



TMBER 2019
Conference Proceeding
Book of Papers

6th “Trends In Multidisciplinary Business & Economic Research” (TMBER 2019)

Editor:

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

ISBN: **978-969-695-031- 8**

Printed and Published by: Global Illuminators Malaysia

TMBER 2019 Conference Organizing Committee

Conference Chair

Farooq Ahmed Jam (Ph.D.)

Executive Director (Global Illuminators)

Conference Co-Chair

Tariq Iqbal Khan (Ph.D.)

Director Global Operations (Global Illuminators)

Conference Co-Chair

Muhammad Abbas (Ph.D.)

Director Policy & Research (Global Illuminators)

On Chee Hoong

Manager Operations (Global Illuminators)

Editor Conference Proceeding

Ahmad Saddam

Country Director Iraq (Global Illuminators)

Conference Chair Message

Farooq Ahmed Jam (PhD)

6th International Conference on “Trends In Multidisciplinary Business & Economic Research” (TMBER-2019) 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 TMBER Papers

For this year, TMBER 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 TMBER 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
11	3	2	6	27%

Copy right Agreements

In TMBER 2019 proceedings all authors are agreed on the copy right agreement. This agreement shows that only authors can retain copyright. It also permits that nobody can use for non-commercial purpose such as to download, print out etc of an article published in the TMBER 2019 proceedings. All credit is given to the authors and they have copyright agreements. This copyright agreement and use license ensures, among other things, that an article will be as widely available as possible and that the article can be included in any scientific archive.

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 TMBER 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 TMBER tradition.

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

Program Chair & Co-Chairs

TMBER 2019 Scientific and Reviewers Committee

BUSINESS, MANAGEMENT AND ECONOMIC STUDIES

Palti Marulitua Sitorus (PhD)
Chair of Scientific & Review Committee
Telkom University Indonesia

Mej Mohd Noor Azli bin Hj. Ali Khan (PhD)
University Technology Malaysia.

Prof. Ravindran Ramasamy (PhD)
Graduate School of Business,
UniRazaK, Kuala Lumpur, Malaysia

Prof. Madya Raja Roslan Raja Abd. Rahman (PhD)
Human Resource Development/Management,
University Technical Malaysia Melaka,

Ludmila Mládková (PhD)
Faculty of Business Administration, Department of Management
University of Economics Prague, Czech Republic

Mohd Norfian Alifiah
Faculty of Management
Department of Accounting and Finance,
Universiti Teknologi Malaysia, Malaysia

Ahmed Saddam (PhD)
Country Director- Iraq
Global Illuminators

Mohammad Hamad Khalef AlKhresheh (PhD)
Country Director-Jordan
Global Illuminators

Dr. Suresh B.Gholse (PhD)
VatarMeherbaba College,
Rtm Nagpur University, Nagpur, India

Tahir Masood Qureshi (PhD)
College of Business Administration
American University in the Emirates, UAE

Ghulam Rasul Awan (PhD)
UCP Business School, UCP Lahore Pakistan

Lau Wee Yeap (PhD)

*Faculty of Economics & Administration,
University of Malaya, Kuala Lumpur, Malaysia*

Vignes Gopal

*Faculty of Economics and Administration
University of Malaya, Malaysia*

J. A. Arul Chellakumar (PhD)

Head Department of Economics
*Bharathidasan University
Tiruchirappalli, Tamilnadu, India*

Girish Karunakaran Nair (PhD)

Programme Leader
*International Hospitality Management Faculty
Stenden University, Qatar*

Galla Venkata Rama Krishna Acharyulu (Phd)

*School of Management Studies,
University of Hyderabad, India.*

Santi Rahmawati

*School of Business and Management,
Institut Teknologi Bandung, Indonesia*

Amir Hossein Dastaviz (PhD)

*Institute of Graduate Studies,
University Of Malay, Kuala Lumpur, Malaysia*

Syed Ahmed Salman

*International Islamic University
Malaysia, Gombak, Selangor, Malaysia*

Dr. Wurim Ben Pam (PhD)

