

5TH INTERNATIONAL CONFERENCE ON  
**NEW DIRECTIONS IN  
MULTIDISCIPLINARY  
RESEARCH & PRACTICE**



**London, England  
June 15-16, 2019**



Organized by:

**GLOBAL ILLUMINATORS**

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Researching and Developing for Humanity

5<sup>th</sup> International Conference on New Directions in Multidisciplinary  
Research and Practice” (NDMRP- June 15-16, 2019)

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Global Illuminators, Kuala Lumpur, Malaysia.



# **NDMRP 2019**

## **Conference Proceeding**

### **Book of Abstracts**

**5<sup>th</sup> International Conference on  
“New Directions in Multidisciplinary Research and  
Practice” (NDMRP -2019)”**

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Country Director (Global Illuminators Iraq)

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*Manager Operations (Global Illuminators)*

## Conference Chair Message

**Farooq Ahmed Jam (Ph.D.)**



5<sup>th</sup> International Conference on “New Directions in Multidisciplinary Research and Practice” (NDMRP - 2019) 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 an 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 interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable 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 keynote 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 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 to the betterment of society and the welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

## Type of NDMRP Papers

For this year, NDMRP has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researchers and are reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute to the scientific body of knowledge. On the contrary, Insight papers meet the needs of policymakers and professionals and are reviewed on the basis of high practice standards. The objective of the Insight is to identify real-world problems and how they can be solved with the help of information systems.

## Reviewing Criteria

In NDMRP, all papers are judged on the same criteria (relevance, significance, originality, validity, and clarity). However, some criteria differ between the Research papers and Insight papers.

**Relevance:** Relevance has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

**Significance:** Knowledge of 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
44	15	15	14	34.09%

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## **Acknowledgment**

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee and representatives of the NDMRP board and their helpers. We also want to thank all the Track Chairs and reviewers, as well as all the members 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 NDMRP tradition.

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

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## KEYNOTE SPEAKER’S

### **Dr. Charles Van Der Vyver (Ph.D.)**



Dr. Charles van der Vyver (Ph.D.) is a Senior Lecturer and Researcher at the North-West University (NWU) Vaal Triangle Campus, Vanderbijlpark, South Africa. He completed his Ph.D. in Information Technology at the NWU in 2010

after which his research career started gaining momentum. He has an extensive background in tertiary education, including lecturing, research, program development, and management. His scholarly work has been widely appreciated and has been presented at several conferences and published in various journals and conference proceedings. He is also currently promoter to several postgraduate projects and students. His research interests include water management, water poverty measurement, and alleviation, computer security awareness, bioinformatics, and simulation. Despite his main discipline being IT, he has also collaborated across several other disciplines which include mathematics, statistics, economics, communication, geography, and biology. He has been the recipient of several research excellence and best paper awards, has served on a number of journal editorial boards, and has been on several conference organizing and program committees. Some of his research and recommendations have been adopted by the local municipalities around the NWU, and the difference it has made is already visible. His vision is to make a contribution to not only his local community but also to his country and the world.

## **NDMRP 2019 Tracks’ Chairs**

### **Business, Management, and Economics Studies**

Thanin Ratanaolarn & Nottakrit Vantamay

### **Social Sciences & Humanities**

Kal Namit & Anita Sharma



## **NDMRP 2019 Workshop**

### **“How to Improve the Quality of A Research Article and Get It Published in Scopus/ISI-Indexed Journals.”**

**Trainer: Dr. Tariq Iqbal Khan (Ph.D.)**

In this workshop, we will discuss how to improve the quality of a research article and to get it published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop, trainer will shed light on how to identify a hot research topic, how to find a research gap, importance of a catchy Research Paper Title, what reviewers are looking for in a research article, what editors are expecting from authors, major reasons for article rejection by good journals, steps and tips to improve article quality and content, and finding a relevant outlet for your research. I hope this workshop will help the participants improve their understanding of the publication process.

