjung Enim socialization related how the regulations that must be obeyed by all organs in the company, providing socialization about the absence of fraud in any case. In addition, companies need to provide training so that all organs in the company can complete all responsibilities in accordance with the time specified. To improve the understanding of Good Corporate Governance among all employees, the company needs to provide socialization and education about how important the implementation of Good Corporate Governance is in the company.

Keywords: Good Corporate Governance, Employees' Performance, Business Ethics, Management Performance, Business Administration

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Evaluation of retail Customer`s behavior and its influence on credit risk of bank by Artificial Neural Network Model (ANN)

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Abstract

The recent financial crisis shows credit risk is one of the most important problems of banks and financial institutions. Credit risk of retail customers is the main section of credit risk. In this research, we gather information of retail customers who have received different types of loans and their debts paid or not in Bank Mellat (one of the biggest banks in Iran). Our statistical sample was chosen from each branch of the bank which is classified as a separate category and from each category. Customers of branches were selected using simple random method. Number of credit retail customers has been selected from the years 2010 to 2016, making up to 320 customers (All kinds of retail customers consist of special customers and usual customers) and for analyzing information, both logit and neural network models were applied. In this research, we study the effect of financial situation, past performance (background), education of retail customer, and condition of the industry (in which the applicant of loan operates) on credit risk of financial institutions and banks. The survey results show the better the financial position, background, and level of education of retail customers, the lower the default and so the credit risk. Also, lots of default in agricultural section loan show that banks and financial institutions must define contract with higher interest rate or more collateral.

Keywords: Credit Risk, Artificial Neural Network, Retail Customers, Behavioral Finance

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Aesthetics, Protection or Price? Analysis of Customer Behavior and Safety Gear Purchases among Motorcyclists in Israel

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Abstract

The number of motorcyclists in Israel is estimated by approx. 130,000 vehicles, most of them are used by one person. The number of motorcycles in Israel consists of 4% of all the vehicles in the country, and has not changed since the 1990s. The motorization level in the nation is 15 motorcycles to 1000 persons, which is considerably low in comparison to other countries. For example, the U.S. average is 26 motorcycles to 1000 persons, in the U.K. is it 26 motorcycles to 1000 persons and in Australia and Nigeria the ratio is 34 motorcycles to 1000 persons. The scope of research literature on the customer behavior of motorcyclists is relatively limited. In particular, only few studies were conducted to assess the behavior and attitudes of motorcyclists to the risks involved in using their vehicles, despite their lower degree of safety in comparison to the use of other forms of transportation. Our research examined the customer behavior of motorcyclists in Israel regarding the purchase of protective accessories and safety gear, particularly in light of the risks that the traffic of heavier vehicles in comparison to the small share of motorcycles in it imposes. The study is based on a survey that was distributed to motorcyclists via clubs, groups and to members of online communities of motorcyclists. Analysis of the questionnaire examined the effects of age, gender, relationship status, partner's risk perception of motorcycles, among others, on both the risk perception of motorcyclists and on their purchase decisions of safety gear. The results indicate that more than half of the respondents perceive their vehicles as dangerous and vulnerable to ride. Interestingly, however, the relatively high degree of risk perception and risk awareness identified among Israeli motorcyclists does not dramatically affect their purchase decisions of safety gear, and a large share of the respondents do not purchase safety additional gear beyond the minimal protection required by law. Additionally, the study also identifies significant differences in purchase decisions of safety gear due to gender, age and the risk perception of motorcycle riding by partners.

To be Continued....



To be Continued....

The paper concludes with policy implications that are based on our findings. We conclude that the prices of safety gear imported to Israel are relatively high due to taxes and thereby taxes should be reduced to increase price-driven demand and access of motorcyclists with low-income levels to a better safety gear. Further, the paper presents a cost-sharing mechanism between the state and insurance companies that aims at further reducing the prices of safety gear by saving the medical expenses that result from severe motorcycle accidents in the long-run. Further, the study indicates the need for further training and instruction of particular groups within the population of motorcyclists in Israel regarding the importance of purchasing and using safety gear beyond the items required by law.