*Federal University, Dutsin-ma,
Katsina State- Nigeria*

Wang, Yu-Mei

Asia University, Taiwan

Aglis Andhita Hatmawan

STIE Dharma Iswara Madiun, Indonesia

Hasnun Anip Bin Bustaman

University Teknologi MARA Malaysia

Bertin Chen

Vanung University, Taiwan

Susan Irawan Rifai

Centro Escolar University, Philippine

Jihoon Kim

Ehime University, Korea, South

Chien-Tu Jeff Lai

National Chengchi University, Taiwan

Haykel Hadjs Alem

LEM, University of Lille FRANCE,

Prof. Dr. Tarek Taha Ahmed

Faculty of Business,

Pharos University in Alexandria, Egypt

Samar J. Al-Barghouthi

Royal University for Women, Bahrain

Deus Ngaruko

Centre for Economics and Community Economic Development, the Open University of Tanzania

Mohammad Ehsani

Tarbiat Modares University,

Israel, Imam Khomeini International University, Iran

Ismail BILGIÇLİ

Sakarya University Karasu MYO, Turkey

Tack Hyun Shin

Seoul National University of Science and Technology, Korea, South

Sun-Young Nam

Department of Pharmacology, College of Korean Medicine, Kyung Hee University, Seoul, 130-701, Republic of Korea

Vicent Stanslaus

The Open University Of Tanzania

Partha Ray

Indian Institute of Management Calcutta, Institute of Management Technology, Ghaziabad, India

SOCIAL SCIENCE AND HUMANITIES

Sailesh Sharma (PhD)

Deputy Vice Chancellor (Academic & International)

Proceeding of 6th International TMBER Conference ---, Sydney, Australia March 2019

A.Saddam

University of Malaya, Kuala Lumpur, Malaysia

Siamak Khodarahimi (PhD)

*Islamic Azad University,
Fars Province, Iran*

Rex Balena (PhD)

*Oceanographer and Education Specialist
University of the Philippines in the Visayas*

Dr. A B Sharangi

HOD, Research Scholar,
Agricultural University, India

Jayson E. Lannu

Jose Rizal University, Philippines

Amandha Boy Timor Randita

*Faculty of Medicine,
Sebelas Maret University, Indonesia*

Gogoberidze George

Russian State Hydrometeorological University (RSHU), Russia

Krittawaya Thongkoo

Chiang Mai University, Thailand

Tzu-yi Lee

Chung Yuan Christian University, Taiwan

Renan Limjuco (PHD)

*University of the Immaculate Conception
Davao City, Philippines*

Kankan Kasmana

Departemen Visual Communication Design-Indonesia Computer University, Indonesia

Monique Musni- Tagaytay, MA. Ed

University of the Immaculate Conception Philippine, Philippine

Naidu Narainsamy

Department of Psychology of Education, University of South Africa (UNISA), College of Education, South Africa

Sultanbayeva Gulmira

Al-Farabi Kazakh national University Kazakhstan

Emilio A. Cruz

Bulacan State University, Malolos City, Bulacan

Philippines

Si, Li

Wuhan University, China

Dr. Nessreen A. Elmelegy

Royal University for Women, Kingdom Of Bahrain, Bahrain

Dr. Shusil Kumar Das

Daffodil International University, Dhaka, Bangladesh

Dr. Rovelina B. Jacolbia

Polytechnic University of the Philippines

Sathiamoorthy Kannan

Institute of Educational Leadership, University of Malaysia

Dr. Isabella Musyoka-Kamere

Maasai Mara University, Kenyatta University Kenya

Hadi Ebadi

Universiti Teknologi Malaysia 2. Razi University, Iran

Dr. Shusil Kumar Das

Daffodil International University, Dhaka, Bangladesh

Botabaeva Ademi Erkebaevna

Eurasian National University named after L.N. Gumilyov, Kazakhstan

Girma Y. I. Menelik

Penza State University Russia, K. Satbaev Kazakh National Technical University Kazakhstan

I-Ju Chen

Ling Tung University Taiwan

Wen, Yvonne, Ying-Ya

National Formosa University, Taiwan

PHYSICAL LIFE AND APPLIED SCIENCES

Yan LI (PhD)

Nanyang Technological University, Singapore

Md. Saleh Ahmed (PhD)

Department of Mathematics & Statistics

Sultan Qaboos University, Muscat, Oman

Saon Banerjee (PhD)

Proceeding of 6th International TMBER Conference ---, Sydney, Australia March 2019

