



BOOK OF CONFERENCE PROCEEDINGS

5th **MTAR 2018**

(September 27-28, 2018)

5th International Conference on “Multidisciplinary Trends in Academic Research”(MTAR- September 27-28, 2018)
MTAR© 2018 Bangkok, Thailand
Global Illuminators, Kuala Lumpur, Malaysia.



MTAR 2018

Conference Proceeding

Book of Abstracts

**5th International Conference on
“Multidisciplinary Trends in Academic Research”
(MTAR - 2018)”**

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand

Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

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Executive Director (Global Illuminators)

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Manager Operations (Global Illuminators)

Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



5th International Conference on “Multidisciplinary Trends in Academic Research” (MTAR - 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 keynote 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 MTAR Papers

For this year, MTAR 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 MTAR, 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
40	15	12	13	37%

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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 MTAR 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 MTAR tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.),
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KEYNOTE SPEAKER

Dr Muruganantham Ganesan



Dr. Muruganantham Ganesan is working as Associate Professor in Management Studies at National Institute of Technology, Tiruchirappali, India. He has a blend of experience in corporates and also academic experience with renowned institutes. He is having 17 Years of Professional Experience. His areas of interest in teaching, research and consultancy includes Brand Management, Consumer Behaviour, Marketing and Advertising insights. He has received the best paper awards for presenting his research paper in USA, London, and India. His research works are available at Emerald, Inderscience and Taylor & Francis publications. He is an excellent Trainer and Motivational Speaker.

Dr. Tuhin Ghosh



Dr. Tuhin Ghosh has started his career as a coastal geomorphologist, gradually turned into an ICZM practitioner, engaged with the human-environment relationship. He is presently involved as the Country Lead of a multi-country research consortium ‘DECCMA’ after successful completion of ‘ESPA Delta’ (www.espadelta.net) and ‘Deltas’ project of Belmont Forum (delta.umn.edu). His current research interests are climate change impacts, adaptation strategies and human migrations, besides coastal geomorphology and Disaster Management.

At present, he is the Country PI (India) in a multi-country international research consortium ‘DECCMA’, exploring the climate change impacts, adaptation and migration in the deltas in Africa and Asia, working on the Ganges delta and Mahanadi delta in India.

Natural Hazards Management is his another area of interest and recently published a book from Sage Publishing with his co-author Dr. Indrajit Pal based at Asian Institute of Technology, Thailand.

He has long experience (~ 25 years) in GBM-India, GBM-Bangladesh and Mahanadi delta (India) particularly in the following domains –Vulnerability assessment and climate hotspot mapping LULC dynamics and geomorphic changes within the delta, along with environmental displacement and resettlement

The linkage between climate impacts, depletion in ecosystem services, loss in livelihood, consequent adaptation and resultant human migration. Policy analysis, governance and stakeholder inclusiveness, incorporating community and NGOs/CBOs. Extraction of traditional and indigenous local knowledge, with RiU convergence. Preparedness and mitigation strategies, protection from the loss & damage due to extreme weather events

MTAR 2018 Tracks’ Chairs

Business, Management, Economic, Social Sciences and Humanities Studies

Tariq Iqbal Khan & Gyung-Mok Yoon

Engineering and Technology Studies

Muruganantham Ganesan & Tariq Iqbal Khan

Health and Medicine Studies

Tuhin Ghosh & Seok Hee Oh

MTAR 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

p53 Gene Mutation and Breast Cancer Risk : A Study on Bengalee Females of West Bengal, India

Abhishikta Ghosh Roy^{1}, Arup Ratan Bandyopadhyay²*

¹ Ministry of Culture Government of India,
Anthropological Survey of India

² University of Calcutta, India

A Study on Consumer Perception of “Amulet” Cultural Commodity

Hui-Li Lin¹., Fang-Suey Lin²

^{1,2} National Yunlin University of Science and
Technology, Douliou Yunlin, Taiwan

A Study of Constructing a Set of Pictographs for Aphasia Patients to Communicate the Symptoms

Lin, Fang-Suey¹, Shi, Hong-Chun²

^{1,2} National Yunlin University of Science and
Technology, Taiwan

Exploring Relationship between Personality, Creativity and Social Entrepreneurship: Empirical Evidence from an Agricultural Students Survey in Taiwan

Chuang, Jui-Hsiung¹, Liou, Yu-Chang², Wang, Szu-Yung^{3}, Wang, Jiun-Hao⁴*

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A Study on Effective user Interaction Design of Smartwatch in Harsh Environments