Keywords: Customer Behavior, Aesthetics, Israel, Price

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Digital Leadership in Health Care: An Enabling Leadership to Support Health Care Transformation

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Abstract

Business transformations enabled by the need to create value to customers through services have started to influence health care organizations, both inside and outside the hospital walls. Digital leadership, an enabling leadership that develops digital “services” to address patient needs, has to focus on not only innovation of care staff to improve hospital operations but also engagement of patients post-discharge. This paper will summarize the role health care organizations can play in patient engagement using a number of digital services.

Keywords: Health Care, Business Services, Digital Leadership, Continuity of Care, Engagement Services, Health IT

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TRACK B: SOCIAL SCIENCES & HUMANITIES



Sustainable Regional Economic Development in West Africa: Imperative of an ECOWAS Super Highway

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Abstract

Over the last four decades, countries in West Africa sub-region have continued to search for an economic integration model through which its socio-economic prosperity will be enhanced. However, despite of numerous sub-regional summits, little has been achieved to date in terms of sustainable economic development, thus securing an almost permanent seat for the region as one of the world poorest. While regional integration is increasingly being accepted as essential in facilitating socio-economic growth, various accounts from the extant literature indicate that the lack of political will by ECOWAS leaders, among other concomitant factors, has led to the region's inability to drive home the lofty ideas as contained in its numerous protocols. This paper examines the critical factors that have hampered socio-economic growth in the West Africa sub-region and highlights the imperative of an ECOWAS Super Highway as a driving force for the rapid transformation of a region so rich in human and material resources, yet is nested in a web of abject poverty. The study adopts survey method for its data collection. Data were collected by means of self-designed questionnaire designed on a 5-point Likert scale. The SPSS data software was used in the empirical analysis. Three main hypotheses were formulated and tested for this study. Results from this study indicate a strong association between a super Highway and improve economic integration in the ECOWAS sub-region. Our study further reveals that a Super Highway will serve to promote political stability within the ECOWAS sub-region, although not to a significant extent. Our findings also show that the challenge of language will be highly mitigated if an ECOWAS Super Highway is in place as this will aid in bridging the cultural divide that has existed between its Anglo-phone and Franco-Phone member-states. As a policy-driven research, this study has implications for theory and practice. The study makes original contribution to knowledge as the empirical literature is enriched. Furthermore, the study provides a platform that brings the ECOWAS Super Highway conundrum to both regional and International conversations.

To be Continued.....



To be Continued.....

Finally, the paper provides an opportunity for further research to assist regional policy formulation particularly as it affects cross-border transportation system within the ECOWAS sub-region.

Keywords: Sustainable Development; West Africa Sub-Region; Economic Integration; ECOWAS; Super Highway; Cross-Border Transportation System

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Democracy in the Teaching Pedagogies in the Arab Region after 2011

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Abstract

In 2011, the Arab region witnessed one of the most influential popular revolutions that have shaped the area on a multiplicity of levels up (map, ideologies, social life, and so on). It is interesting to consider, here, education as a separate field and the consequences of the Arab Spring and the democratic waves on it. It is true that many of the political regimes have been replaced. However, we need an answer to the following question: have the established new governments left opportunity for democracy implantation in education in the Arab region? To answer this question, I will analyse the textbooks of the module of the history of the third year secondary school level that belongs to both pre- and post-Arab Spring periods in the following countries: Tunisia, Libya, and Egypt, applying the content analysis approach. This study aims to contribute particularly to our understanding of the concept of democracy in education after the Arab Spring. The current study may end up by finding that the spirit of the newly modified pedagogies has not marked a considerable difference from the old ones. Therefore, it could conclude by assuming that decision-makers still dominate and direct the work of syllabus designers according to their ideologies.

