



**ETAR 2018**  
**Conference Proceeding**  
**Book of Papers**

**5<sup>th</sup> “Emerging Trends in Academic Research (ETAR 2018)”**

**Editor:**

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

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## Conference Chair Message

Farooq Ahmed Jam (PhD)

5<sup>th</sup> International Conference on “Emerging Trends in Academic Research” (ETAR-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 ETAR Papers

For this year, ETAR 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 ETAR 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
19	12	3	4	63.15%

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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 ETAR 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 ETAR tradition.

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

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## **ETAR 2018 Keynote Speakers**

### **Dr. Suseela Kanduri**

Dr. Suseela Kanduri has done her Masters in Commerce, Masters in Business Administration and PhD. She has keen interest in Multidisciplinary approach which is evident from her academic qualification specializing in Financial Management, Marketing, Developmental Economics, Business Ethics, Entrepreneurship and Women Empowerment at various levels. She has 25 years of work experience both as an Academician and Industrialist. Currently she is the Co-founder and Head – R&D of Synergy Solutions Pvt. Ltd. working in the Referral Marketing space.

Dr. Kanduri is into Corporate Training and is a Certified Trainer and Facilitator (CTF) from CAMI, USA. She trained more than 500 Middle and Senior Level Managers both in the Banking as IT & ITES sectors, about 500 young women and students in the areas of Entrepreneurship Development, Women Empowerment, Life Skills, Business Etiquettes & Ethics and Management strategies. She is also a trained Emotional and Mental Health Counselor, associated with an NGO, “SEVA”, specializing in Young Adult Counseling and responsible for well-being of more than 300 families.

Dr. Kanduri has published 25 research papers in various International and National Journals of repute and has 7 books to her credit. She is a Content Writer for several modules both at PGRCE, Osmania University as well as PGDBE course, Hyderabad Central University, Hyderabad. She has presented more than 30 papers in various Conferences and Seminars. She has been the Resource person for various Seminars and delivered 15 invited talks on Entrepreneurship Development, Women Empowerment, Women Issues and Sustainable practices. She represented as an Invited speaker from South India in India Science Congress for Women Congress 2018. She is an Executive Committee Member in Telangana Commerce Association, Life member in American Marketing Association (AMA), Indian Science Congress Association (ISCA), Telangana Commerce Association and is associated with The Association of Lady Entrepreneurs of India (ALEAP) and Confederation of Women Entrepreneurs (COWE), Hyderabad Chapter.

### **Ery Niswan**

Ery Niswan was born in Pontianak on January 12, 1959 completing his early education in the city of Pontianak, West Kalimantan, then graduated from Islamic University of Indonesia Yogyakarta in 1985 and Gadjah Mada University, Yogyakarta Indonesia. He is currently serving as Dean of the Faculty of Economics, University of Panca Bhakti Pontianak since July 2018. He is the founder of the Tax Academy of Panca Bhakti Pontianak in 2000.

Beside his academic engagements he also hold position in the Panca Bhakti Foundation in Pontianak which organizes taxation academies, corporate management, Computer Informatics, and the College of Agriculture and Panca Bhakti University Pontianak.

He has delivered several speeches and lectures in national and International forums in Malaysia, Japan and other countries. His speech at ETAR-2018 will have a significant impact on participants knowledge.

### **ETAR 2018Track's Chairs**

#### **Business, Management, Economic, Social Sciences and Humanities Studies**

Ery Niswan & Silvia Maria Castellanos Reyes

Suseela Kanduri & Priyanka Virajini Medagedara Karunaratne

#### **Business, Management and Economic Studies**

Kaewsang-On, Rudsada & G. M. Ranathunga

### **Best Paper Nominee List**

#### **Factors Affecting the Quality of Local Government Financial Statements West Kalimantan Province** *Jaurino<sup>1</sup>, Endang Kristiawati<sup>2</sup>, Risal<sup>3\*</sup>*

<sup>1,2,3</sup> Universitas Panca Bhakti, Indonesia

#### **Analysis of Attitude And Student Behavior toward the Usability of Chat Whatsapp Applications in E-Learning Process (Case Study In Financial and Banking Academics, Pontianak)**

*Zulfahmi<sup>1\*</sup>, Adi Mursalin<sup>2</sup>, M Zalviwan<sup>3</sup>, Dina Octaviani<sup>4</sup>*

<sup>1,2,3,4</sup> Universitas Panca Bhakti, Indonesia

#### **Efficiency of Islamic Bank Before and after the Implementation Indonesia Islamic Bank Roadmap using Data Envelopment Analysis**

*Riko Hendrawan<sup>1\*</sup>, Lily Meiliza Akbar<sup>2</sup>*

<sup>1,2</sup> Telkom University, Indonesia

**Educational Disparity among Families living in Balochistan (Pakistan) on the Basis of Gender**

*Shabana Muhammad Anwar<sup>1\*</sup>, Muhammad Irfan<sup>2</sup>, Ameer Ali Abro<sup>3</sup>*

<sup>1,2</sup> Sardar Bahadur Khan Women's University Quetta, Pakistan

<sup>3</sup> Sindh University, Pakistan

**How Do European Café Chains Managers Handle Competition?**

*Anca Madar<sup>\*</sup>*

Transilvania University of Brasov, Romania

**ETAR 2018 Best Paper Award Winner**

**Analysis of Attitude and Student Behavior toward the Usability of Chat Whatsapp Applications in E-Learning Process (Case Study in Financial and Banking Academics, Pontianak)**

