



**MIBEST 2018**  
**Conference Proceeding**  
**Book of Papers**

**“Multidisciplinary Innovation In Business Engineering Science & Technology”**

**(MI-BEST -2018)**

**Editor:**

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

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*Proceeding of 4<sup>th</sup> International MIBEST Conference ---Bangkok, Thailand April 2018*  
*A.Saddam*

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## Conference Chair Message

Farooq Ahmed Jam (PhD)

4<sup>th</sup> International Conference on “Multidisciplinary Innovation In Business Engineering Science & Technology” (MIBEST-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 MIBEST Papers

For this year, MIBEST 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 MIBEST 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
29	22	3	4	75.8%

## Copy right Agreements

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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 MIBEST 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 MIBEST tradition.

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

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***Zhou Rui-Hua***

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## **MIBEST 2018 Keynote Speakers**

### **Prof. Dr. Sylvia J. Pidor**

Prof. Dr. Sylvia J. Pidor completed Doctor of Philosophy major in Educational Leadership. She is connected with the University of the Immaculate Conception, a Catholic university in Davao City, Philippines.

She started as a classroom teacher for science subjects and worked in this capacity for several years. Then, she was given a supervisory position being the Department's Academic Coordinator. She also became a Program Chairperson. Due to her dedication to work, she is assigned as the Dean of the Graduate School and is placed in one of the top positions in the University, as the Vice-President for Academics.

Dr. Sylvia Pidor has several affiliations to various organizations in Davao Region. She is the president of the Curriculum and Instruction Area of the Davao Association of Colleges and Universities Network (DACUN), President of the Council of Deans for Teacher Education (CODTEI), President of the Philippine Association for Graduate Education, Davao Region, and member of several other organizations. She became a member of the Commission on Higher Education (CHED) Qualification Assessment Team which monitors schools in Davao Region. She is a respected member of Global Illuminators family of scholars and supporting efforts of GI. She loves to travel not only to experience different cultures in other countries but to expand her horizons in learning.

## **MIBEST 2018Track's Chairs**

### **Business, Management and Economics Studies**

Sylvia J. Pidor & Yuling Liu

Gloria P. Gempes & Gregory Alexander

### **Social Sciences & Humanities Studies**

Elizabeth M. Malonzo & Chiao-Fen

Margie R. Nuñez & Rebollo, Hazel Princess M

### **Engineering and Technology Studies**

Farooq Ahmed Jam & Chiao-Fen

## **MIBEST 2018 Workshop**

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

**Trainer:** Farooq Ahmed Jam (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**

### **Quality of Work Life of Food Chain Employees in Region XI: A Causal Model**

*Lywyllyn S. Mendoza<sup>\*1</sup>, Gloria Gempes<sup>2</sup>*

<sup>1,2</sup> University of Mindanao, Philippines

### **Investigation of Cutting Speed on Tool Wear and Surface Roughness with Optimum Temperature MQL Aerosol**

*Senevirathne S.W.M.A.I<sup>1</sup>, Ranaweera R.K.P.S<sup>2\*</sup>*

<sup>1,2</sup> University of Moratuwa, Sri Lanka,

### **Bank Service of Switching Traditional Web Platform to Mobile App Platform**

*Shui-Lien Chen<sup>1</sup>, Sheng Chen Ke<sup>2\*</sup>, Yung Hsin Lee<sup>3</sup>*

<sup>1,2,3</sup> Tamkang University, Taiwan

### **The Level of Readiness in Mathematics of First Year High School Students of Cluster 6 Tugbok Secondary Schools: Basis for Intervention Program**

*Norman R. Galabo<sup>\*1</sup>, Gaudencio G. Abellanos<sup>2</sup>, Gloria P. Gempes<sup>3</sup>*

<sup>1,2,3</sup> University of Mindanao, Philippines

### **The Moderating Effect of Intellectual Capital on the Relationship between Corporate Reputation and Knowledge Sharing of Commercial Banks**

*Romel C. Nemiño<sup>\*1</sup>, Gloria P. Gempes<sup>2</sup>*

<sup>1,2</sup> University of Mindanao, Philippines



**MI-BEST 2018 Best Paper Award Winner**

**Bank Service of Switching Traditional Web Platform to Mobile App Platform**

*Shui-Lien Chen<sup>1</sup>, Sheng Chen Ke<sup>2\*</sup>, Yung Hsin Lee<sup>3</sup>*

<sup>1,2,3</sup> Tamkang University, Taiwan

**List of MIBEST 2018 Academic Papers**

**1. Business Management & Economic Studies**

**ID: SDITBSS-18-105**

**Bank Service of Switching Traditional Web Platform to Mobile APP Platform**

*Shui-Lien Chen<sup>1\*</sup>, Sheng Chen Ke<sup>2</sup>, Yung Hsin Lee<sup>3</sup>*

<sup>1,2,3</sup> Tamkang University, Taiwan

**ID: SDITBSS-18-110**

**Business Management Control and Risk of the Cost Cutting Function in Shipping**

*Ratko Bozic<sup>1\*</sup>, Frane Mitrovic<sup>2</sup>, SC.Sandro Bozic<sup>3</sup>*

<sup>1,2,3</sup> Split Ship Management, Croatia

**ID: MIBEST-18-107**

**Quality of Work Life of Food Chain Employees in Region XI: A Causal Model**

*Lywyllyn S. Mendoza<sup>1\*</sup>, Gloria Gempes<sup>2</sup>*

<sup>1,2</sup> University of Mindanao, Philippines

**ID: MIBEST-18-111**

**The Mediating Effect of Risk Management Strategies on the Relationship between Attitude Constructs and Sustainability of Banana Production in Southern Philippines**