Seok Hee Oh^{1}, Taeg-Keun Whangbo²*

^{1,2} Gachon University, Seongnam, Republic of Korea

Development of Remote Monitoring System Platform using Senior Behavior Radius Data Collection

Gyung-Mok Yoon

Gachon University in Korea, Korea

MTAR 2018 Best Paper Award Winner

A Study of Constructing a Set of Pictographs for Aphasia Patients to Communicate the Symptoms

Lin, Fang-Suey¹, Shi, Hong-Chun²

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Technology, Taiwan

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Director Global Operations (Global Illuminators)

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CONFERENCE PROGRAM

DAY 01 Thursday (September 27, 2018)

Welcome Reception & Registration

08:00 am – 08:30 am

Opening Ceremony (08:30 am – 09: 50 am)

Venue: Room 1

08:30 am – 8:40 am	Welcome Remarks – Mr Metha	Conference Coordinator MTAR-2018
08:40 am – 8:50 am	Opening Speech – Dr Tariq Iqbal khan (Ph.D.)	Director Global Operations Global Illuminators Conference Co- Chair MTAR-2018
08:50 am – 9:05 am	Keynote Speech- Dr. Muruganantham Ganesan (Ph.D.)	Assistant Professor, Management Studies, National Institute of Technology, Tiruchirappalli, India
09:05 am – 9:20 am	Keynote Speech- Dr. Tuhin Ghosh (Ph.D.)	Associate Professor School of Oceanographic Studies, Jadavpur University,India
09:20 am - 9:35 am	Group Photo & Award Ceremony	

Grand Networking Session and Tea Break (09:35 am – 09:50 am)

DAY 01 Thursday (September 27, 2018)

Session 1 (09:50 am – 01:00 pm)

Venue: Room 1

Session Chairs: Tariq Iqbal Khan & Gyung-Mok Yoon

Track A: Business, Management, Economic, Social Sciences and Humanities Studies

MTAR-18-113	The High Altitude Cultures of India: Perception of New Paradigms	Banita Behera
MTAR-18-120	Indian Private Label Brands: Effect of Brand Attitude on Trust and Loyalty among Indian Consumers	Muruganantham Ganesan
MTAR-18-134	Exploring Relationship between Personality, Creativity and Social Entrepreneurship: Empirical Evidence from an Agricultural Students Survey in Taiwan	Chuang, Jui-Hsiung
CSSR-18-103	Conceptualising Employer Branding: Is the Whole more than the Sum of its Parts? Case Study-Based Evidence from Thailand	Michael Kozak
MTAR-18-122	Relationship between Compensation Factors and Job Satisfaction Level of University Teachers in Pakistan	Muhammad Latif Siddiqui

Lunch Break (01:00 pm – 02:00 pm)

DAY 01 Thursday (September 27, 2018)

Session 1 (09:50 am – 01:00 pm)

Venue: Room 1

Session Chairs: Tariq Iqbal Khan & Gyung-Mok Yoon

Track A: Business, Management, Economic, Social Sciences and Humanities Studies

CSSR-18-113	The Role of Digital Marketing in Improving SME's Product Competitiveness in ASEAN Economic Community (AEC) (Case Study in Indonesia)	Dadang Firmansyah
CSSR-18-115	A Study on Designing the Identity of a Product	Huang Chen Lu
CSSR-18-118	A Study on Consumer Perception of “Amulet” Cultural Commodity	Hui Li Lin
CSSR-18-119	A Study of Constructing a Set of Pictographs for Aphasia Patients to Communicate the Symptoms	Hong-Chun Shi
CSSR-18-120	Displacement within Indian Sundarban Delta (ISD): Uncertainty, Reluctance and Consequence	Tuhin Ghosh
CSSR-18-121	The Reminiscence Game Design for Dementia Elders	Yi Hui Lin

Lunch Break (01:00 pm – 02:00 pm)

DAY 01 Thursday (September 27, 2018)

Session 2 (02:00 pm – 02:30 pm)

Venue: Room 1

Session Chairs: Tuhin Ghosh & Seok Hee Oh

Track B: Health and Medicine Studies

MTAR-18-114	p53 Gene Mutation and Breast Cancer Risk : A Study on Bengalee Females of West Bengal, India.	Abhishikta Ghosh Roy
MTAR-18-138	Development of Remote Monitoring System Platform using Senior Behavior Radius Data Collection	Gyung-Mok Yoon
MTAR-18-106	Edible Plants as Preventive Medicine and Maintaining Health Consumed by the Dusun People in Sabah, Borneo, Malaysia	Julius Kulip

DAY 01 Thursday (September 27, 2018)

Session 3 (02:30 pm – 03:00 pm)

Venue: Room 1

Session Chairs: Muruganantham Ganesan & Tariq Iqbal Khan

Track B: Engineering and Technology Studies

MTAR-18-136	A Study on Development of a Customized Diving Computer For Marine Safety	Seok Hee Oh
MTAR-18-137	A study on effective user interaction design of smartwatch in harsh environments	Seok Hee Oh
MTAR-18-110	Compressing Multi Sensor Data	Igwe, Agu Felix

Tea Break (03:00 pm – 03:15 pm)

DAY 01 Thursday (September 27, 2018)

Workshop Session (03:15 pm – 4:30 pm)

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

Trainer	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.

