

# 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 – <b>Mr Metha</b>                   | Conference Coordinator<br>MTAR-2018   |
| 08:40 am – 8:50 am | Opening Speech – <b>Dr Tariq Iqbal khan (Ph.D.)</b> | Director Global Operations<br>Global Illuminators<br>Conference Co- Chair MTAR-2018                     |
| 08:50 am – 9:05 am | Keynote Speech- <b>Dr. Muruganantham Ganesan,</b>   | Assistant Professor, Management<br>Studies, National Institute of<br>Technology, Tiruchirappalli, India |
| 09:05 am – 9:20 am | Keynote Speech- <b>Dr. Tuhin Ghosh</b>              | Associate Professor School of<br>Oceanographic Studies, Jadavpur<br>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”**

|                     |                              |
|---------------------|------------------------------|
| <b>Trainer</b>      | Dr. Tariq Iqbal Khan (Ph.D.) |
| <b>Participants</b> | 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.