*Edren M. Panti<sup>1\*</sup>, Gloria P. Gempes<sup>2</sup>*

<sup>1,2</sup> University of Mindanao, Philippines

**ID: MIBEST-18-113**

**The Moderating Effect of Intellectual Capital on the Relationship between Corporate Reputation and Knowledge Sharing of Commercial Banks**

*Romel C. Nemiño<sup>1\*</sup>, Gloria P. Gempes<sup>2</sup>*

<sup>1,2</sup> University of Mindanao, Philippines

**ID: MIBEST-18-120**

**A Path Analysis of Customer Loyalty of Homegrown Coffee Shops in Davao Region**

Hinlayagan, Kymwell Recamadas\*  
University of Mindanao, Philippines

**ID: MIBEST-18-123**

**A Structural Model of Millennial Tourist Behavior towards Tourism in Davao Region**

Hinlayagan, Kymwell Recamadas\*  
University of Mindanao, Philippines

**ID: MIBEST-18-127**

**Organizational Values, Interpersonal Skills, and Community Image: Basis for an Enhanced School Improvement Plan**

Margie R. Nuñez<sup>1\*</sup>, Sylvia J. Pidor<sup>2</sup>  
<sup>1,2</sup>University of the Immaculate Conception, Philippines

## **2. Social Sciences & Humanities**

**ID: SDITBSS-18-101**

**What Do South African Teacher Education Students Say About Multicultural Education?: An Explorative Study**

Gregory Alexander\*  
University of Technology, South Africa

**ID: SDITBSS-18-113**

**Diversifying Livelihoods in the Reduction of Extreme Poverty in Rwanda: A Case Study of Household Beneficiaries of Public Works' Program**

Justine Mukandakebuka\*  
Chiang Mai University, Thailand

**ID: SDITBSS-18-115**

**Stakeholders' Involvement in an Organic Food Network Under Actor-Network Theory Perspective**

Nguyen Thuy Dung\*  
Chiang Mai University, Thailand

**ID: SDITBSS-18-117**

**Using Activity Oriented Design Method (AODM) to Understand the Use of Gmail and We chat a Case Study of Bhutan**

Kesang Choden<sup>1\*</sup>, Thippaya Chintakovid<sup>2</sup>  
<sup>1,2</sup>King Mongkut's University of Technology North Bangkok, Thailand

**ID: MIBEST-18-105**

**Untold Stories of Teachers with Multiple Ancillary Functions: A Phenomenology of Fortitude**

Cherry Ann Into<sup>1\*</sup>, Gloria P. Gempes<sup>2</sup>  
<sup>1,2</sup> University of Mindanao, Philippines

**ID: MIBEST-18-105**

**The Level of Readiness in Mathematics of First Year High School Students of Cluster 6 Tugbok Secondary Schools: Basis for Intervention Program**

Norman R. Galabo<sup>1\*</sup>, Gaudencio G. Abellanos<sup>2</sup>, Gloria P. Gempes<sup>3</sup>  
<sup>1,2,3</sup> University of Mindanao, Philippines

**ID: MIBEST-18-118**

**Invaluable Narratives on Long Life: A Multiple Case Study**

Gloria P. Gempes<sup>\*</sup>  
University of Mindanao, Philippines

**ID: MIBEST-18-118**

**Metacognitive Strategies and Reading Comprehension of Pupils in South Glan District-Elementary Schools**

Farrah Princess D. Restauo<sup>\*</sup>  
School: Gilbert Young Sr. Elementary School- Glan, Sarangani Province, Philippines

**ID: MIBEST-18-126**

**A Critical Discourse Analysis of Headlines in Online News Portals**

Glorilyn M. Montejo<sup>1\*</sup>, Teresita Q. Adriano<sup>2</sup>  
<sup>1,2</sup> University of Immaculate Conception, Philippines

### **3. Engineering & Technology Studies**

**ID: MIBEST-18-114**

**Investigation of Cutting Speed on Tool Wear and Surface Roughness with Optimum Temperature MQL Aerosol**

Senevirathne S.W.M.A.I.<sup>1\*</sup>, Ranaweera R.K.P.S<sup>2</sup>  
<sup>1,2</sup> University of Moratuwa, Sri Lanka

**ID: MIBEST-18-128**

**Flow Past Porous Cylinder/Sphere With/Without Blowing**

Chai, Hsing-Sheng<sup>1\*</sup>, Chen, Hui-Zhen<sup>2</sup>, Chen, Chiun-Hsun<sup>3</sup>  
<sup>1</sup> Aletheia University, Taiwan  
<sup>2,3</sup> National Chiao Tung University, Taiwan

**ID: MIBEST-18-135**

**Effect of Settling Time and PH on the Treatment of Domestic Grey Water Using Custard Apple Seeds As Natural Coagulant.**

Kavish Rathore<sup>1\*</sup>, Roopika Nautiyal<sup>2</sup>, Anantha Singh<sup>3</sup>, Brij Shah<sup>4</sup>, Shivangi Uliana<sup>5</sup>  
Pandit Deendayal Petroleum University, India

**ID: MIBEST-18-136**

**A Review on Cement and Fine Aggregate Replacement in Micro Concrete Roofing Tiles**

Jatan Joshi<sup>1\*</sup>, Drashti Kapadia<sup>2</sup>, H R Dhananjaya<sup>3</sup>  
Pandit Deendayal Petroleum University, India

**ID: MIBEST-18-156**

**A Study on Finite Element Analysis of Seat Cushion Frame with Carbon Fiber Composite**

Hee Yong Kang<sup>1\*</sup>, Hyoun Ho Shin<sup>2</sup>, Jung Cheol Yoo<sup>3</sup>, Il Taek Lee<sup>4</sup>, Sung Mo Yang<sup>5</sup>  
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