*Zulfahmi<sup>1\*</sup>, Adi Mursalin<sup>2</sup>, M Zalviwan<sup>3</sup>, Dina Octaviani<sup>4</sup>*

<sup>1,2,3,4</sup> Universitas Panca Bhakti, Indonesia

**List of ETAR 2018 Academic Papers**

**1. Business, Management and Economic Studies**

**ID: ETAR-18-103**

**Analysis of Competition Position of Fishery and Plantation Farming Sector with Boston Consulting Group Matrix on Indonesia Stock Exchange 2015 and 2016**

*Ery Niswan, SE. MM<sup>1\*</sup>, Aisyah, SE. MM<sup>2</sup>, Dra. Febriati, MM<sup>3</sup>*

<sup>1,2,3</sup> Panca Bhakti University, Indonesia



**ID: ETAR-18-104**

**Factors Affecting the Quality of Financial Statement in West Kalimantan Provincial Government**

*Jaurino<sup>1</sup>, Endang Kristiawati<sup>2</sup>, Risal<sup>3\*</sup>*

<sup>1,2,3</sup> Panca Bhakti University, Indonesia

**ID: ETAR-18-105**

**Analysis Of Attitude And Student Behaviour toward the Usability of Chat Whats app Applications in E-Learning Process (Case Study in Financial and Banking Academics, Pontianak)**

*Zulfahmi<sup>1\*</sup>, Adi Mursalin<sup>2</sup>, M Zalviwan<sup>3</sup>, Dina Octaviani<sup>4</sup>*

<sup>1,2,3,4</sup> Panca Bhakti University, Indonesia

**ID: ETAR-18-113**

**Efficiency of Islamic Bank before and After the Implementation Indonesia Islamic Bank Roadmap Using Data Envelopment Analysis**

*Riko Hendrawan<sup>1\*</sup>, Lily Meiliza Akbar<sup>2</sup>*

<sup>1,2</sup> Telkom University, Indonesia

**ID: ETAR-18-114**

**Banking Profit Efficiency and its Determinants using Stochastic Frontier Analysis Method (Evidence from Indonesia 2008 – 2017)**

*Riko Hendrawan<sup>1</sup>, Diding Dwianto<sup>2\*</sup>*

<sup>1,2</sup> Telkom University, Indonesia

**ID: ETAR-18-124**

**Challenges of Managing Talented workers in Hospitality Industry**

*Kaewsang-on, Rudsada<sup>1\*</sup>, Kane, Kevin<sup>2</sup>, Vundla, Sinini<sup>3</sup>.*

<sup>1</sup> Prince of Songkla University, Thailand

<sup>2</sup> Business School. University of Salford, Greater Manchester, UK

<sup>3</sup> Health and Social Care Information Centre. NHS. Leeds. UK

**ID: RBESE-18-107**

**The Influence of Design Elements in Choosing Products on Sweets Market for Children**

*Nicoleta Andreea Neacșu<sup>\*</sup>*

Transilvania University of Brașov, Romania

**ID: RBESE-18-108**

**How Do European Café Chains Managers Handle Competition?**

*Anca Madar<sup>\*</sup>*

Transilvania University of Brașov, Romania

## 2. Social Sciences and Humanities

**ID: ETAR-18-115**

**Headdress: Faith and Practice in Every Day life in Buddhism (The Case of the Temple of the Tooth Buddhist Religious Activities and the Cultural Headdress of Sri Lanka)**

*Dr.G.M.Ranathunga<sup>1\*</sup>, Dr.P.V.M.Karunaratne<sup>2</sup>, Ms.S.S.V. de Silva<sup>3</sup>*

<sup>1,2,3</sup> University of Moratuwa, Katubedda , Sri Lanka

**ID: ETAR-18-116**

**Preserving and Sustaining Culture: Traditional Clothing in the UNESCO World Cultural Heritage Site Kandy in Sri Lanka**

*Priyanka Virajini Medagedara Karunaratne<sup>1\*</sup>, Dr .G.M. Ranathunga<sup>2</sup>, SSV De Silva<sup>3</sup>*

<sup>1,2,3</sup> University of Moratuwa, Katubedda , Sri Lanka

**ID: RBESE-18-104**

**Educational Disparity among Families living in Balochistan (Pakistan) on the Basis of Gender**

*Shabana Muhammad Anwar<sup>1\*</sup>, Muhammad Irfan<sup>2</sup>, Dr Ameer Ali Abro<sup>3</sup>*

<sup>1</sup> Sardar Bahadur Khan Women's University Quetta. Balochistan (Pakistan),

<sup>2</sup> Section Officer in secretariat Quetta, Pakistan

<sup>3</sup> Associate Professor in Sindh University Jamshoro, Pakistan

**ID: RBESE-18-112**

**A Study of Research in Higher Educational Institutions – Challenges and Implications**

*Suseela Kanduri<sup>1</sup>, Ravi Kiran Suripeddi<sup>2\*</sup>*

<sup>1,2</sup> Avinash College of Commerce, Hyderabad, India

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