A.Saddam

*OIC, AICRP on Agrometeorology,
State Agricultural University*

Mohd Nizam Omar

Universiti Utara Malaysia, 06010 UUM Sintok, Kedah, Malaysia

Amina Bakhrouf

*Laboratory of Analysis, Treatment and Valorisation of Environment Polluants and Products, Monastir,
Tunisia*

Shatrova, Olga

Russian State Hydrometeorological University (RSHU),Russia

ENGINEERING AND TECHNOLOGY STUDIES

Nurul Akmar Binti Emran (PhD)

*Faculty of Information Communication Technology
Universiti Teknikal Malaysia Melaka*

Chee-Ming Chan (PhD)

*Civil and Environmental Engineering
Universiti Tun Hussein Onn, Malaysia*

Zhaparov Meirambek Kazimovich (PhD)

*Head of Micro learning Research Centre
Suleyman Demirel University, Kazakhstan*

Noor Zaman (PhD)

*College of Computer Science and IT,
King Faisal University, Saudi Arabia*

Kelly Whealan George (PhD)

Embry-Riddle Aeronautical University (ERAU), USA

Prof. Dr. Hj. Dwi Kartini , SE. Spec. Lic (PhD)

*University of Computer Indonesia (Unikom)
Bandung Indonesia*

Valeria Ersilia Oniga (Ph.D)

*Department of Terrestrial Measurements and Cadastre
Technical University “Gh.Asachi” from Iasi
Romania*

Prof. Dr. Hj. Dwi Kartini , SE. Spec. Lic (PhD)

*University of Computer Indonesia (Unikom)
Bandung Indonesia*

Mira Rahayu

Telkom University Indonesia,Indonesia

Ony Widilestariningtyas

Universitas Komputer Indonesia,Indonesia

Yully Ambarsih Ekawardhani

UNIKOM,Institut Teknologi Bandung,Indonesia

Emel Zeray

Selcuk University Geomatics Department, Turkey

Nedjah

Preparatory School of Sciences and Technology (EPST Annaba), Algeria

Tashenova

L. N. Gumilyov Eurasian National University, Kazakhstan

Farah Jemili

Department of Computer Sciences, High Institute of Computer and Communication Techniques, Sousse University, Tunisia

Nahid Sanzida

Bangladesh University of Engineering and Technology (BUET) Bangladesh

HEALTH AND MEDICINE STUDIES

Balachandar S. Sayapathi (PhD)

Faculty of Medicine, University of Malaya

Ahmed Kaid Naji Allow (PhD)

*Head of Dept. of Human Physiology
College of Medicine and Health Sciences
Sana'a University, R. Yemen*

Prof. Dr. drg. Andi Zulkifli, M.Kes

*Faculty of Public Health Hasanuddin University,
Makassar, Indonesia*

Fauzie Rahman

*Head of Health Policy Management Department at School of Public Health, Faculty of Medicine,
Lambung Mangkurat University, Indonesia*

Helia Rahbari

Faculty of Paramedical Sciences at Shahid Beheshti University of Medical Sciences, Iran

Dr Narjis Rizvi

Aga Khan University, stadium road – Karachi – Pakistan

Dr. Elvira Urgel(PHD)

Centro Escolar University,china

Maria Bea Lao

Medical Technology/Medical Laboratory Science University of the Immaculate Conception Philippine

Nima Kasraie

Children's Mercy Hospital United State

Haseen Fariha

Bangabandhu Sheikh Mujib Medical University, Bangladesh

Der-Hsiang Huang

Graduate Institute of Professional Development in Education, Da-Yeh University, Taiwan

kazushi Okamoto

Aichi Prefectural University japan

Abolhassani Shahla

Shahrekord University of Medical Sciences, Shahrekord, Iran

Dr. Umme Kulsum Rima

Hajee Mohammad Danesh Science & Technology University Dinajpur, Bangladesh

Mohammad A. H. Khan

Faculty of Veterinary Science, Bangladesh Agricultural University

Enayatollah Kalantar

Dietary supplements and Probiotic Research Center and Department of Microbiology and Immunology, School of Medicine, Alborz University of Medical Sciences, Karaj, Iran

