



BOOK OF CONFERENCE PROCEEDINGS

7th MTAR 2022

September 24-25, 2022

7th International Conference on “Multidisciplinary Trends In Academic Research” (MTAR- September 24-25, 2022)
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Global Illuminators, Kuala Lumpur, Malaysia.



MTAR 2022

Conference Proceeding

Book of Abstracts

**7th International Conference On
“Multidisciplinary Trends In Academic Research ”
(MTAR- 2022)**

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Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

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TABLE OF CONTENTS

MTAR 2022 CONFERENCE ORGANIZING COMMITTEE.....	IV
.....	V
CONFERENCE CHAIR MESSAGE.....	VI
TYPE OF MTAR PAPERS.....	VIII
REVIEWING CRITERIA	VIII
ACKNOWLEDGMENT	X
SCIENTIFIC REVIEW COMMITTEE.....	XI
KEYNOTE SPEAKER.....	XXII
KEYNOTE SPEAKER.....	XXIV
MATR 2022 CONFERENCE COMMITTEE.....	XXVI
CONFERENCE PROGRAM	XXVII
TRACK A: BUSINESS, MANAGEMENT, AND ECONOMIC STUDIES.....	31
1. BUSINESS INDUSTRY EMPLOYERS’ PERSPECTIVES ON STUDENTS’ EMPLOYABILITY SKILLS AND INTERNSHIPS WORKFORCE READINESS - LESSONS FROM THE UAE	32
2. DIGITAL TRANSFORMATION AND SERVITIZATION IN TRADITIONAL MANUFACTURING ENTERPRISES: AN EXPLORATORY CASE STUDY	33
TRACK B: SOCIAL SCIENCES AND HUMANITIES STUDIES.....	34
3. ENHANCING PERSONAL INITIATIVE WITH SOCIAL MINDFULNESS ON INSPIRING ENTREPRENEURIAL SPIRIT	35
4. LABOR DYNAMICS AMONG FOOD AND NUTRITION SERVICE EMPLOYEES IN THE KOREAN PUBLIC EDUCATION SYSTEMS	36
5. THE INFLUENCE OF BRAND STRATEGY AND CORPORATE SOCIAL RESPONSIBILITY ON SOCIAL ENTERPRISES - A COMPARATIVE STUDY BETWEEN TAIWAN AND THAILAND	37
6. INSIGHT INTO RECENT TREND AND PATTERNS IN MOBILE MONEY SERVICES: A BIBLIOMETRIC ANALYSIS	38

7.	A REVIVAL ENGAGEMENT PROTECTS THE ENVIRONMENT: A STUDY OF ECO-SUFISM CONCEPT OF ISKANDAR WAWORUNTU	39
8.	REMOTE INTERNAL AUDITING PROCESS AS A ONE OF KEY FACTORS FOF BUSSINES CONTINUITY	40
9.	REMOTE CERTIFICATION AUDITING PROCESS IN UNCERTAIN TIMES	41
CSR		43

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



7th International Conference On “Multidisciplinary Trends In Academic Research”(MTAR- 2022) serves as a platform that aims at helping 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 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 welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

Type of MTAR Papers

For this year, MTAR 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 Empirical studies 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 practical standards. The objective of the Insight is to identify the real-world problems and how they can be solved with the help of information systems.

Reviewing Criteria

In MTAR, all papers are judged on the same criteria (relevance, significance, originality, validity, and clarity). However, some criteria differ between the Empirical papers and the 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 in different researches in the conference is related to empirical 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, and 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
27	10	7	10	62.5%

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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 MTAR 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 GIMAR tradition.

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

KEYNOTE SPEAKER

Dr. Abhishikta Ghosh Roy

Anthropological Survey of India

Ministry of Culture, Government of India



Anthropologist (Physical)

Dr. Abhishikta Ghosh Roy has obtained her Bachelor of Science Honors Degree in Anthropology and Masters of Science in Anthropology from the University of Calcutta with National Merit Scholarship. She continued her research with the prestigious Junior Research Fellowship offered by Anthropological Survey of India, Ministry of Culture and was awarded PhD Degree by University of Calcutta for her research on Breast Cancer, the first of its kind from West Bengal, India. She has long term research experience in Cancer Genetics. Her long term research interests include Breast Cancer of Female and Male respectively. She focused on how environment interacts with Genetic Variants to influence susceptibility to Hormonal Cancers. Dr. Ghosh Roy has contributed to GenBank, NCBI with novel mutations having disease associations. Her laboratory work intends primarily on the discover and characterization of Genetic Biological Markers to assess disease susceptibility in human cancers. She is having numerous international publications in peer-viewed journals of repute. She holds editorial board membership with few International and National Journals. Her varied research interests include Biological Anthropology in general with special focus on Medical Genetics, Forensic

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Anthropology, Public Health with reference to genes, Population Genetics, Cancer Biology. Her speech at MTAR-2022 will be added feature of conference to shed light on scholars’ service to community and health.