## **Best Paper Nominee List**

### **Quantifying the Impact on Communication of a Change in Management Structure of a University Incubator**

*J Van Der Vyver<sup>1\*</sup>, C Van Der Vyver<sup>2</sup>*

North-West University, South Africa

### **Investing the use of Debt Finance in Merger and Acquisitions by Multinational Entities as a Tax Avoidance Strategy**

*Jacobs Lerike<sup>1\*</sup>, Swanepoel Thys<sup>2</sup>*

North-West University, South Africa

### **Consumer Protection and China’s Sharing Economy**

*Peng Xu<sup>\*</sup>*

Zhejiang Police College, China

## **NDMRP 2019 Best Paper Award Winner**

### **Investing the use of Debt Finance in Merger and Acquisitions by Multinational Entities as a Tax Avoidance Strategy**

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# CONFERENCE PROGRAM

**DAY 01 Saturday (June 15, 2019)**

**Welcome Reception & Registration**

**8:00 am – 08:30 am**

**Opening Ceremony (08:30 am – 09:45 am)**

**Venue: Room 1**

08:30 am – 08:40 am	Welcome Remarks – <b>Mr. Chris</b> Conference Coordinator, Global Illuminators
08:40 am – 08:55 am	Opening Speech – <b>Dr. Tariq Iqbal Khan (Ph.D.)</b> Director Global Operations, Global Illuminators Conference Co- Chair
08:55 am – 09:10 am	Keynote Speech- <b>Dr. Charles Van Der Vyver (Ph.D.)</b> Senior Lecturer and Researcher at the North-West University, South Africa
09:10 am – 09:25 am	Group Photo & Award Ceremony

**Grand Networking Session and Tea Break (09:25 am – 09:45 am)**

**DAY 01 Saturday (June 15, 2019)**

**Session 1 (09:45 am – 1:00 pm)**

**Venue: Room 1**

**Session Chairs: Thanin Ratanaolarn & Nottakrit Vantamay**

**Track A: Business, Management and Economic Studies**

NDMRP-19-106	Spread sheet Model for Training an Artificial Neural Network	Kal Namit
NDMRP-19-107	Responsive Supply Chain in an Emerging Market	Susita Asree
NDMRP-19-110	Network Structure and Interdependence of Big Oil Companies and the Regional and Global Energy Equity Sectors	Seong-Min Yoon
NDMRP-19-113	King IV Information Technology Governance: JSE-Listed Companies’ Compliance	Moolman Anneke
NDMRP-19-114	Taxation on Expatriates: A Comparative Study	Dahms Joani
NDMRP-19-117	Investing the Use of Debt Finance in Merger and Acquisitions by Multinational Entities as a Tax Avoidance Strategy	Jacobs Leri
NDMRP-19-125	Factors Affecting the Entry and Exit of Social Entrepreneur: Understanding through the Lens of RBV	Anita Sharma
LBESS-19-119	The Impact of Health and Safety Management on Employees’ Performance in the Ghana Immigration Service, Headquarters – Accra	Emmanuel Okyere Darko

**Lunch Break (1:00 pm – 2:00 pm)**

**DAY 01 Saturday (June 15, 2019)**

**Workshop Session (02:00 pm – 03:30 pm)**

**Venue: Room 1**

**“How to Improve the Quality of Research Article and get published in Scopus/ISI Indexed Journals”**

<b>Trainer</b>	<b>Dr. Tariq Iqbal Khan (Ph.D.)</b>
<b>Participants</b>	All Participants

In this workshop, we will discuss how to improve the quality of research article and getting published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop trainer will shed light on how to identify a hot research topic, How to find a research gap, Importance of a catchy Research Paper Title, What Reviewers are looking in research article, What editors are expecting from authors, Major Reasons of article rejection in good journals, Steps and tips to improve article quality and content and Finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about publication process.

**Tea Break (3:30 pm – 3:45 pm)**

**DAY 01 Saturday (June 15, 2019)**

**Session 2(3:45 pm – 5:45 pm)**

**Venue: Room 1**

**Session Chairs: Kal Namit & Anita Sharma**

**Track B: Social Sciences and Humanities Studies**

NDMRP-19-103	Rainwater Harvesting and its Impact on the Access Component of the Water Poverty Index	Charles Van Der Vyver
NDMRP-19-112	Quantifying the Impact on Communication of a Change in Management Structure of a University Incubator	J Van Der Vyver
NDMRP-19-128	Assessment in Special Education: Improving Professionals’ Skills Using Video Footage	Sue Wood
LBESS-19-113	Consumer Protection and China’s Sharing Economy	Peng Xu

**Closing Ceremony (5:45 pm – 6:00 pm)**



**DAY 01 Saturday (June 15, 2019)**

**Session 2(3:45 pm – 5:45 pm)**

**Venue: Room 1**

**Session Chairs: Kal Namit & Anita Sharma**

**Track B: Social Sciences and Humanities Studies**

LBESS-19-120	A Meta - Analysis of Learning Management Models Affecting Achievements among Undergraduate Students	Thanin Ratanaolarn
LBESS-19-123	Exploring the Professional Competencies for Marketing Communicators in the Next Decade (2017-2027)	Nottakrit Vantamay
LBESS-19-125	Community Consolidation by Cultural Conservation Process: The Case of Mon’s Cultural Conservation Process in Lopburi Province	Shanasuek Wisetchai

**Closing Ceremony (5:45 pm – 6:00 pm)**

## LIST OF CONFERENCE ATTENDEE

The following scholars/practitioners/educationists don’t have any paper presentations; however they will be attending the conference as delegates and observers.