Closing Ceremony: (04:30 pm – 04:45 pm)

DAY 02 Friday, (September 28, 2018)

“CITY TOUR”

Gathering of Participants at the Lobby of Hotel Holiday Inn Bangkok Silom, Bangkok Thailand at 3.00 pm Departure: 03:30 pm for City Tour.

Drop Back at Hotel Holiday Inn Bangkok Silom, Bangkok Thailand at 10:00 pm

Important Note: This tour is organized by Global Illuminators and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk one day before the tour.



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TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES



Indian Private Label Brands: Effect of Brand Attitude on Trust and Loyalty among Indian Consumers

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Abstract

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. India is the world's fifth-largest global destination in the retail space. Modern retail formats have immense potential, since India has the second largest population with affluent middle class, rapid urbanisation, and growth of internet. Private label (In-store brand) strategy is playing a dominant role in organised retailing. The challenges of introducing acceptable "private label" brands in food and grocery retailing require understanding the purchasing behaviour of women consumer. The aim of the paper is to study the effect of private label brand attitude on trust and loyalty formation among the women consumers in Indian. Data were collected from 428 women respondents who bought private label brands in food and grocery sector. The research findings indicate that there is significant relationship between private label attitude and purchase intention. Research outcome also shows that there is a significant relationship between the perceived risk consciousness, perceived familiarity, perceived brand image, and private label attitudes. In comparison to other factors, perceived quality is playing a dominant role to influence attitude and purchase intention. This illustrates that quality of Private label is an important determinant to increase the demand. The trust and loyalty of a private label brand depend on the purchase intention. This study provides useful insights to formulate consumer-driven and market-driven strategies for the success of Private Label brands.

Keywords: Private Label, Store Brand, Food and Grocery, Attitude, Trust, Indian Women

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Conceptualising Employer Branding: Is the Whole more than the Sum of its Parts? Case Study-Based Evidence from Thailand

Michael Kozak*

University of the West of Scotland, UK

Abstract

20 years ago, the term war for talents has been mentioned in a publication for the first time. It refers to an expected shortage of qualified labour caused by limited supply and the consequent competition among organisations to attract and retain these talents. Employer branding is considered a possible means to win this war by enhancing employer attractiveness and securing the employees who are critical for the success of the organisation. The purpose of this investigation is to shed more light on the underlying processes as well as influence factors related to employer branding in a real-life context. Therefore, the author has examined the subject in an MNC in Thailand based on the framework proposed by Aggerholm, Anderson, & Thomson (2011), which conceptualises employer branding as the intersection of human resource management, branding, and CSR. The data collection for this single-case study was based on guided interviews with experts from the aforementioned fields. The findings suggest that all three areas are relevant to employer branding and contribute to an operationalisation of the phenomenon. While the interrelation between employer branding and HRM as well as employer branding and branding are more apparent, the link to CSR is less conclusive. Based on the results, the author gives recommendations for the design of an effective employer branding.

Keywords: Human Resource Management, Marketing, Sustainability, Employer Branding, Case Study

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The Role of Digital Marketing in Improving SME's Product Competitiveness in ASEAN Economic Community (AEC) (Case Study in Indonesia)

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Abstract

Small Medium Enterprises (SMEs) or “Usaha Kecil Menengah (UKM)” has a huge contribution in Indonesia and ASEAN economic. There is 96% micro business in ASEAN and 99% in Indonesia. Digital technology helps SMEs move faster and more competitive in national and international context. Technology and Internet had a huge impact of economic growth in the world including Indonesia. The effective free market is basic point of SME's. Therefore, it needs the right strategy in increasing competitiveness to compete in ASEAN Economic Community (AEC). Little Bandung is one of Bandung Government program in increasing SME's to active in International business and contributes an economic growth nationally with becoming a part of global value chain as a response for AEC challenge. The purpose of this research is identifying the characteristics of SME's in Little Bandung. The research will analyze the impact of digital marketing to the competitiveness of SME's Little Bandung in AEC, and the effectiveness factor of digital marketing in SME's. Data collection process will held in Indonesia. This research identifies three main variables that have potential to influence digital marketing (DM) and digital leadership capability (DLC) that is digital culture (DC), digital attitude (DA), leadership skill (LS). Furthermore, digital marketing and digital leadership capability is also tested whether it has potential for influence on competitiveness. The research is quantitative which collected by visiting SME's and melalui google form. The data analysis method is partial least squares – structural equation modeling. The results of these tests indicated in the hypothesized relationship in the research model were significant. That is DC, DA, LS positively influence toward DCL and DM, Furthermore influence on Competitiveness.