KEYNOTE SPEAKER

Banita Behera

Anthropological Survey of India

Ministry of Culture, Government of India



Banita Behera has done her Masters and M.Phil in Social and Cultural Anthropology. Currently working as an Assistant Keeper, Officer Incharge of Zonal Anthropological Museum of Anthropological Survey of India, Andaman & Nicobar regional

Centre, Ministry of Culture, Govt. Of India. In performing the role as a curator since a decade to preserve the Tangible and Intangible Heritage of India in Cultural sector, she has conducted several tasks such as acquiring / preserving the rare objects for the museum from various sources and performed several activities to disseminate their value to the masses. Since a decade she worked as a young Curator in research and exposition wings at Museum of Tribal Research Institute and National Museum of Mankind. She has also helped in formulating an extensive interactive plans and programs for Museum Sector with reference to protect and promote tangible and intangible cultural heritage of India through the interactive and inclusive exhibits and anthropological field works. She also taught Tribal Culture of India to the Master degree in Social Work students for some period. Started her career as Field Officer at Social Organization for Rural Development

she worked for different women’s Health programs and projects.

Despite organizing many Exhibitions, outreach activities in collaboration with different organization to extend the value of culture in global context. Her contribution in fieldworks in the toughest parts of India like Leh-ladakh and Himalayan region to document the High Altitude cultures and now among the Tribes of Andaman and Nicobar Islands specifically the Jarawas are some of her extensive contribution to the National Museum of Mankind and Anthropological Survey of India respectively to disseminate unreachable culture to the masses through their exhibitions. Collections of numerous rare vanishing objects and tribal youth dormitory for open air exhibition to the reserve collections of National Museum of Mankind is a major contribution during her period. She has participated and presented papers in many National and International Conferences and has bagged in the way many honors and awards of repute. Her noteworthy contribution to the field of academics has been published in many International Journals. Recently her talk on High Altitude Culture at a Conference in Rome, Italy gathered many inquisitiveness and comments.

MATR 2022 Conference Committee

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CONFERENCE PROGRAM

DAY 01 Saturday (Sep 24, 2022)

Welcome Reception & Registration

9:00 am – 09:30 am

Opening Ceremony (09:30 am – 10:30 am)

Venue: Novotel Bangkok Ploenchit Sukhumvit, Thailand

09:30 am – 09:40 am	Opening Speech – Mr Metha Coordinator, Global Illuminators
09:40 am – 09:50 am	Introduction of Participants
09:50 am – 10:00 am	Group Photo & Award Ceremony

Grand Networking Session and Tea Break (10:00 am – 10:30 am)

DAY 01 Saturday (Sep 24, 2022)
Key Note Speeches (10:30 am – 11:30 am)

MTAR-22-109	Motivating Museum Research: Connection Through Innovation	Banita Behera
MTAR-22-110	Embellishment of Molecular Play Button : Disciplining the Multidiscipline	Dr. Abhishikta Ghosh Roy

Session 1 (11:30 am – 01:30 pm)

Track A: Business, Management Economic, Social Sciences and Humanities

CSSR-22-102	Business industry Employers’ perspectives on students’ employability skills and internships workforce readiness - lessons from the UAE	Pedro Coelho
CSSR-22-103	Enhancing Personal Initiative with Social Mindfulness on Inspiring Entrepreneurial Spirit	Palin Phoocharoon
CSSR-22-104	Digital Transformation And Servitization In Traditional Manufacturing Enterprises: An Exploratory Case Study	Zong Jie Dai
CSSR-22-107	Labor Dynamics among Food and Nutrition Service Employees in the Korean Public Education Systems	Yong-Yeon (Justin) Ji
CSSR-22-108	Insight into Recent Trend and Patterns in Mobile Money Services: A Bibliometric Analysis	Misbah Noreen
CSSR-22-109	The Influence of Brand Strategy and Corporate Social Responsibility on Social Enterprises - A Comparative Study between Taiwan and Thailand	Keisinee Premrudeelert
MTAR-22-111	A Revival Engagement Protects The Environment: A Study of Eco-Sufism Concept of Iskandar Waworuntu	Suheri
MTAR-22-113	Remote Internal Auditing Process as a One Of Key Factors FOF Bussines Continuity	Paweł Nowicki
MTAR-22-114	Remote Certification Auditing Process In Uncertain Times	Piotr Kafel