ID	Name	Affiliation	Country
LBESS-19-135A	Raju Purno Talukder	R-3 Dr. B.R. Ambedkar Buddhist Temple	India

## **DAY 02 Sunday, (June 16, 2019)**

### **“CITY TOUR”**

Gathering of Participants at the Lobby of Novotel London Waterloo  
Hotel, UK at 8:30 am

Departure: 9:00 am for City Tour

Drop Back at Novotel London Waterloo Hotel, UK at 3:00 pm

**Important Note:** This tour is organized by Global Illuminators and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk.



## **TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES**



## Spreadsheet Model for training an Artificial Neural Network

**Kal Namit<sup>1\*</sup>, Max Khojasteh<sup>2</sup>**  
<sup>1,2</sup> Winston Salem State University, USA

### Abstract

An artificial neuron network (ANN) is a computational model based on the structure and functions of biological neural networks. Information that flows through the network affects the structure of the ANN because a neural network changes - or learns, in a sense - based on that input and output. It consists of three layers: the input layer, the hidden, and output layers. The learning and memory properties of the neural network resemble the properties of human learning and memory. The learning occurs by adjusting the weights on the arcs in the network so that for a given set of inputs, the network's estimated output value will closely approximate the actual output associated with inputs. The technique known as the back propagation algorithm is often used during the training process to adjust the weights in a neural network. In this paper, we present the spreadsheet backpropagation algorithm to search for the minimum of error function using the method of gradient descent.

**Keywords:** Spreadsheet Model, Training, Artificial Neural Network

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## Responsive Supply Chain in an Emerging Market

**Susita Asree\***

Winston Salem State University, South Africa

### Abstract

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The purpose of this study is to investigate the impact of responsive supply chain strategy on strategic collaboration and the firm's innovation performance. This study also investigates the role of strategic collaboration as a mediating construct between responsive supply chain and firm's performance. A web questionnaire survey was used in this work. Structural equation modeling was applied to test proposed hypotheses on the associations between variables. The findings show that a responsive supply chain has a positive impact on strategic supply chain collaboration and a firm's innovation performance. Additionally, the impact of the responsive supply chain on a firm's innovation performance is higher when strategic supply chain collaboration is included as a mediator.

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***Keywords:*** Responsive Supply Chain, Emerging Market

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## Network Structure and Interdependence of Big Oil Companies and the Regional and Global Energy Equity Sectors

**Jose Areola Hernandez<sup>1\*</sup>, Waqas Hanif<sup>2</sup>, Sang Hoon Kang<sup>3</sup>,  
Seong-Min Yoon<sup>4\*</sup>**

<sup>1</sup> ESC Rennes School of Business, South Korea

<sup>2</sup> COMSATS Institute of Information Technology Pakistan

<sup>3,4</sup> Pusan National University, Korea

### Abstract

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We examine the spillover, network structure, and dependence characteristics of big oil companies in relation to regional and global energy equity markets. We draw our results through the use of conditional value-at-risk (CoVaR), a spillover index, and time-varying parameter copulas. Big oil supermajors are observed to more largely spillover on the EU energy equity sector than in the US energy equity sector. The big oil supermajor BP is consistent across regional and global energy markets, one of the largest spillovers. The CoVaR analysis shows that in the downside Royal Dutch Shell A most largely spillovers on the US energy equity sector, while Chevron does it on the EU energy sector. The world energy equity sector is most largely spillovered by Exxon Mobile. In the upside Royal Dutch Shell B and Chevron most largely spillover on the US energy equity sector, while the EU and world energy equity sectors are most largely spillovered by Royal Dutch Shell B and BP. Copula results indicate asymmetric dependence between big oil supermajors and the US energy equity sector. Symmetric dependence occurs between big oil supermajors and the EU energy equity sector.