Keywords: Digital Marketing, Competitiveness, Structural Equation Modeling (PLS SEM)

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TRACK B: SOCIAL SCIENCES & HUMANITIES



The High Altitude Cultures of India: Perception of New Paradigms

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Abstract

High altitude is often referred to places above sea level, which are not uncongenial for human settlement having certain problems and other basic facilities tilted. People living in these threatening areas are struggling to survive, and their cultures as their place are not at all sociable. The advent of this concept from a Curator's mind for Strengthening the Cultures to the public domain has been a long route. In the proposed presentation, a new paradigm is presented; India being one of the countries with diversified Ethnic representations needs to be strengthened with an Integrated Ethnographic studies and Anthropological approaches. The idea is to explore the possible traits and elements of Social Integration from the isolated areas of India to maintain peace, harmony, and healthy socio-cultural and economic growth. The global forces that existed with easy access to the massive portals of information technology no more remain isolated from the purview of Museums. This new trend of technological advancement may rightly be utilised towards the social integration of high altitude people, examining how appropriate design can help to render services for development of these people and will explore a new paradigm. The new paradigm through inquisitive Museum case studies held at different target groups of Leh-ladakh and Kargil districts of J&K. The statistical information was collected pertaining to the range of data collected from the Changpa Nomads of Tso-kar region and Brokpa tribe of Tiger hills, Kargil. A sensible amount of arrangement made in contextualising the need of information to arouse a sense of respect to the High Altitude Cultures was one of the prime focuses, along with the participatory approaches applied in the field to affirm and preserve the elements of cultural identity. The findings would open a new paradigm for the researchers on the passive way of Museum research.

Keywords: High Altitude, Culture, Cultural Adaptation, Tribe, New Paradigm

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Relationship Between Compensation Factors and Job Satisfaction Level of University Teachers in Pakistan

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Abstract

People are paying attention to work in the organization where they get more satisfaction, and this satisfaction is measured to be the most significant component in the organization. By providing well-structured compensation packages to the teachers, the job satisfaction level can be improved. The compensation factors have strong association with job satisfaction level of teachers in Pakistan. Increasing workloads in relation to pay, larger class sizes, and lesser salaries for teaching staff in higher education institutions are cited as key issues in Pakistan. In this study, the major concern was to examine, critically and empirically, the association between compensation factors and level of job satisfaction of university teachers in Pakistan. This was an explanatory study where survey was conducted in Riphah International University, Islamabad. A questionnaire containing 25 questions and categorized into five sections was used in the study. Job satisfaction level of teaching faculty is highly associated with pay & promotion while a weak association of job satisfaction with recognition and working conditions has been found. It has been recommended that salary structure and promotion policy must be revised according to the Higher Education Commission (HEC) rules and regulations to gain maximum satisfaction of teaching faculty towards their job.

Keywords: Satisfaction, Compensation factors, Pay, Promotion, Recognition, Working Conditions

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Exploring the Relationship between Personality, Creativity and Social Entrepreneurship: Empirical Evidence from an Agricultural Students Survey in Taiwan