Keywords: Teaching Pedagogies, Democracy, The Arab Region, The Arab Spring, Pre- And Post-Arab Spring Pedagogies

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Social Media and Arabic: Code-Switching Amongst Algerian Students Living in the UK

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Abstract

This paper explores the concept of individual identity construction and code-switching amongst Algerian students living in the UK. By adopting social media as the main context because although code-switching tends to only occur in spoken language, social media use tends to have moved into informal language use similar to that of the spoken rather than the written form. The interest and rationale lie in understanding the evolvement and the globalisation of language through immigration and also access to global communication media. In this respect, a triangulation approach to research is followed to capture the data required. In parallel, an interpretivist approach is used to explore the type and prevalence of English language code-switching that occurs through social media interactions amongst a group of Algerian students. Moreover, a sample size of 15 participants was recruited to send their posts, tweets, and conversations over the course of three-month period. At the outset of the research, each participant will complete a detailed questionnaire to provide a profile of individual identity, including gender which is then further explored in their subsequent use of code-switching if and where it occurs. Finally, a sample of code-switching users will be interviewed to explore perspectives on how and why this phenomenon is occurring, what purpose it serves, and to establish whether there is a link to identity and code-switching use. The outcomes are aimed at contributing to academic discussions on the evolvement of Arabic as a language, the link between gender and Arabic code-switching, and also the influences of social media on Arabic language use.

Keywords: Code-Switching, Arabic/English, Gender, Identity Construction, Social Media

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Measuring Smart Security and Safety Level: A Case Study in Bandung Indonesia

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Abstract

Nowadays, the development of technology is very fast and increasingly sophisticated; no doubt all the problems in a city can be solved quickly and well. Hence, facing a large urban population, the city must adopt a smart city concept that can help city residents improve their quality of life. Some of the cities in the world have applied the concept of smart city. One of the dimensions in smart city concept is smart security and safety. This study aims to know the indicators and index level of smart security and safety in Bandung city of Indonesia. This research explores the indicators and measures the index level of smart security and safety in Bandung. Ideas from 16 respondents, who are government, business players, experts, and customers of smart security & safety in Indonesia, are explored and confirmed. This study finds that there are 20 indicators to measure the index level of each variable to smart security and safety. The smart security and safety of Bandung City is 72% which is considered that the measured indicators are already good enough and satisfied, but there are some indicators that should be improved.

Keywords: Smart City, Bandung, Smart Surveillance, Smart Security and Safety, Quadruple Helix

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Patterns of End-of-Life Health Care Expenditures for the Hungarian Elderly

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Abstract

The end-of-life health care expenditures represent a topic of growing interest in academic circles. In case of the elderly, health costs are higher than in any other age group, as they are the ones who are usually the closest to death. So, the higher costs associated with death are mainly connected to them. The aim of this study is to expand our knowledge on the expenditures related to the end-of-life care given to elderly patients. In this paper, I analyzed the health care spending during the last year of life by the Hungarian elderly (aged 65+ years). The data used for the research were filtered from the database of the Hungarian National Health Insurance Fund. From the database, I obtained health insurance claim information during the year prior to death for all individuals (95.850 persons) who died in the fiscal year 2014 and were at least 65 years old. The main findings of this study are: (i) End-of-life health spending has shown a significant increase in the last months of life; (ii) In the last twelve months of life, health care expenditures show a significant decline between the age groups of the elderly; (iii) Men have higher health spending than women in the last 12 months of life.

