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GLOBAL ILLUMINATORS

ETAR-2022 **PROCEEDING** **BOOK**



CO-ORGANIZERS

**8TH INTERNATIONAL
CONFERENCE ON
"EMERGING TRENDS IN ACADEMIC
RESEARCH"**

NOVEMBER 26-27, 2022

**VENUE : THE TRANS RESORT BALI,
INDONESIA**



ETAR- 2022

Conference Proceeding

Book of Abstracts

**8th International Conference on
“Emerging Trends in Academic Research” (ETAR-2022)**

Venue: The Trans Resort Bali, Indonesia

Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



8th International Conference “Emerging Trends in Academic Research” (ETAR-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 ETAR Papers

For this year, ETAR 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 ETAR, 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
35	22	2	11	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 ETAR 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 ETAR tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.),
Muhammad Abbas (Ph.D.)
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Business, Management, Economic

Dr. Sedigheh Moghavvemi (Associate Professor)

Engineering & Technology Studies

Jing-Fa Tsai (Professor)

ETAR-2022 Key Note Speakers



Dr. Sedigheh Moghavvemi

Associate Professor

Dr. Sedigheh Moghavvemi is an Associate Professor of Technology Management and Entrepreneurship at the Faculty of Business & Economics at the University of Malaya Kuala Lumpur, Malaysia. Dr. Sedigheh worked on different projects and collaborated with many researchers across the Globe. Her research experience includes business and management, Payment Apps, mobile payment, technological capability in IR4.0, technology adoption, innovation management, smart tourism, and social media. Her work has circulated internationally, bringing a distinction with 3804 citations with H-Index 31 and i10 index 46. She has excellent exposure to academic research and development activities while working in the competitive environment of World top 100 Ranked universities. Her keynote speech on “CIRCULAR ECONOMY FOR SINGLE-USE FLEXIBLE PLASTIC PACKAGING INDUSTRY” is expected to generate enormous debate and scholarship among the audience and scholars of ETAR-2022 Bali, Indonesia.



Prof. Dr. Yayat Ruhiat, M.Si.

Professor

Prof. Dr. Yayat Ruhiat, M.Si. is a Professor Physics of Climatology at Sultan Ageng Tirtayasa University (Untirta), Serang, Banten Indonesia. Prof. Dr. Yayat has worked on different projects and collaborated with many researchers across the Globe. His research experience includes, Physics, Physics Education, Statistic, Mathematical Physics, Quantum Physics. His keynote speech on “Physics of Climatology; Forecasting Rainfall and Potential for Repeated Events to Predict Flood Areas” is expected to generate enormous debate and discussion for the audience and scholars related to geo political and environmental changes in society.



Dr. H. Aceng Hasani, M.Pd
Vice Rector

Dr. Hasani, is a Vice Rector for Cooperation, Information Systems, Strengthening Partnership, and Industrial Services at Sultan Ageng Tirtayasa University, Banten Indonesia for the period 2019 – 2023. Dr. Aceng has worked on different projects and collaborated with many researchers across the Globe. His main research interest is language, especially Bahasa. His research experience includes Conceptual

frameworks on how to teach stem concepts in Bahasa Indonesia, Language Kinship: A Study of Indonesian Local Languages, Application of ABA Therapy (Applied Behavior Analysis). He also achieved Best Scientific Article Author – Untirta (2005) Award and President Award – President of the Republic of Indonesia (2013). He has vast experience in academic research and development activities in different universities of Indonesia. His keynote speech is expected to generate enormous debate and scholarship among the audience and scholars of ETAR-2022 Bali, Indonesia.



Irwanda Wisnu Wardhana, Ph.D.
Head of Research Center for
Cooperative, Corporation, and
People's Economy, at Indonesia
National Research and Innovation
Agency (BRIN)

Mr. Irwanda Wisnu Wardhana is a Senior Economic Researcher at Indonesia National Research and Innovation Agency and appointed as the Head of Research Center for Cooperative, Corporation, and People's Economy. He is a public policy professional with 21 years of substantial experience designing, leading, advocating, and implementing a broad range of policy initiatives in the public sector, corporations, and civil society organizations. Before joining BRIN, he worked as a Researcher at Fiscal Policy Agency, Indonesia Ministry of Finance. His areas of specialization are political economy, business economics, and fiscal policy. He has outstanding achievements and experience at government agencies and state corporations. He is also frequently invited to be a speaker in nationwide and international events. To express views, articulate opinions, and advocate policy changes, he is publicizing findings and policy recommendations in the global and national reputable publication outlets as journal articles, book articles, books, op-editorial articles in more than 40 published materials. His willingness to share his knowledge and insights in economic development and the emerging research opportunities, is expected to be a reinforcing value in ETAR 2022.