**Chuang, Jui-Hsiung¹, Liou, Yu-Chang², Wang, Szu-Yung³,
Wang, Jiun-Hao⁴**

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Abstract

The scarcity of young farmers is a severe structural problem encountered in small-scale agricultural countries. How to encourage agricultural students entering into farming career is becoming a political priority for agricultural policy. Previous studies suggested that a proactive entrepreneurship is regarded as an important driver for business expansion in rural areas. Agriculture-related social enterprises are seen as a crucial solution to the challenges faced and have gradually become a part of mainstream business in rural areas. However, there is limited research available on individual traits and factors that drive students' intentions to start-up an agri-business with the pursuit of a social and/or environmental contribution. The purpose of this study is to investigate the effect of personality traits and creativity factors of university students on their social entrepreneurship. A survey instrument was designed to measure social entrepreneurial intentions as dependent variable as well as personality traits and creative ability as explanatory variables. A face-to-face interview was conducted and targeted the students in two national universities and followed a systematic sampling scheme, during October and November 2017. A total of 585 respondents was obtained at both graduate and undergraduate levels. A structural equation modelling was employed to test causal relationships among latent variables. The results show that social entrepreneurship is significantly and positively influenced by personality traits of university students directly. However, creative ability does not have a direct significant impact on entrepreneurial intentions of agricultural students. Our results reveal that the creativity is mediated by personality traits and affects social entrepreneurship intention indirectly. This study contributes to a better understanding of structural relationship between social entrepreneurship, personality, and creativity by developing and testing a structure model. The main policy implication of this study can be inferred.

To be continued.....



To be continued....

In addition to professional creativity courses, we suggest that educators and policymakers with respect to entrepreneurship education need to pay more attention to the general education courses related to personality re-shaping. To enhance extraversion and openness traits of personality may serve agricultural students better to engage in social entrepreneurship after their graduation.

Keywords: Personality, Creativity, Entrepreneurship, Social Enterprise, Taiwan

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A Study on Designing the Identity of a Product

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Abstract

A product stands for the carrier of a corporation's image. It has much bearing over the creation of its brand. Faced with fierce competition in global markets, our enterprises tend to blur the image of their products and make it difficult for consumers to grasp the connotation of the enterprises and to have a better understanding of what they do, although they have a wide variety of products. However, they still show weakness in the field of product identity. This study is aimed at exploring how enterprise designers use their techniques to shape identity products which can be linked with the brand efficiently, in order to fill in the hole in this area. This study uses qualitative research to analyze and interpret the thesis data. Among them, the literature research, content analysis method, in-depth interview method, and focus group method are used to compare and summarize the data, and construct with rooted theory. Product related theory. We found that we can shape the identity product by designing the identity product through the specific rules. Product identity consists of product composing factors and product shaping factors. Only when we develop key product identifying features and characteristics of the group can our products be recognized, on which the strategic thinking elements to identify the product are based.

Keywords: product identity、 Archetype, Product design, Form

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A Study on Consumer Perception of Amulet Cultural Commodity

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Abstract

Amulet is an important cultural commodity of Taiwanese temples as a tribute to the believers. Due to the similar style of products, lack of difference, and unstable quality, consumers gradually lose their interest to purchase an Amulet Cultural Commodity. The researchers used a semi-structured interview with two long-term manufacturers who cooperated with the temple to manufacture amulet cultural commodities. After inductive analysis, it was found that user perception is often ignored in the commercialization of amulet cultural commodity in Taiwanese temples. This study also conducted a semi-structured interview with 9 consumers aged 18-27 in Taiwan to understand consumer preferences for amulet cultural commodity. And used the results as a reference for designers to design cultural goods. Referring to the three-level theory of culture proposed by Leong (2003), the graphic design on the product, overall beauty, and the special style of the appearance are the features of amulet cultural commodity which attract consumers' attention. The feature of an amulet cultural commodity is to pray for peace, but the emphasis on jewelry beautification is an important factor for consumers to purchase commodities. Light, small, and easy to store are essential factors for designing goods. Psychological characteristics are the feeling that the product must bring the user peace of mind. Effectively linking with personal experience can quickly let the user identify with the commodities.

Keywords: Amulet Cultural Commodity, Tradition, Peace, Jewelry

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A Study of Constructing a Set of Pictographs for Aphasia Patients to Communicate the Symptoms

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Abstract

Aphasia Patients, especially those whom are with gas-cutting, have communication needs during the medical treatment process and can express pain or illness more accurately through pictographic symbols. In this study, 30 participants with design background were invited to draw the images to express six symptoms based on the vocabulary of clinical manifestation. 180 images were collected and analyzed based on their pictographic features. A focus group method is applied to find out the features of these pictographs and choose the most appropriate pictograph to represent each symptom. The results indicated that participants drew the images of body parts in which the symptoms occur, such as Headache, chest tightness, and sore throat. The feeling of the symptoms, such as pain, asthma, sore, and itching, is usually expressed by facial expression or gestures of a human figure. Abstract symbols, such as spiral line, waved line, curvy line, and jagged line, were used to emphasize the degree of the pain and sickness feelings. Communicating symptoms with visual language, it is necessary to consider the commonality of users' cognition and the patient's situation to facilitate better communication with aphasia patients with different cultural backgrounds.