Lunch Break (01:30 pm – 02:30 pm)

List of Conference Attendees

The following Scholars/ practitioners/educationist who don’t have any paper presentation, however they will attend the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1.	CSDNA-22-101A	Rabih Nachabeh	Dentemax Australian Dental Labvoratory, Australia

DAY 02 Sunday, (Sep 25, 2022)

“CITY TOUR”

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.



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TRACK A: BUSINESS, MANAGEMENT, AND ECONOMIC STUDIES



Business Industry Employers' Perspectives on Students' Employability Skills and Internships Workforce Readiness - Lessons from the UAE

Dr. Pedro Coelho^{1*}, Dr. Mamie Griffin²

HCT, Abu Dhabi Women's College, UAE

Abstract

Employability skills have gained more prominence over the last years, especially during Covid-19 where workforce was faced with unparalleled challenges. Employers are looking at universities to prepare students with the skillset to join their companies, however the relationship university-market doesn't seem to be as straight-forward as before. The purpose of this paper is to assess the status of employability skills of students from the perspective of employers within a United Arab Emirates (UAE) institution stakeholders which provided placement experience.

Using a largely qualitative instrument, employers reflected on the hiring persona they are looking after, and analyze benefits and challenges students' face focusing on essential skills needed in the workplace. This article highlights the views of two focus groups comprised of 24 employers in the GCC region, discussions on what academia needs to adapt in their current offering to the market while examining the university/college, students –employer's role. Overall, employers attributed a high level degree of importance to soft skills, and mentioned the ill-prepared students level in skills such as taking initiative, critical thinking and assuming responsibility, as well as providing recommendations and solutions for some of those problems.

The main findings can contribute to enhance curriculum development, internships and skillset of students preparing to join the labor market, and adds to the body of literature featuring business undergraduate employability skills and internships, particularly for the UAE and Gulf region.

Keywords: Workforce; Employability, Market, Employers, Students, Soft Skills, Internships

*All correspondence related to this article should be directed to Pedro Coelho, HCT, Abu Dhabi Women's College, UAE



Digital Transformation And Servitization In Traditional Manufacturing Enterprises: An Exploratory Case Study

Zong Jie Dai^{1*}, Wen-Hong Chiu², Hui-Ru Chi³, Pei-Kuan Lin⁴

^{1,4} Department of Business Administration, Asia University, Taiwan, ^{2,3}

School of Political Science and Law, Jiaying University, China

Abstract

The ongoing global Covid-19 epidemic has had an immeasurable impact on various industries. Especially for traditional manufacturing industries dominated by traditional business models, the impact is extremely severe and far-reaching. As such, digital transformation is urgent. Although previous research has conducted research on the digital transformation of traditional manufacturing enterprises, there still lack of in-depth research on how servitization affects the digital transformation of enterprises and the specific business models. The purpose of this research is to explore the role of servitization in the process of digital transformation in traditional manufacturing enterprises, and to further conclude strategic models of digital transformation with servitization as a key factor. This research adopted exploratory case study method with an abductive logic, as well as time series analysis to investigate the servitization process and digital transformation strategies of the world's top 100 traditional manufacturing companies. The important milestone servitization and digital transformation events in the selected enterprises are analyzed as research samples, and each development stage of traditional manufacturing enterprises shows different characteristics. Finally, the study summarizes business model innovations in traditional manufacturing industries and summarizes strategies for digital transformation. Among theoretical contributions, this study further develops research on the interplay of servitization and enterprise digital transformation. In addition, it provides managerial suggestions on the digital transformation and business model innovation of traditional manufacturing enterprises.