Dr. Rudy Wahyono. MSi.

Dr. Rudy Wahyono. MSi. is working as a dean faculty of Business and Economy, University Merdeka Malang, Indonesia. He is Alumnai of iBrawijaya, Gajah Mada and State University of Malang. Actively taking part in structural work and management activities at the university of Merdeka, Malang. He is an active member of several research and development forums nationally and internationally. Being a key member in the Islamic economics doctoral forum his key note speech will bring key policy insights from

current economic situation of post pandemic times. His research interests include economic education, Islamic Economy and business related innovation and entrepreneurship. His speech will be an interesting knowledge sharing activity at ETAR-2022 Bali Indonesia.

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CONFERENCE PROGRAM

DAY 01 Saturday (November 26, 2022)

Venue: The Trans Resort Bali, Indonesia

9:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:40 am	Opening Speech – Ms Novia Coordinator, Global Illuminators
09:40 am – 09:50 am	Introduction of Participants
09:50 am- 10:20 am	Speech Dr Farooq Jam Conference Chair, Global Illuminators
10:20 am – 10:30 am	Group Photo & Award Ceremony

Grand Networking Session and Tea Break (10:30 am – 11:00 am)

DAY 01 Saturday (November 26, 2022)

Session 1 (11:00 am – 12:00 pm)

Key Note Speeches

Dr. Sedigheh Moghavvemi	Associate Professor	Technology Management and Entrepreneurship at the Faculty of Business & Economics at the University of Malaya Kuala Lumpur, Malaysia.
Prof. Dr. Yayat Ruhiat, M.Si.	Professor	Sultan Ageng Tirtayasa University (Untirta), Serang, Banten Indonesia
Dr. H. Aceng Hasani, M.Pd	Vice Rector	Cooperation, Information Systems, Strengthening Partnership, and Industrial Services at Sultan Ageng Tirtayasa University, Banten Indonesia
Irwanda Wisnu Wardhana, Ph.D.	Head of Research Centre	Head of Research Centre for Cooperative, Corporation, and People's Economy, at Indonesia National Research and Innovation Agency (BRIN)
Dr. Rudy Wahyono. MSI.	Dean	Business and Economy, University Merdeka Malang, Indonesia.

DAY 01 Saturday (November 26, 2022)

Session II (12:00 pm – 01:30 pm)

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

ETAR-22-101	The Impact Of Social Media On Elderly's Quality Of Life In Malaysia	Sedigheh Moghavvemi
ETAR-22-105	Does Unconscious Bias Affect Psychological Well Being in Ideological and Political Education? Moderating Effects of Self Regulation and Mind Awareness	Suhaib Khalid AL-Takhayneh
ETAR-22-113	How Is Community-Based Tourism on the Andaman Coast Resilient Amid the COVID-19 Pandemic?	Prachyakorn Chaiyakot
ETAR-22-121	Teachers' Views on the Effect of Gamified Teaching Approach on Improving Saudi EFL Students' Grammar	Mohammad H. Al-khresheh
ETAR-22-124	The Effects Of Cannabis Breeding Lines on Nutritional Content and Bioactive Compounds 2 in Cannabis Leaves (<i>Cannabis sativa</i> L.)	Asst.Prof. Sasirindara Labua
ETAR-22-122	Forming Student Character Through Clean And Healthy Life Behavior In Schools	Vina Oktiarina
ETAR-22-123	New Era Of Pedgogic Learning: A Systematic Review	Henny Setiani

Lunch Break (01:30 pm – 02:30 pm)

Session III (02:30 pm – 03:30 pm)

Track B: Engineering, Technology, Computer and Applied Sciences

ETAR-22-109	Evacuation-route Navigation System with Non-linguistic Interfaces	Shinya ABE
ETAR-22-114	Model Tests of TaidaFloat Semi-submersible Floating Offshore Wind Platform for Typhoon Environments	Fu-Cheng Su
ETAR-22-118	The Development of Kluai Namwa (<i>Musa Sapientum</i> Linn.) Energy Gel: An Alternative Ergogenic Aid for Enhancing Endurance Running Performance	Nattiporn Nokkaew,
ETAR-22-120	The Relationship Between Situation Judgment And Gaze Movement In The Visual Interface Screen	Lee, Yejin

Tea Break (03:30 pm- 04:00 pm)