Keywords: Aphasia patients, Symptom, Visual communication, Pictograph construction

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Displacement within Indian Sundarban Delta (ISD): Uncertainty, Reluctance, and Consequence

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Abstract

The Indian Sundarban Delta (ISD) region between 21°30'N to 22°40'48"N latitude and 88°01'48"E to 89°04'48"E longitude. The Indian Sundarban is best described as a low-lying alluvial plain covered with mangrove swamps and marshes, intersected by numbers of tidal rivers and creeks. Land loss due to submergence and increasing soil salinity, along with land fragmentation, resulted into a difficult life for the islanders of ISD. The rivers of ISD are dynamic with changing hydrodynamic conditions due to natural causes and anthropogenic interventions. In the western part of ISD, the major intervention was implemented, with resultant hydro-dynamic changes, and as a consequence, two islands, Lohachara and Bedford, submerged and another Ghoramara experienced tremendous amount of erosion (Ghosh and Sengupta, 1997; Ghosh et al., 2003; Ghosh et al., 2014). People from Lohachara and Ghoramara Islands relocated themselves to Sagar Island (Mortreux et al., 2018). The south-west and south-east parts of Sagar Island are experiencing excessive erosion causing displacement. In the eastern part of ISD, while the earthen embankments collapse, people lose their habitat. Examples from the Gosaba Island showcasing considerable number of households lost their land and assets, displaced, migrated internally without any resettlement support. Erosion is causing loss of private and public property like agriculture land, houses, jetties, natural vegetation, including mangroves, etc. and also producing displaced people. Historically, the displacement in ISD is quite common, but the relocation process is not supported by any defined uniform policy, with obvious neglect to the stakeholder engagement and consultation, along with the human rights aspects. This inaction will certainly instigate individual migration with in-situ adaptation practices, and also produce large number of 'trapped population' in this vulnerable delta.

Keywords: Indian Sundarban Delta; River Erosion; Displacement; Resettlement; Policy

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The Reminiscence Game Design For Dementia Elders

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Abstract

In addition to medical treatment, dementia treatment also has non-drug treatment, and both treatments can improve the symptoms or delay the progression of the disease. Reminiscence therapy is one of the non-drug treatments for dementia. Non-drug treatment can make the life of the dementia elders more relaxed and enjoyable. Through reminiscence games, social interactions between the elders can be promoted in the long-term care home. This study applied the person method and field survey to understand the daily life of the dementia elders in the long-term care center and the needs of caregivers and patients. Through the user experience design method, researchers design a reminiscence game for elders to share their past experience and remove estrangement in interpersonal interaction. According to the evaluation of reminiscence game, this study found that the intervention of the game can enable the elders with positive attitude and willing to share their past experience and stories, help the dementia elders to recall the past, and promote the social interaction and entertainment between the elders.

Keywords: Reminiscence Therapy, Game Design, Dementia, Aging Society Long-Term Care Center

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TRACK C: ENGINEERING AND TECHNOLOGY STUDIES



A Study on Development of a Customized Diving Computer for Marine Safety

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Abstract

The objective study is to develop a customized diving computer operated in connection with textile-type sensors being attached at diving suit for improving diver's safety. The diving computer was developed in three different steps: (1) development of function which can check the diver's condition or state by communicating with textile-type sensor being attached at the diver's suit, (2) development of RTOS-based diving computer, and (3) development of an actual diving computer hardware focusing on waterproof feature. The prototype's performance evaluation was conducted in two methods: usability evaluation and functionality evaluation. Usability evaluation result indicates that overall satisfaction was 84.7%, while functionality evaluation result verifies safety and efficiency of the proposed product. Further study is planned to proceed by putting emphasis on safety factor in order to make this product differentiated with other existing products.

Keywords: Marine Safety, Diving Computer, Textile Sensor, Diving Decompression, Usage Evaluation

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A Study on Effective User Interaction Design of Smartwatch in Harsh Environments

Seok Hee Oh¹, Taeg-Keun Whangbo^{2*}

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Abstract

Recently, the wearable device industry based on IoT is growing rapidly, and various devices are emerging accordingly. Among them, smartwatch is becoming popular, and it plays a role of replacing smart phone functions, such as providing information through acquisition of bio-signals, using apps, location recognition, and calling as well as the existing clock function. The use of smartwatch in everyday life is becoming common, and customized wearable devices are needed to obtain information even in harsh environments, such as underwater diving, skydiving, war situations, climate deterioration, and space. For this purpose, this study researches user interaction factors and characteristics of existing smartwatch, such as gestures, touches, and voices, and compares the interaction factors in the harsh environments. Also, study limitations and required technologies for designing wearable devices for smartwatch operation in harsh situations are studied. Through this study, it will be suggested to study wearability, efficiency, scalability, and functionality of various wearable devices based on User Experience (UX) in the future.

