



MISG 2018

Conference Proceeding

Book of Papers

5th “Multidisciplinary Innovation for Sustainability and Growth (MISG 2018)

Editor:

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

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Conference Chair Message

Farooq Ahmed Jam (PhD)

5th International Conference on “Multidisciplinary Innovation for Sustainability and Growth” (MISG-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 MISG Papers

For this year, MISG 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 MISG 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
22	13	5	4	59.09%

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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 MISG 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 MISG tradition.

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

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A.Saddam

MISG 2018 Keynote Speakers

DR. NG BOON KWEE

Faculty of Science

Department of Science and Technology Studies, Malaysia

NG Boon Kwee is Senior Lecturer at the Department of Science and Technology Studies, University of Malaya where he teaches Technological Innovation Management and Science and Technology Policies. He obtained his PhD in the field of Technological Innovation Management from University of Malaya in 2011. He is currently the programme coordinator of the Master of Sustainability Science – a taught programme at Science Faculty, University of Malaya. His research primarily focuses on Policy and Management of Science and Technology. Special areas of interest include industrial science and technology policies, cluster innovation, and innovation for inclusive development. Most of his published works highlight the important roles of social networks and embeddedness for national and regional innovation systems. He is currently leading research projects on “Malaysia’s Inclusive Development Movement” and “Technology Entrepreneurship and Network in University Incubators”. Besides, he has been engaged in a number of consultancy projects with both international and national agencies, such as Organisation for Economic Co-operation and Development (OECD), International Development Research Centre Canada (IDRC), Economic Research Institute for ASEAN and East Asia (ERIA), Ministry of Science, Technology and Innovation (MOSTI), Institut Darul Ridzuan Perak (IDR) and Academy of Sciences Malaysia.

MISG 2018Track’s Chairs

Business, Management, Economic

Natcha Mahapoonyanont & Roslina Ismail

Social Sciences and Humanities

Junghwa Hong & Ashley Keshwar Seebaluck

Engineering and Technology Studies

Farooq Ahmed Jam & Charlyna S. Purba

MISG 2018 Workshop

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

Trainer: Dr. 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

Paper ID- MISG-18-102

The Effect of Consumer Ethnocentrism on the Purchase Intention of Local Beer In Mauritius

Dr. Mridula Gungaphul^{1}, Priya Luxmee Veerasawmy²*

^{1,2} University of Mauritius, Mauritius

Paper ID- MISG-18-128

Optimization of Shelf Space Allocation Problem in Product Display Shelf With Genetic Algorithm

Christine Natalia^{1}, Agustinus Silalahi², Bunga Isty Rumondang Dondha³*

^{1,2,3} Atma Jaya Catholic University of Indonesia, Indonesia

Paper ID- MISG-18-136

The Influence of User's Behavior Pattern through Workplace Culture

Kleubmongkol Karuna

King Mongkut's University of Technology Thonburi, Thailand

Paper ID- MISG-18-150

Modelling the Powertrain Configuration of Electric Vehicle for Reducing Energy Consumption

Mayank Srivastava^{1}, Debraj Bhattacharjee², Manish Chandra³, Pranab K Dan⁴*
^{1,2,3,4} Indian Institute of Technology, Kharagpur, India

Paper ID- MISG-18-139

Vertical Integration for Smart Manufacturing—The Dynamic Capability Perspectives

Cheng Mei Tung
Feng Chia University, Taiwan

Paper ID- EIESSBM-18-116

How Well the Upper Middle and High Income Countries of the Muslim World Perform on Environmental Issues? A Comparative Analysis Using Environmental Performance Index

Roslina Ismail
Universiti Malaysia, Malaysia

Paper ID- MISG-18-153

Business Acumen and Entrepreneurial Orientation, an Essential Trait for Academic Leaders in Private Higher Education Institutions in Malaysia.

Shanker Sathivellu
International University of Malaya-Wales (IUMW), Malaysia

MISG 2018 Best Paper Award Winner

Paper ID- MISG-18-139

Vertical Integration for Smart Manufacturing—The Dynamic Capability Perspectives

Cheng Mei Tung
Feng Chia University, Taiwan

List of MISG 2018 Academic Papers

1. Business Management & Economic Studies

ID: MISG-18-101

A Study on the Work-Life Balance of the Employees in the Banking Sector of Mauritius

Dr Ashley Keshwar Seebaluck^{1}, Dr Viraiyan Teeroovengadam², Ms Komul Diya Beeputh³,*

Lomendra Vencatay⁴

^{1,2,3,4} University of Mauritius, Mauritius

ID: MISG-18-102

The Effect of Consumer Ethnocentrism on the Purchase Intention of Local Beer in Mauritius

Mridula Gungaphul^{1}, Priya Luxmee Veerasawmy²*

^{1,2} University of Mauritius, Mauritius

ID: MISG-18-110

Assessing the Receptiveness of Industrial Design Students to Business Programs: A Framework for Reinforcement and Implementation

Jayson Lannu^{}*

De La Salle- College of Saint Benilde, Philippines

ID: MISG-18-128

Optimization of Shelf Space Allocation Problem in Product Display Shelf with Genetic Algorithm

Christine Natalia^{1}, Agustinus Silalahi², Bunga Isty Rumondang Dondha³*

^{1,2,3} Atma Jaya Catholic University of Indonesia, Indonesia

2. Social Sciences & Humanities

ID: EIESSBM-18-108

Small Talks of Javanese Female Students: A Cultural-Based Gender Phatic Speech Act of Modern Women for Global Social Networking

Yuli Widiana^{1}, Sumarlam², Sri Marmanto³, Dwi Purnanto⁴*

Universitas Sebelas Maret, Indonesia

ID: EIESSBM-18-111

Study on the Relationship between Audience Cognition and Dance Creation from the Perspective of Reception Aesthetics: Taking Nanyin Eurythmics as an Example

Yuan Zhang^{}*

National Taiwan University of Arts, China

ID: EIESSBM-18-116

How Well the Upper Middle And High Income Countries of the Muslim World Perform on Environmental Issues? A Comparative Analysis Using Environmental Performance Index

*Roslina Ismail**

Universiti Malaysia Terengganu, Malaysia

ID: EIESSBM-18-121

Islamic Radicalisation in the Maldives: An Analysis of the Role of Religious Networks and Proliferation of Different Religious Narratives

*Aishath Shama**

Rangsit University, Rangsit, Thailand

ID: MISG-18-109

A Solution for Uncertainty Honorary Staff Legal Status

*Charlyna S. Purba**

Universitas Panca Bhakti, Pontianak, Indonesia

ID: MISG-18-139

Vertical Integration for Smart Manufacturing—The Dynamic Capability Perspectives

*Cheng Mei Tung**

Feng Chia University

ID: MISG-18-153

Business Acumen and Entrepreneurial Orientation, an essential Trait for Academic Leaders in Private Higher Education Institutions in Malaysia

*Shanker Sathivellu**

International University of Malaya-Wales (IUMW), Malaysia

3. Engineering & Technology Studies

ID: MISG-18-136

The Influence of User's Behavior Pattern through Workplace Culture

*Kleubmongkol Karuna**

King Mongkut's University of Technology Thonburi, Thailand

ID: MISG-18-150

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