Keywords: Aging, Health Expenditure, Elderly, Last Year Of Life, End-Of-Life Health Care Expenditures

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Tweetology: Ideological Discourse Analysis of The Tweets of the Key Twitter users, Politicians of India, with special reference to Shashi Tharoor and Subramanian Swamy

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Abstract

Since the advent of social networking sites, the communication patterns among people have radically transformed as people are seemingly more extrovert than earlier years of 21st century. The notion has been presumed that almost every member of a society seems concerned positively to certain political ideology and follows her/his ideal politician(s). Current research paper investigates the tweetology of the twitter's posts of two prominent politicians bearing the opposition parties in India to examine how ideologically conflicting ideas are interpreted and represented on micro-blogging site. Primarily aiming at investigating the hegemonic political discourse on Twitter among the Indian politicians, present study will critically analyze the tweets of Shashi Tharoor and Subramanian Swamy, contextual analysis of their tweets, self-expression, discursive usage patterns, and public discourse employing the formula of van Dijk's Ideological Square. Key concern of this study was to examine the ideological patterns of politicians which motivate them to pick out the subjects of constructing the discursive argument, and to calculate the spirit of democratic participation of people in the discourse which takes shape on micro-blogging site, Twitter. Textual analysis and discursive analysis practices will be employed to examine the issue of interest under the investigation with purposive sampling technique. Discursive practices and patterns in a discourse will be analyzed in the contexts of social practices and communicative events under the principle of Norman Fairclough.

Keywords: Twitter, Tweetology, Contextual-Analysis, Hegemony, Public-Discourse, Discursive Practices and Patterns

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Social Networking Sites Usage and its Impact on Competitive Intelligence

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Abstract

The purpose of this research paper is to investigate the social networking sites usage and its impact on competitive intelligence (competitor intelligence, marketing intelligence, strategic intelligence, and technological intelligence) in telecommunications sector in Jordan. A simple random sample of (67) employees from all managerial levels responded to the survey. The result of the study showed that social networking sites usage has a significant impact on competitive intelligence, in terms of competitor intelligence, marketing intelligence, strategic intelligence, and technological intelligence. The study recommended telecommunication sector companies should have understood the various diminutions of competitive intelligence that can be improved by social networking sites and have to take into account how to effectively train their staff to exploit and use the social networking sites as critical instruments for competitiveness.

Keywords: Competitive Intelligence, Social Networks

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The Global Lifestyle: A Critical Reading of the Post-modern Features of the Internet

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Abstract

For more than half a century, postmodernism has been the dominant approach to literature, philosophy, hermeneutics, or generally the humanities. In literary criticism, it gave birth to his children one after another, such as postcolonial studies, new historicism or cultural poetics, and the like. In other branches, such as biomedicine, or cyberculture theory that got along with computing studies, it posed concepts, such as posthuman, which borrows its “post-” not as a prefix meaning “after”, but from postmodernism with its connotations. The Internet, as one of the postmodern manifestations, seen positive or utopian by Sherry Turkle and David Bell, among others, could be regarded through another lens. To call it dystopian, in the sense that it is against the human identity from different perspectives, in essence, the present study is to show that what Jacques Derrida and his camp posed against modernism has entangled postmodernism, although mention should be made that this paper is not going to undermine or even underestimate the Internet’s blissful characteristics and its aids to the academia. In this study, the Internet’s features are counted one after another and are linked to the post-modern tenets the majority of which derive from Derrida; then, each is explained, and its possible problems are expounded. The findings confirm that if the Internet is assumed, not simply as a medium, but as a “text” to be read by the post-modern criteria, one can spot how it flies against the positive aspects it claims.

Keywords: The Internet, Postmodernism, Cyberculture, Critique

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TRACK C: ENGINEERING & TECHNOLOGY STUDIES



Indicators to Measure a Smart Water Concept: An Indonesian Perspective

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Abstract

Water is the most essential thing for human life. Limitations of suitable water source and excess water during floods should be managed wisely, especially in city where the population is very huge. Implementing smart water concept as a dimension of smart city, especially in Indonesia, is important because the urbanization rate of Indonesia is over the average of urbanisation in South-Eastern Asia and Asia. This paper is a working paper discussing the variables and indicators of a smart water coming from existing literature and ideas from 24 respondents who are governments, business players, experts of smart water, and customers in Indonesia. This study finds that there are six variables and 19 indicators to measure if a city has implemented a smart water concept. The variables and indicators should be tested in the further study before it is implemented through pilot test with sufficient numbers of respondents.