**Keywords:** Big Oil Companies, Energy Equity Markets, Conditional Value-At-Risk, Network, Spillover, Copula

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## King IV Information Technology Governance: JSE-listed Companies' Compliance

**Moolman Anneke\***

North-West University, South Africa

### Abstract

The fourth industrial revolution would not be possible without information technology (IT). Although IT is considered to open a world of opportunities, it is also associated with increased risk due to inter alia unauthorised access and data loss. The King Report on Governance (King) was introduced to place South Africa at the forefront of corporate governance globally and would be incomplete without addressing the governance of IT. Previous studies revealed room for improvement with compliance of both King II and King III IT governance principles. Subsequently, King IV was introduced in 2016, recognising technology and information separately, each with their own risks and opportunities. King IV also attempts to force the management of companies to focus their minds on governance and not consider it as mindless compliance. The objective of this study is, therefore, to determine the extent to which King IV has encouraged improved compliance with the technology and information governance principle in the Johannesburg Stock Exchange (JSE) listed companies. As JSE-listed entities are required to comply with King IV, a documentary review on the most recent integrated, corporate governance, and/or similar reports of the top 40 JSE-listed companies was performed to assess compliance of the King IV technology and information governance principle. Findings suggest that King IV substantially improved compliance with its technology and information governance principle, although improved disclosure is necessary. This study is beneficial to the Institute of Directors in South Africa (IODSA) and the JSE to measure current compliance of JSE-listed companies with technology and information governance principles. The study also benefits international governance framework setters by highlighting that companies may be more willing to disclose limited recommendations as opposed to mindlessly stating compliance with various rules.

**Keywords:** Technology, Information, King IV, Corporate Governance

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## Investing the use of Debt Finance in Merger and Acquisitions by Multinational Entities as a Tax Avoidance Strategy

Jacobs Lerike<sup>1\*</sup>, Swanepoel Thys<sup>2</sup>  
<sup>1,2</sup> North-West University, South Africa

### Abstract

Multinational entities (MNEs) have grown their global footprint rapidly over the past decades. In many instances, it is not because of organic growth but due to mergers and acquisitions (M&As). M&As form an important part of the corporate finance landscape. The literature emphasizes a number of reasons why M&As are part of the growth strategies of MNEs. Two reasons for undertaking an M&A are the potential tax benefits as well as the reduction of finance charges available to the acquiring MNE. The question could be asked; is the use of debt finance in M&A transactions tax avoidance strategy? The aim of the study is to determine the potential tax benefit of the acquiring MNE if the debt is used to finance the M&A of the target entity. The annual financial statements of the best 15 M&As of 2017 were used, based on a report available from Nasdaq. Evidence of tax avoidance strategies related to debt finance of M&As is clearly visible in the annual financial statements. To determine the tax benefit effect of the 14 M&A entities, the annual financial statements of 2016, 2017, and 2018 were reviewed and analysed. Document analysis was used to analyse the relevant data received, using a Pearson regression coefficient to determine the significance of debt finance on tax liability. The study proposes that MNEs use debt finance of M&As as a tax benefit and provides some evidence to suggest that managers, directors, and shareholders should consider debt financing as an option in M&As. The study could potentially help stakeholders decide on whether or not an M&A of a target entity will create sustainable wealth and reduce the tax liability of the acquiring MNE.

**Keywords:** Debt Finance; Mergers and Acquisitions, Mnes, Tax Benefit, Tax Liability

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## Factors Affecting the Entry and Exit of Social Entrepreneur: Understanding through the Lens of RBV

Anita Sharma<sup>\*</sup>

Indian Institute of Management, India

### Abstract

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Social entrepreneurship is emerging as an area for academic inquiry. The social entrepreneurial process is quite different from that of commercial entrepreneurs. Hence, this paper conceptually delineates the reasons to 'enter' and intentions to 'exit' a social entrepreneurial venture. The coherent framework explains that in the serendipitous entry, social entrepreneurs a priori do not focus on resources' availability, while in intentional entry, resources play a crucial role. On the other hand, intentions to exit a social entrepreneurial venture are dependent on resource scarcity, team cohesiveness, and alignment between entrepreneurs' goals and ventures growth strategies. Propositions related to resource requirements during entry and exit in the social entrepreneurial process are offered, which shapes the future research directions.

