



NDMRP 2018
Conference Proceeding
Book of Papers

4th New Directions In Multidisciplinary Research and Practice (NDMRP 2018)

Editor:

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

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Conference Chair Message

Farooq Ahmed Jam (PhD)

4th International Conference on “New Directions In Multidisciplinary Academic Research” (NDMRP-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 NDMRP Papers

For this year, NDMRP 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 NDMRP 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
24	10	7	7	41.6%

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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 NDMRP 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 NDMRP tradition.

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

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GTAR 2018 Keynote Speakers

Prof. Carsten Rennhak

Prof. Carsten Rennhak serves currently as Dean of the Business Science faculty at the University of the Federal Armed Forces Germany in Munich. He is a Professor of PR and Marketing. Before joining the University of the Federal Armed Forces he held chairs in Marketing at ESB Business School Reutlingen and Munich Business School. Prof. Rennhak is a visiting scholar at Zagreb School of Economics and Management, SP Jain Mumbai, Polytechnic State University, St. Petersburg and Haaga-Helia, Helsinki. He received his Bachelor (1993) as well as Diploma degree (1997) in Business from Augsburg University, a Master in Economics (1995) from Wayne State University, Detroit, and his doctorate from Ludwig-Maximilians-Universität, Munich (2001). Prior to his academic career, Prof. Rennhak worked as a management consultant and project manager for Booz Allen & Hamilton in the telecommunications, media, high tech and utility industries for seven years. His primary research interests cover marketing communication, direct sales and corporate strategy. He has published 18 books as well as 190 articles and working papers in various research areas. He is a member of the editorial board of the Transactional Marketing Journal as well as the World Journal of Marketing Management and a reviewer for multiple journals and publishers.

Prof. Rozhan M. Idrus

Prof. Rozhan is currently the Dean of the Centre for Graduate Studies (CGS) in the Universiti Sains Islam Malaysia. He is a Professor of Open and Distance Learning (ODL) & Technology with 30 years of experience as an e-learning analyst, consultant, presenter and workshop facilitator. He has presented 48 Keynote addresses in 18 different countries and has published more than 190 publications in international citation-indexed journals, books and handbook chapters. Spearheaded the first home-grown electronic portal (2003) and pioneered use of sms in teaching of physics (2008) while in the Universiti Sains Malaysia (USM). He has also garnered awards in mobile learning in the World Education Summit (2011), e-INDIA Awards (2010) and the Asia Pacific Mobile Learning & Edutainment Advisory Panel (APACMLEAP) Mobile Learning Initiatives Recognition (2009), Gold Medal Award in the Innovation and Invention in Education Competition 2016 in the Universiti Pendidikan Sultan Idris in Malaysia and more recently Gold Medal Awards in the 3rd World Invention Innovation Contest 2017 (Korean Invention News) and in the 2nd International University Carnival on eLearning 2017. He has given a definition to the term 'technology' and is passionately promoting it. He is the founding chief editor of the Malaysian Journal of Educational Technology, and Chief Editor of both the Video journal of Innovative Pedagogies (VJIP, 2017) and the International Journal of Excellence in e-learning of the Hamdan Bin Mohammed Smart University Dubai, UAE.

NDMRP 2018Track's Chairs

Business, Management, Economic Social Sciences and Humanities

Wan-Fadzilah Wan-Yusoff & Mohammed Shamsul Hoque

Bader Alhashel & Deborah S Kleiner

Engineering and Technology Studies

Tariq Iqbal Khan & Rozhan Mohammed

NDMRP 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

Paper ID: LBESS-18-110

Implementing Quality Assurance in Vocational Education, Requirements & Obstacles: The College of Technological Studies, Kuwait, as a Case Study

Salah Al-Ali

College of Technological Studies Kuwait, Kuwait

Paper ID: LBESS-18-129

**Assessing the use of Social Media Networks as Collaborative Learning Supporting Tool:
Cases of Two Universities**

Norsharina Binti Zabidi

University of Manchester, UK

Paper ID: NDMRP-18-118

Analyzing the credibility of eWord-of-Mouth using Customer Reviews in Social Media

Rennhak^{1}, Kraft², Albon³*

¹University of the Federal Armed Forces Munich, Germany

¹ Bundeswehr University Munich, Germany

^{2,3} Munich Business School, Germany

NDMRP 2018 Best Paper Award Winner

Paper ID: LBESS-18-129

**Assessing the use of Social Media Networks as Collaborative Learning Supporting Tool:
Cases of Two Universities**

Norsharina Binti Zabidi

University of Manchester, UK

List of NDMRP 2018 Academic Papers

1. Business Management & Economic Studies

ID: LBESS-18-110

**Implementing Quality Assurance in Vocational Education, Requirements & Obstacles: The
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*Salah Al-Ali**

College of Technological Studies Kuwait, Kuwait

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Analyzing the credibility of e-Word-of-Mouth using Customer Reviews in Social Media

Carsten Rennhak, Kraft², Albon³*

¹ University of the Federal Armed Forces Munich, Germany

¹ Bundeswehr University Munich, Germany

^{2,3} Munich Business School, Germany

2. Social Sciences & Humanities

ID: LBESS-18-103

Teachers' and Students' Perceptions of the Academic and Socio-Emotional Benefits of Peer Tutoring

*Afnan Almulla**

Warwick University, UK

ID: LBESS-18-121

Public Engagement: Talking Science to Laypersons as Perceived by postgraduate students in Jordan

Abdallah Khataybeh¹, Kholoud Al-Sheik²

Yarmouk University, Jordan

ID: LBESS-18-127

Sustainability of Franchise Entrepreneurship and the Role of Trust

Wan-Fadzilah Wan-Yusoff^d, Raja-Rizal-Iskandar Raja-Hisham², G. Marthandan³, Sabarudin Zakaria⁴, Muhamad-Rahimi Ramli

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²Infrastructure University Kuala Lumpur, Malaysia

^{3,4}Multimedia University, Persiaran Multimedia, Malaysia

ID: LBESS-18-129

Assessing the use of Social Media Networks as Collaborative Learning Supporting Tool: Cases of Two Universities

*Norsharina Binti Zabidi**

University of Manchester, UK

ID: NDMRP-18-110

The Multidisciplinary Research at the Bauhaus (1919-1933) as a Historical Ideal of Artistic and Social Development. Female Student Contributions.

Marisa Vadillo

University of Seville, Spain

ID: NDMRP-18-141

Determinants of Financial Literacy for Elderly People: Evidence from Malaysia

Visyalini Selvadurai¹, Husaina Banu Kenayathulla², Saedah Siraj³

^{1,2,3}University of Malaya, Malaysia

ID: NDMRP-18-147

A Comparative Survey of Intuitive Intelligence Teaching Styles Versus Emotional Intelligence Teaching Styles among Philippine Normal University- Institute of Teaching and Learning Student Practice Teachers

Teresita S. Festin

Philippine Normal University, Philippines

3. Engineering & Technology Studies

ID: NDMRP-18-134

Nurturing National Dual Training System towards Government-Link Companies' Standard

Asnul Dahar Minghata^{1}, Siti Salina Mustakimb²*

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