



RCMI 2018
Conference Proceeding
Book of Papers

4th “Research Challenges to Multidisciplinary and Innovation” (RCMI 2018)

Editor:

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

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Conference Chair Message

Farooq Ahmed Jam (PhD)

4th International Conference on “Research Challenges to Multidisciplinary and Innovation” (RCMI-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 RCMI Papers

For this year, RCMI 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 RCMI 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
24	16	3	5	66.66%

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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 RCMI 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 RCMI tradition.

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

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RCMI 2018 Keynote Speakers

Dr. Zulhamri Abdullah

Zulhamri Abdullah is an Associate Professor of Corporate Communication at the Department of Communication, Faculty of Modern Languages & Communication, Universiti Putra Malaysia. Currently, he is also a Director of the MAUS Academy of Malaysia and an Accredited MAUS Coaching GOLD Partner with MAUS Business System, Sydney, Australia. Zulhamri is a Certified HRDF Professional Trainer. He was a Director of the Centre for Entrepreneurial Development & Graduate Marketability (CEM), Universiti Putra Malaysia. He was Academic Representative cum Director of Research & Analytics at the Reputation Institute. He was also a member of the European Public Relations & Education Association and International Centre for Corporate Marketing Studies. He was a Council Member of the Institute of Public Relations Malaysia. He earned a Ph.D. in Public Relations Professionalization under supervision of Professor Dr. Terry Threadgold, Pro-Vice Chancellor of Cardiff University, UK. He also earned a Master's degree in Organizational Communication from Universiti Putra Malaysia and a Bachelor's degree in Communication (PR) and minor in Psychology and Economic from National University of Malaysia.

He received a Postgraduate Diploma in Entrepreneurship from Cambridge Judge Business School and completed a HARVARD's Advanced Management Development

Program. Zulhamri currently teaches corporate communication, organizational communication, and leadership communication at the undergraduate and postgraduate levels at Universiti Putra Malaysia. He is regularly invited to teach communication at several leading universities, such as University of Malaya, Open University, and Northern University of Malaysia. As a Project Leader, he leads more than ten research projects with a highly talented team. In 2014, he won Emerald Excellence Award for Highly Commendable Paper. In 2009, he was a finalist of The Outstanding Young Malaysian Award organized by Junior Chamber International Malaysia. In 2008, he won an International Award – The Federation of University Islamic World (FUIW) Prize for University Research 2007. He also won Young Researcher of Year 2007 at the Top Researcher Award (APC), Universiti Putra Malaysia. He was awarded the Excellent Service Award 2007 by Universiti Putra Malaysia. He also won a Gold medal in 2008, Silver Medal in 2007, and Bronze medal in 2009 at annual Exhibition of Invention, Research and Innovation, Universiti Putra Malaysia. He is an author of a textbook on 'International Corporate Communication' published by Pearson Prentice Hall. His research papers were also published in the citation index of Public Relations Review and Marketing Intelligence Planning. In a professional service, he has actively delivered talks and training workshops on public relations and communication in public and private sectors in Malaysia and Brunei. He has actively participated in national and international conferences in several countries, such as Germany, Slovenia, Netherland, Cyprus, and the United Kingdom

RCMI 2018Track's Chairs

Business, Management and Economic Studies

M.Zh. Tussupbekova & Lehlohonolo Sempe

Social Sciences and Humanities Studies

Pattaraporn Thampradit & Michiko Miyamotoa

Engineering and Technology Studies

Zulhamri Abdullah & Bridget Mangwegape

Health and Medicine Studies

Tariq Iqbal Khan & Renan P. Limjuco

Best Paper Nominee List

Business Management Students' Reflections of Case Studies as a Method of Teaching

Lehlohonolo Sempe

Central University of Technology, South Africa

Action Research In Teaching English For Students Of Non-Linguistic Specialties In Higher Schools

M.Zh. Tussupbekova^{1}, M.A. Idrissova², B.G. Smagulova³, Zh.K. Nurmanova⁴, K.K. Kulanova⁵, K.S. Kulmanov⁶*

^{1,2,3,4,5,6} L.N. Gumilyov Eurasian National University, Kazakhstan

3D Scan-Based Cultural Study Of Old Street Architectural Forms

Shih, Naai-Jung

¹ National Taiwan University of Science and Technology, Taiwan

Customers' Loyalty on Customers-Salon Relationships vs. Customers-Stylist Relationships, and Effect of Customer Relationship Management

Michiko Miyamoto^{1}, Tatsuya Kunimatsua², Nanako Abea³, Rintaro Takahashia⁴*

^{1,2,3,4} Akita Prefectural University, Yurihonjo, Japan

Determinants of Organizational Practices and Research Culture for the Enhancement of Research Performance in Malaysian Universities