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**Keywords:** Social Entrepreneurship; Resources; Entry; Exit

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## The Impact of Health and Safety Management on Employees' Performance in the Ghana Immigration Service, Headquarters - Accra

**Emmanuel Okyere Darko\***

Ghana Baptist University College, Ghana

### Abstract

Recent accidents occurring in most companies in Ghana have been a source of worry to everyone. Most employers fail to put in place adequate health measures in place at their workplace to safeguard not only the employees and management but also clients and other stakeholders who have some kind of interest in the company or situation. Ineffective occupational health and safety policy have a negative effect on the organization as well as the workforce. The Labour Act 2003, Act 651 of the Republic of Ghana, section 118(1) states that "it is the duty of an employer to ensure that every worker employed by him/her works under satisfactory, safe and healthy conditions". There is no doubt that the human resource that an organization has is one of its adaptable resources. Therefore, effective and efficient use of the human resource will translate into the overall effectiveness and efficiency of the organization. In view of the International Labour Organization (1959), the employer has the responsibility of protecting employees from all health hazards that may pose threat to their safety and healthy living. The purpose of the study was to assess the impact of the occupational health and safety practices on employees' job performance at the Ghana Immigration Service. The officers, administrators, technicians, etc. in the departments and units of the service formed the population of the study. One hundred and twenty respondents formed the sample size of the study. Data was collected through a questionnaire and observation. It was found out that the current occupational health and safety practices at the service were inadequate. Staff commitment and compliance with health and safety rules were also low. It was recommended that management of the service should constitute a safety committee, maintain regular monitoring, inspection and evaluation, and conduct reviews for improvement.

**Keywords:** Safety, Occupational, Organization, Hazards, Labour

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## Taxation on Expatriates: A Comparative Study

**Dahms Joani\***

North-West University, South Africa

### Abstract

As from 1 March 2020, a large number of South African (SA) expatriates (expats) being employed abroad and whose annual income exceeds \$73 855 will be affected by an amendment in expat taxation (tax) legislation. From the mentioned date, expats will be liable for tax ranging up to 45% of their foreign remuneration. To facilitate tax for expats generally, the Organisation for Economic Cooperation and Development (OECD) has introduced the Common Reporting Standard (CRS) in 2014. Through this Standard, global authorities attain information from their financial institutions and exchange it with other authorities. More than a hundred countries are already participating in this global initiative to enhance the transparency of international tax-related information. However, it has been established that currently, not all SA individuals working abroad, declare all their foreign income to the South African Revenue Services (SARS). This comparative research used a critical review and an exploratory methodology to investigate how the US and UK implement their expat tax laws, and more specifically, how these legal frameworks affect expats. This study aimed to determine the tax position of expats on the amended SA tax legislation to be implemented in 2020. The results of this study show that SARS can consider increasing the annual exclusion of \$73 855 and introduce a possible foreign housing exclusion to lessen the tax burden on SA expats. The administrative burden on tax authorities can also be reduced if payroll relief is applied. Furthermore, it was established that the SA expats will be carrying the largest tax burden compared to the US and UK. This study may benefit expats, employers and tax authorities by clarifying the tax position of expats in light of the amended tax legislation.

**Keywords:** Common Reporting Standards, Double taxation agreements, Expatriates, Expatriate taxation laws, Taxation.

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## **TRACK B: SOCIAL SCIENCES & HUMANITIES STUDIES**



## Rainwater Harvesting and its Impact on the Access Component of the Water Poverty Index

**Charles Van Der Vyver\***  
North-West University, South Africa

### Abstract

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The aim of this research is to quantify the impact that the implementation of rainwater harvesting will have on improving access to water as part of the water poverty index. It focuses on two municipalities in South Africa, which as a country is already classified as water-stressed. The research is a quantitative study that makes use of secondary data that was collected at a high assurance level to determine the possible costs involved. It was found that rainwater harvesting is definitely a viable option in the chosen area, albeit at a fairly significant cost, which will definitely be too high for the municipalities in question to carry. If the capital were to become available, it would have a small influence on the water poverty index, but the difference it will make to the quality of life of the residents in the municipalities might prove unmeasurable. Future research should continue to focus on refining the index itself, and on exploring new possibilities and scenarios for the implementation of the index.

