



GTAR 2018
Conference Proceeding
Book of Papers

5th Global Trends In Academic Research (GTAR 2018)

Editor:

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Conference Chair Message

Farooq Ahmed Jam (PhD)

5th International Conference on “Global Trends In Academic Research” (GTAR-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 GTAR Papers

For this year, GTAR 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 GTAR 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
20	8	5	7	40.0%

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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 GTAR 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 GTAR 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

GTAR 2018 Keynote Speakers

Dr. Indrawati

Dr. Indrawati was born in Indonesia and received her Ph.D. in Faculty of Management, Multimedia University (MMU) Malaysia. Her 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 research articles got international awards in global events. She is also member of various research bodies and institutions across the globe. She is one of the strong proponent of multidisciplinary approach and its role in innovation and sustainability of economies. Her key note speech in GTAR 2018 was an impactful message for rest of the world by Indonesian academic representative in Barcelona, Spain.

GTAR 2018Track's 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 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 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

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

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

List of GTAR 2018 Academic Papers

1. Business Management & Economic Studies

ID: DMER-18-116

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

Mohan Tanniru^{*}

Oakland University, UK

ID: GTAR-18-162

Good Corporate Governance towards Employees' Performance at Indonesian Energy Company

Mahir Pradana^{1*}, Mahendra Fakhri², Alini Gilang³, Rizqi Khairunnisa⁴

Telkom University, Indonesia

2. Social Sciences & Humanities

ID: GTAR-18-113

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, UK

ID: GTAR-18-114

Social media and Arabic: code-switching amongst Algerian students living in the UK

Linda Merzougui*

West of Scotland University, UK

ID: GTAR-18-134

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

3. Engineering & Technology Studies

ID: GTAR-18-161

Interactive Planning Process for Construction Projects

Jaehyun Choi

Korea University of Technology and Education, Korea

ID: GTAR-18-146

Indicators to Measure a Smart Water Concept: An Indonesian Perspective

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

Telkom University, Indonesia

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