



NDMRP 2019
Conference Proceeding
Book of Papers

**5th International Conference on “New Directions in Multidisciplinary Research & Practice”
(NDMRP-2019)**

Editor:

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

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)

5th International Conference on “New Directions in Multidisciplinary Research & Practice” (NDMRP-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 NDMRP Papers

For this year, NDMRP 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 NDMRP 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
17	09	2	6	52.94%

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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 NDMRP 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 NDMRP tradition.

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

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

NDMRP 2019 Keynote Speakers

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 PhD 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 Track's Chairs

Business, Management, and Economics Studies

Thanin Ratanaolarn & Nottakrit Vantamay

Social Sciences & Humanities

Kal Namit & Anita Sharma

Best Paper Nominee List

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

J Van Der Vyver^{1}, C Van Der Vyver²*

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^{1}, Swanepoel Thys²*

North-West University, South Africa

Consumer Protection and China's Sharing Economy

Peng Xu^{}*

Zhejiang Police College, China

NDMRP 2019 Best Paper Award Winners

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

Jacobs Lerike^{1}, Swanepoel Thys²*

North-West University, South Africa

List of NDMRP 2019 Academic Papers

1. Business, Management and Economic Studies

ID: NDMRP-19-114

Taxation on Expatriates: A Comparative Study

*Dahms Joani**

North-West University, South Africa

ID: NDMRP-19-117

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

Jacobs Lerike¹, Swanepoel Thys²*

North-West University, South Africa

ID: NDMRP-19-114

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

*Anita Sharma**

Indian Institute of Management, Amritsar. India

2. Social Sciences and Humanities

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Consumer Protection and China's Sharing Economy

*Peng Xu**

Zhejiang Police College, China

ID: LBESS-19-120

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

*Thanin Ratanaolarn**

King Mongkut's Institute of Technology Ladkrabang, Thailand

ID: LBESS-19-123

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

*Nottakrit Vantamay**

Kasetsart University, Thailand

ID: NDMRP-19-103

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

Charles Van Der Vyver

North-West University, South Africa

ID: LBESS-19-112

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

J Van Der Vyver¹, C Van Der Vyver²*

North-West University, South Africa

ID: NDMRP-19-113

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

Moolman Anneke

North-West University, South Africa

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