***Keywords:*** Rainwater Harvesting, Water Poverty Index, Water Poverty

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## Quantifying the Impact on Communication of a Change in Management Structure of a University Incubator

**J Van Der Vyver<sup>1\*</sup>, C Van Der Vyver<sup>2</sup>**

<sup>1,2</sup> North-West University, South Africa

### Abstract

This research paper aims to quantify the impact on the communication model of a university incubator, due to restructuring and change in the management structure. Participants included staff members of a university incubator, at a well-known South African University. A qualitative research approach was used, along with semi-structured interviews due to its flexible nature, offering the researcher the opportunity to ask open-ended questions, but also presents the researcher with the focus of a structured ethnographic study. Secondly, qualitative content analysis was used, assisting the researcher in analysing written, verbal, and visual communication on the subject matter in order to gain a better understanding of university incubators and communication models. Not only did the researcher observe the changes within the university incubator, but was also a participant, due to the nature of the researchers work. The participant-observer method was, therefore included as a research method. The changes in communication model were due to the restructuring that took place within the university, the impact of the restructuring on the university incubator's communication model was unplanned and had significant changes on the communication model. The current communication model combined with communication models from literature to develop the best possible communication model for the current situation. Even though the changes to the communication model was for the better, the current communication model of the university incubator still presents the possibility for expansion and improvement.

**Keywords:** Communication models, Organisational Communication Models, Business Incubators, University Incubators

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## Assessment in Special Education: Improving Professionals' Skills Using Video Footage

Sue Wood<sup>1\*</sup>, Maria Efstratopoulou<sup>2</sup>

<sup>1,2</sup> Bishop Grosseteste University, UK

### Abstract

Communication and social skills are key areas of development which impact on both the academic and social lives of children. However, these areas can be particularly challenging for children with physical disabilities who may have fewer opportunities to meet socially, possibly compromising their quality of life. The aim of this pilot study was to investigate the value of video analysis on improving observation skills for professionals in special education. A qualitative, mixed method case study approach was taken due to the uniqueness of the children who are non-verbal and have complex physical disabilities. Methods included the use of the MBC checklist (MBC; Efstratopoulou, Jansen, & Simons, 2012), video footage, and semi-structured interviews. The sample consisted of five educational practitioners and two non-verbal children with physical disabilities from a special school in the UK. The practitioners were asked to rate the children's behaviour (social cluster) by completing the MBC. The importance of assessing children with physical disabilities using video footage was evaluated during the semi-structured interviews when the practitioners expressed how they saw a different child and how their observational skills were sharper. Ways that research findings can be used to help professionals to design interventions in order to improve social and communication skill for students with multiple physical disabilities will be discussed.

**Keywords:** Special Education, Video Footage, Professionals' Skills

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## Consumer Protection and China's Sharing Economy

**Peng Xu**\*

Zhejiang Police College, China

### Abstract

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The sharing economy is providing consumers with more affordable, more convenient access to shared goods and services. However, the business model of sharing economy has posed challenges for both consumers and regulators. The Chinese central government has drafted policies to promote the sharing economy while protecting consumers rights. Due to the lack of effective exchange of information and ambiguity in regulatory requirements, it is not easy to achieve the goal of consumer protection in the sharing economy. China needs to take a more positive and specific role in guiding policies towards a sustainable sharing economy for the long-term.

***Keywords:*** Sharing Economy, Consumer Protection, Regulatory Policy

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## A Meta-Analysis of Learning Management Models Affecting Achievements among Undergraduate Students

**Thanin Ratanaolarn\***

King Mongkut's Institute of Technology, Ladkrabang, Thailand

### Abstract

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In Thailand, there are many types of research about the learning management models affecting learning achievement among undergraduate students. Those research results are either the harmony or the conflict. Most of them have not yet reached the final solution. The researches cannot be concluded about the best learning management model. Therefore, this research aims to synthesize the researches about the learning management models affecting achievements among undergraduate students by meta-analysis. The researchers used in this study were 47 papers published from 2009 to 2018 in Thailand. The synthesis findings showed that 1) the learning objective emphasized developing cognitive domains in the highest proportion. The teaching method emphasized the roles of students, and most learning management media will be self-learning media. Most tools used in measurement and evaluation in the cognitive domain were tested, in the affective domain were ethic scale, and in the psychomotor domain were a practical test. 2) The analysis of effect size to find the best learning management models affecting learning achievement among undergraduate students found that learning objectives emphasized the integration of cognitive domain, affective domain, and psychomotor domain. The constructivism was used as a base for teaching model. In addition, the teaching method will emphasize the role of students and use learning management media in the type of self-learning media. Measurement and evaluation of achievements will use authentic assessment and various tools. Therefore, this study is beneficial for teachers in designing learning management models among undergraduate students effectively.