Keywords: Digital transformation, Manufacturing industry, Servitization, Business model innovation

*All correspondence related to this article should be directed to Zong Jie Dai, Department of Business Administration, Asia University, Taiwan



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TRACK B: SOCIAL SCIENCES AND HUMANITIES STUDIES



Enhancing Personal Initiative with Social Mindfulness on Inspiring Entrepreneurial Spirit

Palin Phoocharoon *

NIDA Business School

National Institute of Development Administration (NIDA), Thailand

Abstract

Technology disruption has diminished the degree to which MNCs can be able to gain access to the niche market. This new business environment yields a brighter opportunity for an energetic entrepreneur. Particularly, while the whole world stay focuses on fostering the sustainable through an inclusive growth. To fulfill this challenges, ambitious entrepreneur requires a strong inspiration to enhance personal initiative on self-starting, proactive, and persistent approach to work. To accomplish entrepreneurial challenging tasks successfully, design cognition to opportunity creation can help promoting the spirit of entrepreneurship. More specifically, design approach should integrate social mindfulness, which become one of a critical factor, into the process of entrepreneurship education. Taken together, the current study proposed several key factors on a comprehensive construct model to promote social intelligence through social interaction which concern more attention to the needs and interests of others. This attraction aims to enhance the rigor of entrepreneurship development both education and coaching discipline to nurture the next generation of entrepreneurs.

Keywords: Entrepreneurship, Entrepreneurial spirit, Social mindfulness,
Personal initiative

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Labor Dynamics among Food and Nutrition Service Employees in the Korean Public Education Systems

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Abstract

One of the unique characteristics of the food and nutrition service job category, the second largest group of non-regular employees in the Korean Public Education Systems, is that both regular and non-regular CID employees perform similar tasks under different employment statuses, where we found the highest degree of conflicts at work. Recognizing prevailing labor disputes between the Province Office of Education and the Non-regular Employee Union, we interviewed both regular employee groups and non-regular employee groups to understand contrasting perspectives through the grounded theory perspectives. Through the equity theory and social comparison theory perspectives, we analyzed the problems and propose solutions in the areas of job analysis, selection, performance management, and compensation. In conclusion, We recommend the following solutions from the equity theory and social comparison perspectives: differentiating job functions between regular employees and non-regular employees; using valid selection exams with a higher degree of face validity; strengthening the vertical relationship to avoid conflict between the chain of command and employment status, and; enhancing the perception of equity in pay by focusing the difference in the qualification and choosing appropriate referent others. This study contributes to the extant literature because we juxtapose contrasting perspectives of regular employees and non-regular CID employees by conducting interviews with both groups.

Keywords: Employment Status, Korean Public Education Systems, Non-Regular Employment, Workplace Conflicts And Fairness

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The Influence of Brand Strategy and Corporate Social Responsibility on Social Enterprises - A Comparative Study between Taiwan and Thailand

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Abstract

Purpose – This research aims to reveal the roots of social enterprises struggles. The explanation for this phenomenon is that CSR – as the core value of these firms – is insufficiently implemented into the branding strategy; therefore, these enterprises are unable to create and convey their social values. CSR should be considered during every step of brand building; however, this might be difficult for the social enterprises, as they function differently from those profit-oriented companies do. **Method** – To identify the factors of failure, after reviewing the existing theoretical knowledge in this scope, empirical data was collected by using qualitative research methods through managerial interviews. **Findings** – The research indicates that there are some missing pieces in terms of the branding elements and factors that can support the social enterprises to reach justifiable profit. The first factor of failure is the inconsistency between the company's core values and the company's social goals. The second factor of the insufficient performance is the unfocused communication of the social dimensions. Although social enterprises have a very clear core value, they are unable to transfer it to the market. The third factor is that the companies tend to miss evaluating their CSR performance, although it would be important to follow up the goals and to get feedback. The last problem is that the social enterprises would rather invest their profits in their social goals, then to cumulate it; therefore, they need to operate on a low budget constantly. **Originality / Value** – This research links CSR to the existing branding strategies and provides an overview of this scope. **Future Research Implications** – Developing a new, CSR-focused branding strategy, and business model for the social enterprises might be necessary, as these firms have some characteristics which hinder them to apply the existing branding strategies successfully.

Keywords: Social Enterprises, Brand Strategy, CSR

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Insight into Recent Trend and Patterns in Mobile Money Services: A Bibliometric Analysis

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Abstract

This study provides insight on bibliometric analysis of mobile money services research published on the Scopus database from 2009 to 2021. The study identified 465 documents related to mobile money services. In addition, further analyses were carried out using multiple methods based on keywords linked to mobile money services were used in the article title. Moreover, the frequency analysis in this study was performed using Microsoft Excel, VOS-viewer for data visualization, and Harzing's Publish or Perish for citation metrics and analysis. The results of this study are reported using typical bibliometric indicators such as the increasing trends in publications, authorship patterns & collaboration, prolific writers, country contribution, most active institutions, top contributing journals, and highly cited articles. The study's findings indicated that there had been a steady increase in the number of publications on mobile money services publications since 2009. It was also found that the United States contributed the most to mobile money services research, followed by the United Kingdom. In addition, the University of Washington, United States, is highly attractive for collaborative research in mobile money services. Moreover, The Lecture Notes In Computer Science published the most documents on mobile money services. Therefore, based on the study's findings, it can be suggested that mobile money services research related to technology-based financial services, branchless services, and cashless money would eventually supplant the other clusters that were previously dominant in mobile money services research.