Keywords: Smart City, Smart Water, Urban, Quality Of Life, And Indonesia

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Interactive Planning Process for Construction Projects

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Abstract

IAP (Interactive Planning) is defined as an effort to integrate planning for a certain type of projects at the early stage of execution. When it comes to construction projects, various participants collaborate from the beginning of the project execution for the project success. Milestone activities by various trades need to be identified and logically sequenced for execution. This task becomes extremely challenging if the project becomes larger in size and more complex. This research involved the methodology to streamline the IAP process for industrial construction projects in order to verify essential requirements and extract action items in the IAP process.

Keywords: Construction Projects, Interactive Planning, Collaborative Process, Milestone Activities

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Design of Compact Dual band-notched UWB Antenna with Slots Loaded for Wireless Systems

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University of Hail, KSA

Abstract

This paper presents a compact double band-notched hexagonal ultra-wideband antenna with slot loaded. The notch bands cover entire WiMAX IEEE802.16 3.30–3.70 GHz and X-band downlink satellite systems (7.25–7.75 GHz). The monopole has a hexagonal shape and fed using coplanar waveguide technique (CPW) with a standard characteristic impedance of 50 ohms. The antenna is miniaturized with a total size of 23.5x24 mm² and printed on substrate material of rogers RT 5880Lz with relative permittivity of 1.9 and tangent loss of . It provides extreme wide bandwidth starting from 2.45 GHz to more than 11 GHz over which the monopole has high gain up to 6 dBi. The design has been investigated and optimized in terms of bandwidth, radiation pattern, and structure size.

Keywords: Compact, Monopole, Patch, UWB

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TRACK D: PHYSICAL LIFE AND APPLIED SCIENCES



Developing Allometric Equations for More Accurate Above-Ground Biomass in Secondary Evergreen Forests, Thailand

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Abstract

Forest areas being replaced by monocultures is a main driver of deforestation and forest degradation, and one of the reasons behind the recurring winter smog crisis in Thailand and around Southeast Asia. Accurate biomass estimation of trees is important to quantify valuable carbon stocks and changes to these stocks in case of land use change. But presently, Thailand lacks proper tools and optimal equations to quantify its valuable biomass and carbon stocks, especially for secondary hill evergreen forests, including fallow areas after shifting cultivation and smaller trees with a diameter at breast height (DBH) of less than 4.5 cm. Developing new allometric equations to estimate biomass is urgently needed to accurately estimate and manage carbon storage in tropical secondary forests. This study established new equations using a destructive method. Tree biomass was collected by harvesting 136 individual trees (including coppiced trees) from 23 species with a DBH ranging from 1 to 31 cm, and developed regression models to allow estimation of above-ground biomass. DBH, total tree height (H), and wood density (WD) were used as independent variables, while biomass was used as a dependent variable for creating allometric equations. Models were developed, showing that above-ground biomass was strongly related to DBH, H, and WD. Including WD in the model was found to improve the accuracy of the above-ground biomass estimation. This study provides insights for reforestation management, and developed models can be used to prepare baseline data for Thailand's carbon stocks for the REDD+ and carbon trading schemes.

Keywords: Allometric Equation, Biomass, Carbon Stock, Secondary Forest

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Information Resources of Soil Nanoparticles Chemistry