Keywords: Wearable, Smartwatch, User Experience, User Interface, Interaction

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Compressing Multi Sensor Data

Igwe, Agu Felix*

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Abstract

I look at the problem of collectively approximating a group of sensor signals using the least space so that any given maximum (L1) error". The problems arise ordinarily in application that needs to collect batch of data from different sources, such as sensors, servers and network routers, and archive them over a long period of time for fine data mining. I present GAMPS, a general framework that addresses this problem by joining different novel techniques. First, it dynamically groups multiple signals together so that signals within each group are related and can be maximally compressed jointly. Second, it appropriately scales the amplitudes of different signals within a batch and compresses them within the maximum

Keywords: Data, sensor, GAMP and Mining

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TRACK D: HEALTH AND MEDICINE STUDIES



p53 Gene Mutation and Breast Cancer Risk: A Study on Females of West Bengal, India

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Abstract

The high incidence and relatively good prognosis of breast cancer have made it the most prevalent cancer in the world today. Tumor protein gene 53 represents a large number of mutations and polymorphisms worldwide, but to the best of the knowledge, there are no such reports on the inherited susceptibility of the p53 gene to breast cancer risk among the females of West Bengal, India. Direct DNA Sequencing of 150 Bengalee Hindu Breast Cancer patients and 180 age, sex, and ethnic group matched controls was done for the coding and flanking regions of exons 5-8 to understand the frequency and association of polymorphism/mutations. Complete absence of polymorphisms or changes were analysed in the studied cohort for coding regions of 5-7, whereas exon 8 provided with a novel mutation ($p < 0.0001$). Therefore, it is concluded that mutations in exons 5-7 of p53 gene rarely cause breast cancer among Bengalee Hindu caste females, and exon 8 mutation may be used as prognostic value; and of prognostic value and implications in genetic counseling.

Keywords: Breast Cancer Risk, Bengalee Females, India

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Development of Remote Monitoring System Platform Using Senior Behavior Radius Data Collection

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Abstract

The aging society has been causing a lot of problems, and the countries that have entered the aging society have invested heavily in the health of the elderly and the housing and welfare problems. Currently, the era of the fourth industrial revolution is the transition of people and objects, and things through the Internet and cloud computing. The super intelligence revolution, such as artificial intelligence, is learned through accumulated big data. Smart technologies (examples; AI, IoT) are emerging as innovative technologies that help seniors to live independent and healthy lives. Given that the number of elderly people living alone in the world is increasing, there is a need for continuous monitoring of the elderly. It is possible to provide elderly welfare services that are much higher than the current level if accurate and real-time transmission technology and rapid communication with various stakeholders are developed by developing a comprehensive monitoring system using advanced smart technology. Therefore, this study collects the behavior radius data of the elderly using the smart devices (CCTV, voice recognition device, GPS, etc.) and analyzes the monitoring data using artificial intelligence deep learning technology. And to develop a smart communication platform that can be solved together with all stakeholders related to the elderly.

Keywords: Senior Health Care, Artificial Intelligence, Remote Monitoring System, Smart Communication Platform

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Edible Plants as Preventive Medicine And Maintaining Health Consumed by the Dusun People in Sabah, Borneo, Malaysia

Julius Kulip*

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Abstract

Sabah, situated in the northern part of Borneo Island is the second largest state in Malaysia and the third largest area in Borneo Island. The native people here consists of around 50 ethnic groups. At present there are around 1,300 species of common medicinal herbs that are used in Sabah by various ethnic groups in Sabah. It is estimated that there is about 7,000 species of plants in Sabah. Around 200 edible plants was recorded in Sabah in 1988 and the number is increasing. This studies were conducted in Tambunan, Ranau, Keningau, Tenom, Nabawan/Pensiangan, Penampang, Kota Marudu and papar Districts. Elders and knowledgeable persons in the villages were interviewed. The results of this study showed that there were around 20 species of edible plants which were consumed regularly by the Dusun people in Sabah to maintain their health and as preventive medicine such as cancer, diabetes and high blood pressure.

Keywords: Edible plants, preventive medicine, maintain health, Dusun Sabah, Malaysia, Borneo

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FUTURE EVENTS

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: November 05, 2018

Full Paper Submission Date: November 10, 2018

Selected conference papers will be published in special /regular issue of ISI/Scopus-indexed journals associated with this conference.