Asrizam Esam¹, Suhaimi Ab Rahman², Dahlia Zawawi³, Awis Qurni Sazil⁴, Nik Rosniwati Ismail⁵, Yusnita Tugiran⁶, Yushaida Yusof⁷, Norliyana Kamarudin⁸,

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RCMI 2018 Best Paper Award Winner

Customers' Loyalty on Customers-Salon Relationships vs. Customers-Stylist Relationships, and Effect of Customer Relationship Management

Michiko Miyamoto^{1}, Tatsuya Kunimatsua², Nanako Abea³, Rintaro Takahashia⁴*

^{1,2,3,4} Akita Prefectural University, Yurihonjo, Japan

List of RCMI 2018 Academic Papers

1. Business, Management and Economic Studies

ID: IGBSSE-18-107

Models in Enhancing English at Work For Private Enterprise Officers in Bangkok Metropolitan

*Pattaraporn Thampradit**

King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand

ID: IGBSSE-18-109

The Influence of Customer Satisfaction, Loyalty, and Feng Shui Culture on Corporate Image of a Property Company

*Zulhamri Abdullah**

Universiti Putra Malaysia, Malaysia

ID: IGBSSE-18-132

Customers' Loyalty on Customers-Salon Relationships vs. Customers-Stylist Relationships, and Effect of Customer Relationship Management

Michiko Miyamoto^{1}, Tatsuya Kunitatsu², Nanako Abe³, Rintaro Takahashi⁴*

Akita Prefectural University, Yurihonjo, Japan

2. Social Sciences & Humanities

ID: IGBSSE-18-126

The Knowledge Management Model of Tembang Macapat as the Javanese Local Wisdom at Sobokartti Semarang

Yuventius Tyas Catur Pramudi^{1}, Lisa Mardiana², Amida Yusriana³, Titah Banu Arum Mumpuni⁴*

Dian Nuswantoro University Semarang, Indonesia

ID: IGBSSE-18-128

Co-Creation of Digital Storytelling for Promoting Tourism

Lisa Mardiana^{1}, Mutia Rahmi Pratiwi², Amida Yusriana³, Andre Noevi Rahmanto⁴*

Dian Nuswantoro University, Indonesia

ID: IGBSSE-18-149

Analysing the Importance of Demographic Factors as Determinant Of Research Efficiency through Data Envelopment Analysis

Norliyana Kamarudin^{1}, Bany-Ariffin, A. N.², Hussin Yusoff³, Yusnita Tugiran⁴, Asrizam Esam,⁵ Yushaida Yusof⁶*

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ID: IGBSSE-18-150

Determinants of Organizational Practices and Research Culture for the Enhancement of Research Performance in Malaysian Universities

Asrizam Esam^{1}, Suhaimi Ab Rahman², Dahlia Zawawi³, Awis Qurni Sazili⁴, Nik Rosniwati Ismail⁵, Yusnita Tugiran⁶, Yushaida Yusof⁷, Norliyana Kamarudin⁸*

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ID: IGBSSE-18-151

Assessing the Real Significant Research Output among Various Academic Fields

Yushaida Yusof^{1}, Amalina Abdullah², Ridzwana Mohd Said³, Norliyana Kamaruddin⁴*

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ID: RCMI-18-140

Business Management Students' Reflections of Case Studies as a Method of Teaching

*Lehlohonolo Sempe**

Central University of Technology, South Africa

ID: RCMI-18-141

Suan Sunandha Royal Thai Perfume

*Saengsit Kritsadee**

Suan Sunandha Rajabhat University, Thailand

ID: RCMI-18-145

On the Comparative study of African American's Blues and Korean's Arirang

*MiA Kim**

Jeonju University, Jeonju, Korea

ID: RCMI-18-146

The Current State of Humanities at a University of Technology in South Africa

*Maryna Roodt**

Central University of Technology, South Africa

ID: RCMI-18-149

The Speech act of Apology in Setswana: A case study at the Central University of Technology.

Bridget Mangwegape

Central University of Technology, South Africa

ID: RCMI-18-155

Action Research in Teaching English for Students of Non-Linguistic Specialties in Higher Schools

M.Zh. Tussupbekova^{1}, M.A. Idrissova², B.G. Smagulova³, Zh.K. Nurmanova⁴,
K.K. Kulanova⁵, K.S. Kulmanov⁶*

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3. Engineering and Technology Studies

ID: RCMI-18-157

3D Scan-Based Cultural Study of Old Street Architectural Forms

*Shih, Naai-Jung**

National Taiwan University of Science and Technology, Taiwan

4. Health and Medicine Studies

ID: RCMI-18-142

**Factors Affecting Stress of Elderly in Bang Yi Rong District, Bang Khonthi,
Samutsongkarm Province**

*Salinthip Tanpan**

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