**Keywords:** Meta-Analysis, Learning Management Models, Achievements, Undergraduate Students

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## Exploring the Professional Competencies for Marketing Communicators in the Next Decade (2017-2027)

**Nottakrit Vantamay\***  
Kasetsart University, Thailand

### Abstract

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This study aims to seek the future scenario of professional competencies for marketing communicators in the next decade (2017-2027). The research process can be divided into two stages. Stage I aims to explore the preliminary professional competencies. In this stage, one-round Ethnographic Future Research (EFR) Technique was used by interviewing with a panel of 30 experts in the field of marketing communication. Stage II aims to select the desired and most probable competencies. In this stage, a 2-round Delphi Technique was conducted to reach a consensus from the panel of 30 experts participating in the stage I. The research results found that professional competencies for marketing communicators in the next decade composed of 67 competencies in 6 aspects. They were: I) knowledge in marketing (10 competencies), II) knowledge in business administration and social sciences (13 competencies), III) knowledge in communication (9 competencies), IV) skills in information, media production, and technology (6 competencies), V) skills in working and entrepreneurship (11 competencies), and VI) personal attributes (18 competencies). They were very beneficial for both education and industry in the field of marketing communication and related disciplines. These professional competencies should be adopted to make marketing communicators stronger and more highly qualified for boosting high productivity in this profession effectively.

**Keywords:** Professional Competencies, Marketing Communicators The Next Decade (2017-2027), Ethnographic Future Research (EFR) Delphi Technique, Thailand

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

**Shanasuek Wisetchai\***

Phranakorn Rajabhat University, Thailand

### Abstract

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The objectives of this research, Community Consolidation by Cultural Conservation Process: The Case of Mon's Cultural Conservation Process in Lopburi Province, are; 1) to study the existence of Mon's culture in Bangkhanmak Village, Lopburi Province, 2) to study the roles of Mon's Buddhist monks in contributing social consolidation via cultural conservation process, and 3) to study the social consolidation's model emphasizing on Buddhist monks' roles. This research is a qualitative research gathering data from primary and secondary documents and interviews. The key informants include Buddhist temple abbots community leaders Mon's culture academics and community members. The data has been descriptively analyzed and presented. According to the research, it founded that; 1) Bangkhanmak Village, Lopburi Province has projected eminent practices in Mon's culture, which included traditional customs and beliefs. The noticeable customs are Songkran Mon, Spirit Feeding, Honey offering to monks, Funerals, and Food and Eat. In addition, community members generally believe in directions and spirits. 2) The roles of Mon's Buddhist monks in contributing social consolidation via cultural conservation process include the role in keeping and passing on the cultural knowledge to people, the role in being the central of Mon's cultural resources management, the role in being a center of multi-cultural exchange, and the role in supporting culture as a key part of self-reliance community. 3) The social consolidation's model is comprised of 4 components – Capability in knowledge management, Efficiency, Adaptability, and Self-Reliance ability.

**Keywords:** Community Consolidation, Cultural Conservation, Mon' Culture

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## **FUTURE EVENTS**

**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Multidisciplinary Innovation for Sustainability and  
Growth” (MISG – 2019)**



**Date:** July 13-14, 2019

**Venue:** The Federal Kuala Lumpur Malaysia

**Email:** [misg@globalilluminators.org](mailto:misg@globalilluminators.org)

**Abstract Submission Date:** July 01, 2019

**Full Paper Submission Date:** July 05, 2019

**Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)

**5<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Multidisciplinary Innovation In Academic Research”  
(MIAR – 2019)**



**Date:** July 27-28, 2019

**Venue:** The Howard Plaza Hotel Taipei, Taiwan

**Email:** [miar@globalilluminators.org](mailto:miar@globalilluminators.org)

**Abstract Submission Date:** July 10, 2019

**Full Paper Submission Date:** July 15, 2019

**Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)

**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Multidisciplinary Academic Research and Global  
Innovation” (MARGI– 2019)**



**Date:** August 24-25, 2019

**Venue:** Kuntai Hotel Beijing China

**Email:** [margi@globalilluminators.org](mailto:margi@globalilluminators.org)

**Abstract Submission Date:** August 10, 2019

**Full Paper Submission Date:** August 15, 2019

**Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)



**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Multidisciplinary Trends in Academic Research”  
(MTAR– 2019)**



**Date:** September 27-28, 2019

**Venue:** Holiday Inn Bangkok Silom, Bangkok Thailand

**Email:** mtar@globalilluminators.org

**Abstract Submission Date:** September 05, 2019

**Full Paper Submission Date:** September 10, 2019

**Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)

**5<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Research Challenges to Multidisciplinary Innovation”  
(RCMI– 2019)**