Cahit Canbay

Yeditepe University, Turkey

Rahbari, Helia

Faculty of Paramedical Sciences at Shahid Beheshti University of Medical Sciences, Tehran, Iran

Cheng-Chi Chang

Graduated Institute of Oral Biology, National Taiwan University, Taipei, Taiwan

Bodin Oleg N

Ling Tung University Taiwan

Zahra Godarzi

Tehran University of Medical Sciences Iran

Zhou Rui-Hua

School of Public Health, North China University Of Science And Technology

TMBER 2019 Keynote Speakers

Dr Vannie Naidoo

Dr Vannie Naidoo is a Management Graduate from the University of KwaZulu-Natal, South Africa. Her PHD research focused on developing strategies for closing the gaps in service quality at UKZN, one of the top five tertiary university's in South Africa. Dr Naidoo is teaching in undergraduate and postgraduate programs at the University of KwaZulu- Natal. She is presently supervising and has supervised many PHD and Masters students from SA and neighbouring African countries.

Her research interests include service quality in higher education, hospitals, airline industry and government, gender in the workplace, strategy, marketing, education, entrepreneurship and corporate sustainability. Her current research focus is on ICT's in higher education, E-learning, E-learning in language, Digitalization in the workplace and ICT's for the disabled.

Dr Naidoo has published articles and book chapters in various international and national journals and publishers. As a strategist Dr Naidoo believes in opening the mind to contemporary thinking to use innovative methods to improve productivity, service quality and overall efficiencies within business in the management arena.

She is an active member of Global Illuminators family and playing a vital role in research community development across the globe. Her research ICT for disabled is very much alligned with the vision of global illuminators scholarly family.

TMBER 2019 Track's Chairs

Business, Management, Economic, Social Sciences and Humanities

Vannie Naidoo & Tariq Iqbal Kahn

Best Paper Nominee List

Demand Leakage from a Local Small Airport to a Regional Main Airport

*Yu Morimoto**

Konan University, Japan

Multiculturalism in the South African Workplace

*Vannie Naidoo**

University of KwaZulu-Natal, South Africa

Community Consolidation by Cultural Conservation Process: The Case of Mon's Cultural Conservation Process in Lopburi Province

*Shanasuek Wisetchai**

Phranakorn Rajabhat University, Thailand

Perceived Effectiveness of Public Service Advertising: A case on tobacco counter marketing campaign in India

Muruganantham Ganesan^{1}, Dharun Lingam Kasilingam², Esther Princess³*

^{1,3} National Institute of Technology, Tiruchirappalli, India

² Alliance Universities, Bangalore, India

TMBER 2019 Best Paper Award Winners

Perceived Effectiveness of Public Service Advertising: A Case on Tobacco Counter Marketing Campaign in India

Muruganantham Ganesan^{1}, Dharun Lingam Kasilingam², Esther Princess³*

^{1,3} National Institute of Technology, Tiruchirappalli, India

² Alliance Universities, Bangalore, India

List of TMBER 2019 Academic Papers

1. Business, Management and Economic Studies

ID: TMBER-19-102

Demand Leakage from a Local Small Airport to a Regional Main Airport

Yu Morimoto,

Konan University, Japan

ID: TMBER-19-122

Perceived Effectiveness of Public Service Advertising: A Case on Tobacco Counter Marketing campaign in India

Dr. Muruganatham Ganesan^{1}, Dr. Dharun Lingam Kasilingam², Esther Princess³*

^{1,3}National Institute of Technology, Tiruchirappalli, India

²Alliance Universities, Bangalore, India

2. Social Sciences and Humanities

ID: TMBER-19-106

Multiculturalism in the South African workplace

Vannie Naidoo

University of KwaZulu-Natal, South Africa

TMBER Conference Committee

Conference Chair

Farooq Ahmed Jam (Ph.D.)

Executive Director (Global Illuminators)

Conference Co- Chair

Tariq Iqbal Khan (Ph.D.)

Director Global Operations (Global Illuminators)

Conference Co-Chair

Muhammad Abbas (Ph.D.)

Director Policy & Research (Global Illuminators)

On Chee Hoong

Manager Operations (Global Illuminators)

Editor

Dr Ahmad Saddam (Ph.D.)

ISBN: **978-969-695-031- 8**

Printed and Published by: Global Illuminators Malaysia