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Abstract

One of fundamental problems of soil science is studying the mobile migratory and capable forms of chemical elements. Colloidal particles (the size less than 1000 nanometers) play an important role by elements transport on a soil profile, can react with a mineral matrix and control availability of chemical elements. The most dangerous is transforming chemical compounds into mobile forms which migrate into soils, ground water, and involve into biocenoses. Modern methods of direct visual of nano-objects allow to distinguish particles up to 0.25 nanometers in size. But definition of its chemical composition causes difficulties: the probe burns them through; detection limits of chemical elements are near 0.01%; chemistry of one particle doesn't reflect chemical specifics of a sample. Mobile forms of elements are associated with the soil nano-fraction which form ion, molecular, and colloid systems. The NF is taken by water under special conditions and analyzed by the ICP MS. The detection limit is (soil/nano-fraction, ppm): U-0.01/0.00002; Ti-0.03/0.00006; Mo-1.0/0.0002; Cd-0.1/0.0006; Hg-0.005/0.0005; Te-1.0/0.002; Sb-0.1/0.0006; Bi-0.2/0.0001; As-0.6/0.001; Se-0.5/0.01; In-0.01/0.0002; Sc-0.1/0.0006; Au-0.002/0.0002; Ag-0.05/0.0001; Re-0.03/0.0001; Scientific basement for registration of ultra-low concentrations of chemical elements in soil; 2) agricultural model of metals colloidal transport in a soil; 3) method of exploration of toxicants' mobile forms in the environment; 4) to create new sorts of fertilizer based on the mobile forms of nutrients.

Keywords: Soil, Nanoparticles, Chemistry, Agriculture

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Design in Urban Space in Terms of Climate; Bioclimatic Comfort

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Abstract

Bioclimatic comfort is the study of the relationship between living beings and climate and the environment in which humans have the healthiest climatic conditions. The bioclimatic comfort plays an important role in land use decisions in urban areas. The most efficient models for planning and design and determination of suitable regions for human health can be determined by making detailed analyses on climate and evaluating these analyses with a measurable method. Thus, healthy environments can be created by providing the most accurate distribution of areas for people's accommodation, nutrition, recreation, and similar uses. In this research, the importance of bioclimatic comfort in urban design, the factors affecting bioclimatic comfort, and the necessary methods for creation of these spaces and the effects of plantation material on bioclimatic comfort in green space planning are explained. Thus, it has been aimed to encourage climate-friendly designs and to create spaces with more favorable climate characteristics in cities that have worsened living spaces due to increased industry and concrete.

Keywords: Urban Space, Bioclimatic Comfort, Landscape, Climate

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Sustainable Cities and Green Infrastructure

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Abstract

Urban green spaces create quality spaces for people. In order to create quality and sustainable places in the whole city, green infrastructure should be planned along with transportation and infrastructure systems. Cities are open to continuous development with dynamic structures. Urban systems are needed to organize urban life and to prevent irregular urban expansion. Green infrastructure is a system in which open and natural areas within the city are combined and contributed to the urban landscape as a system. In other words, it is a network of green spaces that provide nature, semi-natural areas, and ecosystem services that support human well-being and quality of life. Green infrastructure has multiple functions and benefits. These functions include; environmental (such as conserving biodiversity or adapting to climate change, etc.), social (water drainage or green areas, etc.), and economic sides (increasing employment and property prices, etc.). Surveys show that green infrastructure solutions are less expensive than gray infrastructure, while at the same time, providing a variety of benefits for local economies, social fabric, and the wider environment. In this study, the importance of green infrastructure has been demonstrated with examples of creating sustainable cities with high quality of life.

Keywords: Green Infrastructure, Sustainability, Green Areas, Urbanization

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FUTURE EVENTS

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- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

4th INTERNATIONAL CONFERENCE ON

“Multidisciplinary Innovation In Academic Research” (MIAR
- 2018)



Date: July 27-28, 2018

Venue: The Howard Plaza Hotel Taipei, Taiwan

Email: miar@globalilluminators.org

Abstract Submission Date: July 10, 2018

Full Paper Submission Date: July 15, 2018

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 Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

4th INTERNATIONAL CONFERENCE ON

“Multidisciplinary Academic Research and Global Innovation
” (MARGI - 2018)



Date: August 24-25, 2018

Venue: Kuntai Hotel Beijing China

Email: margi@globalilluminators.org

Abstract Submission Date: July 25, 2018

Full Paper Submission Date: July 30, 2018

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 Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