**Date:** October 05-06, 2019

**Venue:** Nine Tree Premier Hotel Myeongdong 2 Seoul, South Korea

**Email:** rcmi@globalilluminators.org

**Abstract Submission Date:** September 20, 2019

**Full Paper Submission Date:** September 25, 2019

**Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)

**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Innovative Trends in Multidisciplinary Innovation”  
(ITMAR– 2019)**



**Date:** October 19-20, 2019

**Venue:** Istanbul Gonen Hotel, Istanbul, Turkey

**Email:** itmar@globalilluminators.org

**Abstract Submission Date:** September 25, 2019

**Full Paper Submission Date:** October 9, 2019

**Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)

**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Emerging Trends in Academic Research” (ETAR–2019)**



**Date:** November 27-28, 2019

**Venue:** The Trans Resort Bali, Indonesia

**Email:** [etar@globalilluminators.org](mailto:etar@globalilluminators.org)

**Abstract Submission Date:** November 05, 2019

**Full Paper Submission Date:** November 15, 2019

**Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)

**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Innovation Challenges in Multidisciplinary Research &  
Practice” (ICMRP–2019)**



**Date:** December 14-15, 2019

**Venue:** Hotel Grand Pacific Singapore

**Email:** [icmrp@globalilluminators.org](mailto:icmrp@globalilluminators.org)

**Abstract Submission Date:** November 20, 2019

**Full Paper Submission Date:** November 25, 2019

**Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)

**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
“Global Issues in Multidisciplinary Academic Research”  
(GIMAR–2020)**



**Date:** February 22-23, 2020

**Venue:** Hotel Mystays Ochanomizu Conference Center  
Tokyo, Japan

**Email:** [gimar@globalilluminators.org](mailto:gimar@globalilluminators.org)

**Abstract Submission Date:** February 05, 2020

**Full Paper Submission Date:** February 10, 2020

**Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)

**7TH INTERNATIONAL CONFERENCE ON  
“Trends in Multidisciplinary Business & Economic  
Research” (2020)**



**Date:** March 21-22, 2020

**Venue:** Mercure Hotel Amsterdam City, Netherlands

**Email:** tmber@globalilluminators.org

**Abstract Submission Date:** February 25, 2020

**Full Paper Submission Date:** March 10, 2020

**Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)

**6TH INTERNATIONAL CONFERENCE ON  
“Multidisciplinary Innovation in Business Engineering  
Science & Technology” (2020)**



**Date:** April 04-05, 2020

**Venue:** Regal Oriental Kowloon, Hong Kong

**Email:** mibest@globalilluminators.org

**Abstract Submission Date:** March 15, 2020

**Full Paper Submission Date:** March 26, 2020

**Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management, and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details, visit [www.globalilluminators.org](http://www.globalilluminators.org)



# CSR



Environment

Charities

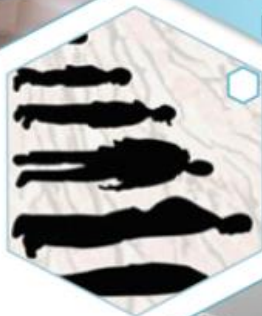
Public Health



Growth and  
Development



Sustainability



## **CSR Activity Conducted By Global Illuminators: Sports Activation for Children against Negative Impact of Internet & Technology**

In April 2016, Global Illuminators conducted Corporate Social Responsibility program together with Maestro and the Clover as Sports Facility Provider in Bandung, initiating an event with the theme:



### **The Objectives of this event were:**

1. Media of education for parents and children to be aware of a digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be an alternative activity for children against the negative impact of the internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of the Company to contribute to the society, especially to solve one of the social problems in Bandung.

Highlights of CSR Activities are given below:



## **Global Illuminators Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home**

Global Illuminators Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single-parent children. Their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counseling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by Global Illuminators.



## **Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, sharing Happiness and developing Orphan Children**

Global Illuminators Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphan, and dhuafa). Global Illuminators Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:







**5th International Conference on  
"NEW DIRECTIONS IN  
MULTIDISCIPLINARY RESEARCH & PRACTICE"  
(NDMRP-2019)**



**Vision:**

**Researching and Developing for Humanity**

**Mission:**

**Our mission is to persistently nurture the values to promote the human rights, institutional and academic development through quality research contributions. Our unique human capital with constructive attitude is committed to bring change in all spheres of life by using innovative research and intellectual skills. We are here to research and promote the development, prosperity and transparency across the globe without any discrimination.**

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