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- Multidisciplinary and Interdisciplinary Studies

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“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

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



Date: February 24-25, 2018

Venue: Hotel Mystays Ochanomizu 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
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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: Holiday Inn Potts Points, Sydney Australia

Email: tmbler@globalilluminators.org

Abstract Submission Date: February 25, 2018

Full Paper Submission Date: March 05, 2018

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- Health and Medicine Studies
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- Social Sciences & Humanities
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- Multidisciplinary and Interdisciplinary Studies

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**5TH INTERNATIONAL CONFERENCE ON
“Multidisciplinary Innovation in Business Engineering
Science & Technology”
(MI-BEST -2019)**



Date: April 05-06, 2019

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand

Email: mibest@globalilluminators.org

Abstract Submission Date: March 15, 2019

Full Paper Submission Date: March 20, 2019

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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

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**6TH INTERNATIONAL CONFERENCE ON
“Global Trends in Academic Research”
(GTAR -2019)**



Date: April 20-21, 2019

Venue: Novotel Barcelona Sant Joan Despi, Spain

Email: gtar@globalilluminators.org

Abstract Submission Date: April 05, 2019

Full Paper Submission Date: April 10, 2019

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
“New Directions in Multidisciplinary Research &
Practice”(NDMRP-2019)**



Date: May 11-12, 2019

Venue: Hilton London Heathrow Airport Terminal 5 , UK

Email: ndmrp@globalilluminators.org

Abstract Submission Date: April 15, 2019

Full Paper Submission Date: April 20, 2019

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
“Multidisciplinary Innovation for Sustainability and
Growth” (MISG – 2019**



Date: June 25-26, 2019

Venue: The Federal Kuala Lumpur Malaysia

Email: misg@globalilluminators.org

Abstract Submission Date: May 30, 2019

Full Paper Submission Date: June 05, 2019

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
“Multidisciplinary Academic Research and Global
Innovation ” (MARGI– 2019**



Date: August 24-25, 2019

Venue: Kuntai Hotel Beijing China

Email: margi@globalilluminators.org

Abstract Submission Date: August 10, 2019

Full Paper Submission Date: August 15, 2019

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

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CSR



Environment

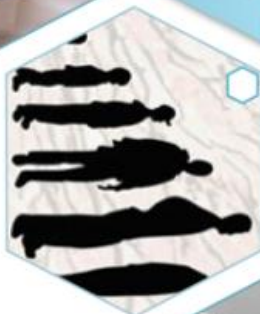
Charities

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

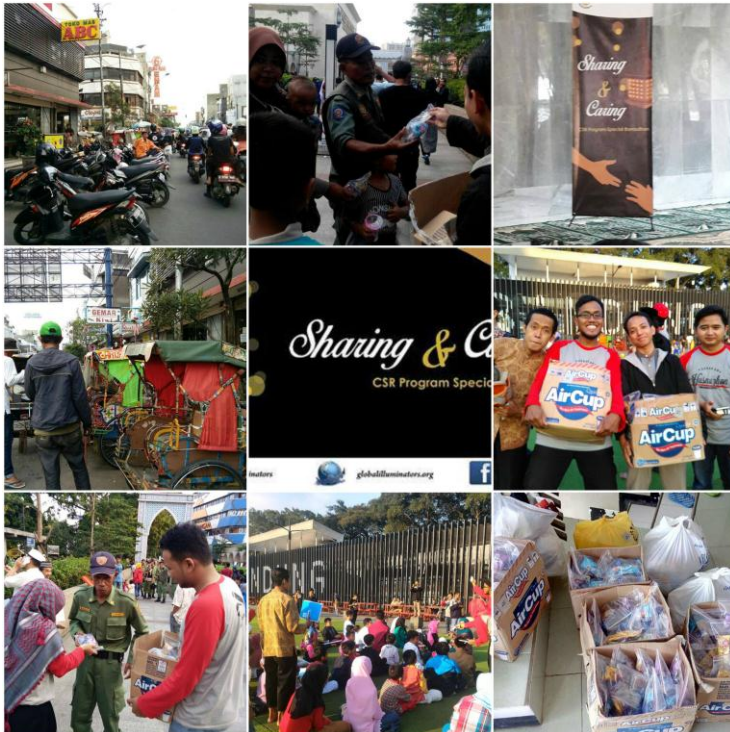
Global Illuminators Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single parent children. Their homes and activities aim to create a suitable environment to enable children to grow. They 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:







GLOBALILLUMINATORS

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VISION

"Researching and Developing for Humanity"

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".

**5th INTERNATIONAL CONFERENCE ON
"Multidisciplinary Trends in Academic Research"**

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