5th INTERNATIONAL CONFERENCE ON

“Multidisciplinary Trends In Academic Research”
(MTAR - 2018)



Date: September 27-28

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand

Email: mtar@globalilluminators.org

Abstract Submission Date: September 5, 2018

Full Paper Submission Date: September 10, 2018

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 Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

4th INTERNATIONAL CONFERENCE ON

“Research Challenges to Multidisciplinary Innovation”
(RCMI - 2018)



Date: October 5- 6, 2018

Venue: Hi Seoul Youth Hostel Seoul, South Korea

Email: rcmi@globalilluminators.org

Abstract Submission Date: September 20, 2018

Full Paper Submission Date: September 25, 2018

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 Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

5th INTERNATIONAL CONFERENCE ON

“Innovative Trends In Multidisciplinary Academic Research”
(ITMAR - 2018)



Date: October 19-20, 2018

Venue: Istanbul GONEN Hotel, Istanbul, Turkey

Email: itmar@globalilluminators.org

Abstract Submission Date: September 25, 2018

Full Paper Submission Date: October 10, 2018

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 Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

5th INTERNATIONAL CONFERENCE ON

“Emerging Trends In Academic Research” (ETAR – 2018)



Date: November 27-28, 2018

Venue: The Trans Resort Bali

Email: etar@globalilluminators.org

Abstract Submission Date: September 25, 2018

Full Paper Submission Date: October 10, 2018

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 Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

6th INTERNATIONAL CONFERENCE ON

“Innovation Challenges In Multidisciplinary Research & Practice” (ICMRP 2018)



Date: December 15-16, 2018

Venue: Hotel Grand Pacific Singapore

Email: icmrp@globalilluminators.org

Abstract Submission Date: October 10, 2018

Full Paper Submission Date: October 15, 2018

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 Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

5th INTERNATIONAL CONFERENCE ON

“Global Issues In Multidisciplinary Academic Research ” (GIMAR- 2019)



Date: February 24-25, 2018

Venue: TKP Tokyo EKIMAE Conference Center, Tokyo, Japan

Email: gimar@globalilluminators.org

Abstract Submission Date: January 10, 2018

Full Paper Submission Date: January 15, 2018

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 Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

6th INTERNATIONAL CONFERENCE ON

“Trends In Multidisciplinary Business & Economic Research”(TMBER-2019)



6th International Conference on
“Trends in Multidisciplinary Business
and Economic Research”
(TMBER - 2019)

March 23-24, 2019
Sydney - Australia

Date: March 23-24, 2018

Venue: Rydges Camperdown, Sydney Australia

Email: tMBER@globalilluminators.org

Abstract Submission Date: February 25, 2018

Full Paper Submission Date: March 05, 2018

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 Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit www.globalilluminators.org

CSR



Environment

Charities

Public Health



Growth and
Development



Sustainability



CSR Activity Conducted By Global Illuminators: Sport Activation for Children against Negative Impact of Internet & Technology

In April 2016, Global Illuminators conducted Corporate Social Responsibility program together with Maestro and the Clover as Sport Facility Provider in Bandung, initiating an event with theme:



The Objectives of this event were:

1. Media of education for parents and children to be aware of digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be an alternative activity for children against the negative impact of internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of Company to contribute to the society, especially to solve one of the social problems in Bandung.

Highlights of CSR Activities are given below:



Global Illuminators Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home

Global Illuminators Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single parent children. Their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counselling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children, such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by Global Illuminators.



Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

Global Illuminators Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphan, and dhuafa). Global Illuminators Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:





Mission

“Our mission is to persistently nurture the values to promote the human rights, institutional and academic development through quality research contributions. Our unique human capital with constructive attitude is committed to bring change in all spheres of life by using innovative research and intellectual skills. We are here to research and promote the development, prosperity and transparency across the globe without any discrimination”.

Vision

“Researching and Developing for Humanity”

Organised by:



5th International Conference on

“GLOBAL TRENDS IN ACADEMIC RESEARCH”

(GTAR 2018)

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