Keywords: Mobile money services, Bibliometric analysis, Harzing's Publish or Perish, VOS-viewer, Research patterns and trends

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A Revival Engagement Protects The Environment: A Study of Eco-Sufism Concept of Iskandar Waworuntu

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Abstract

Climate change is an example of the problematic relationship between humans and nature. So we can consider that natural phenomena such as the earth's warming temperature, increasing sea levels, floods, and long drought, are certainties in the dark history of modern humans. Adaptation and preventive actions are an obligation in facing this challenge. One of the figures who tried to restore the relationship between humans and nature suitable with Fitrah was Iskandar Waworuntu. He has practiced the concepts of ecoSufism in his daily life to become live-action, and he also established Bumi Langit Institute as a real place in the relationship between humans and nature, which brings a new perspective on building environmental ethics. This research examines how the paradigm building in Bumi Langit Institute concerns eco-Sufism values, where tries to provide a place to learn to become a real caliph as Allah's task has given to continue to actualize God's blessing for all the universe (Rahmatan Lil Alamain). This study uses an in-depth interview to extract data, supplemented by writings or videos related to Mr. Iskandar. Then data management used a descriptiveanalytical method. The result shows three big points regarding the concept of eco-Sufism that he practices, including 1) The notions of Khalifah Fil Ardh as External Ecosystem, 2) The Ideas of Sunatullah, 3) Halal Food and Thayyib as Internal Ecosystem.

Keywords: Ecology Environmental Ethics Eco-Sufism Halal Food Climate Change.

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Remote Internal Auditing Process as a One of Key Factors FOF Bussines Continuity

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Abstract

The COVID-19 pandemic has had a significant impact on voluntary standards certification and audit services. The traditional on-site approach to auditing and certification has been greatly reduced. It is well known that the results of the audit can be used both in the obligatory area, such as the conformity assessment of products (CE mark), and in the voluntary area. Regardless of the area in which auditing is used, one of its most basic assumptions is to ensure that all stakeholders have confidence in its results. On the other hand, taking into account the stages of the internal audit process and the possibility of using remote techniques, it can be assumed that the most sensitive stage is the stage of determining the properties. The submission of the application or the review and decision activities are elements that can be performed through standard communication channels, e.g. by regular mail or e-mail, or are activities that can be entirely performed at the certification body. The stage of determining the properties by auditing the management system or assessing production processes is much more difficult to assess at a distance. This does not mean that it is not possible. On the other hand, the elements of product testing (eg product taste and aroma assessment) or inspection may not be feasible remotely. The results of research conducted in Poland in 2021 on the conduct and effectiveness of remote internal audits during the COVID-19 pandemic will be shown in this presentation. The main results obtained during the research are information that remote audits have significantly contributed to maintain business continuity and confirmed the significantly high effectiveness of such audits.

Keywords: Remote Audits, Internal Audits, Management Systems, Business Continuity.

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Remote Certification Auditing Process In Uncertain Times

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Abstract

The COVID-19 pandemic has had a significant impact on voluntary and obligatory standards certification and audit services. The traditional on-site approach to auditing and certification has been greatly reduced. The research goal was to investigate the impact of the pandemic on the certification process and the organization of external audits. In particular, the purpose of the study was to check how the necessity of the restriction of personal contacts has affected the organization of audits by certification bodies. The research was conducted in Poland in 2021 on a sample of 205 organizations with at least one certified management system, such as ISO 9001 quality management system. The main results confirm that despite the pandemic, both the audited organizations and certifying bodies preferred to conduct audits on-site. There are some benefits of remote activities such as cost reduction or a more flexible process of planning, but still, for future collaboration on-site audits method is preferable.

Keywords: Remote Audits, External Audits, Management Systems, Certification, ISO 9001

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CSR



Environment



Public Health



Growth and Development



Sustainability



Charities



CSR

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 the 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:



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