



MTAR 2018
Conference Proceeding
Book of Papers

5th “Multidisciplinary Trends in Academic Research” (MTAR 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 Trends in Academic Research” (MTAR-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 MTAR Papers

For this year, MTAR 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 MTAR 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	14	3	5	63.63%

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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 MTAR 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 MTAR tradition.

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

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MTAR 2018 Keynote Speakers

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 2018Track's 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

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*

^{1,2,3,4} National Taiwan University, Taiwan

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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List of MTAR 2018 Academic Papers

1. Business, Management and Economic Studies

ID: CSSR-18-103

**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

ID: CSSR-18-113

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

Jono M Munandar¹, Dadang Firmansyah^{2}*

Bogor Agriculture University, Indonesian

ID: MTAR-18-120

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

Muruganantham Ganesan^{1}, Priyadharshini Kanji²*

National Institute of Technology, Tiruchirappalli, India

2. Social Sciences & Humanities

ID: CSSR-18-115

A Study on Designing the Identity of a Product

Huang-Chen Lu^{1}, Ming-Chyuan Ho²*

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

ID: CSSR-18-118

A Study on Consumer Perception of "Amulet" Cultural Commodity

Hui-Li Lin^{1}, Fang-Suey Lin²*

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

ID: CSSR-18-119

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

*Lin, Fang-Suey*¹, Shi, Hong-Chun²*

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

ID: CSSR-18-121

The Reminiscence Game Design for Dementia Elders

Fang Suey Lin¹, Yi Hui Lin², Ching Chia, Chiu

^{1,2,3} National Yunlin University of Science and Technology

ID: MTAR-18-113

The High Altitude Cultures of India: Perception of New Paradigms

*Banita Behera**

Anthropological Survey of India

ID: MTAR-18-134

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

Chuang, Jui-Hsiung^{1}, Liou, Yu-Chang², Wang, Szu-Yung³, Wang, Jiun-Hao⁴*
^{1,2,3,4} National Taiwan University, Taiwan

3. Engineering and Technology Studies

ID: MTAR-18-136

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

Sung-Jong Eun¹, Eun-Young Jung², Dong Kyun Park³, Taeg-Keun Whangbo^{4}, Seok Hee Oh⁵*
^{1,2,3,4,5} Gachon University College of Medicine, Incheon, Republic of Korea

ID: MTAR-18-137

A Study on Effective User Interaction Design of Smart watch in Harsh Environments

Seok Hee Oh¹, Taeg-Keun Whangbo^{2}*
^{1,2} Gachon University, Seongnam, Republic of Korea

ID: MTAR-18-138

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

Gyung-Mok Yoon¹, Taeg-Keun Whangbo^{2}*
^{1,2} Gachon University, Seongnam, Republic of Korea

4. Health and Medicine Studies

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