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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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Proceeding of 4th International RCMI Conference ---Seoul, South Korea, October 2018
A.Saddam
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Farooq Ahmed Jam (PhD)

4th International Conference on “Research Challenges to Multidisciplinary and Innovation” (RCMI-2018) serves as a 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

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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 & Lehlohono1olo 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

Lehlohono1olo Sempe
Central University of Technology, South Africa

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

M.Zh. Tussupbekova1*, 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 Miyamoto1*, Tatsuya Kunimatsu2, Nanako Abe3, Rintaro Takahashi4

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 Zawaw3, Awis Qurni Sazil4, Nik Rosniwati Ismail5, Yunsita Tugiran6, Yushaida Yusof7, Norliyana Kamarudin8

1,2,3,4,5,6,7,8 Universiti Putra Malaysia, Malaysia

RCMI 2018 Best Paper Award Winner

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

Michiko Miyamoto1*, Tatsuya Kunimatsu2, Nanako Abe3, Rintaro Takahashi4

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List of RCMI 2018 Academic Papers


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

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A. Saddam
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 Miyamotoa, Tatsuya Kunimatsua, Nanako Abea, Rintaro Takahashia
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 Pramudia*, 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 Mardiana1*, Mutia Rahmi Pratiwi2, Amida Yusriana3, Andre Noevi Rahmanto4
Dian Nuswantoro University, Indoesia

ID: IGBSSE-18-149
Analysing the Importance of Demographic Factors as Determinant Of Research Efficiency through Data Envelopment Analysis
Norliyana Kamarudin1*, 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 Esam1*, 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 Yusof1*, 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 Mangwagape  
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. Tussupbekova1*, M.A. Idrissova2, B.G. Smagulova3, Zh.K. Nurmanova4, K.K. Kulmanova5, K.S. Kulmanova6  
1,2,3,4,5,6 L.N. Gumilyov Eurasian National University, Kazakhstan

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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