DAY 01 Saturday (November 26, 2022)

Session IV (04:00 pm – 05:00 pm)

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

ETAR-22-127	Evaluating the Language Proficiency for German Language Education in Thailand	Wassamill Watcharakaweelsilp.
ETAR-22-129	Patterns of Conducting the Marketing Performance of Small Medium Enterprise in East Java	Resanti Lestari
ETAR-22-130	Improving Reading Ability In Students Through Hybrid Learning In Elementary Schools	Sastra Wijaya
ETAR-22-103	Analysis Of Growth And Market Share Using Boston Consulting Group Matrix Mapping Position And Strategic Choice On Companies In The Agriculture Sector On The Indonesia Stock Exchange 2020-2021	Ery Niswan
ETAR-22-104	Vibration Analysis Of Carbon Steel Pipes In Oil Industry	Dr. Musaab Zarog
ETAR-22-106	The Role Of Government Policy And Stakeholder Involvement In Improving MSME Performance In North Kayong Regency	Adimursalin,SE,MM, CPHCM,CHRMp,CBOA
ETAR-22-119	Looking From A Window: A Critical Analysis Of The T'boli's Worldview Through Their Oral Traditions	Carlo Domingo Casinto
ETAR-22-125	Does Firm Size And Age Strengthen The Relationship Between Ambidexterity And Financial Performance? Empirical Evidence In MSME Perspective	Nela Dharmayanti
ETAR-22-126	Impacts Of Brand Experience, Brand Satisfaction And Brand Trust With Brand Loyalty: Mediate Role Of Brand Love	Ma. Vu Xuan Truong
ETAR-22-128	The Role Of The Internal Control System Towards The Competitiveness Of Village Owned Enterprises (Bumdes) In Economy Society 5.0: Moderating Role Of Transformational Leadership	Ratih Purnamasari
ETAR-22-131	How Entrepreneurial Attitude, Motivation, and Intention is Affected by Growth Constraints? Evidence from Women Entrepreneurs in Gulf Countries	Prof. Dr. Ahmad Raza Bilal

DAY 01 Saturday (November 26, 2022)

Session V (05:00 pm – 05:30 pm)

Workshop on “ How to Improve Quality of Research Paper to get Published in Scopus / Web of Science Journals”.

By

Farooq Ahmed Jam (Ph.D.)

Tea Break (Closing Ceremony)

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.	ETAR-22-114A	Po-Sung Lin	Department of Engineering Science and Ocean Engineering, NTU, Taipei, Taiwan
2.	ETAR-22-115A	Jing-Fa Tsai	Department of Engineering Science and Ocean Engineering, NTU, Taipei, Taiwan
3.	ETAR-22-120A	Jung, Kwangtae	Korea University of Technology and Education, South Korea

DAY 02 Sunday, (November 27, 2022)

“CITY TOUR”

All respected guests will join for a free sightseeing tour organised by ETAR-2022 committee. The second day of the event is reserved for this memorable purpose and academic social networking.



Global Illuminators

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TRACK A: BUSINESS, MANAGEMENT, SOCIAL SCIENCES AND ECONOMIC STUDIES



The Impact of Social Media on Elderly's Quality of Life in Malaysia

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University Malaya, Malaysia

Abstract

Quality of life has become a concern for the elderly, as their physical and mental health issues become more serious as they get older. Research shows that usage of social media helps the elderly in improving cognitive functions such as inhibitory control and reduces negative feelings such as depression, loneliness, and isolation. This study investigated the impact of social media usage on elderly wellbeing. Ten elderly (6 females and 4 males) aged 60 and above who have had at least one year of experience, using social media participated in the interview sessions. The results of the study shows that Facebook had the highest population among participants at 26%. This is because Facebook has a user-friendly interface, allowing the elderly to connect with their friends and family, read news from around the world, and share their daily photos or videos to their friends. There are many advantages of using social media for the elderly – it is convenient, easy to be connected to the world, reduces feelings of depression, loneliness, and isolation, and enables them to find a great deal of information and knowledge. The elderly can control their use of social media; therefore, it does not affect their sleep quality. Some do, however, feel excited when playing online games. The elderly also have positive feelings towards social media use and feel connected to the world. They are also able to stay connected with their friends and family who are far away from them. Social media also provides news features that allow the elderly to stay updated on the news. They can seek needed information such as health information.

Keywords: Elderly, Social Media, Quality Of Life, Impact, Qualitative

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Does Unconscious Bias Affect Psychological Well Being in Ideological and Political Education? Moderating Effects of Self Regulation and Mind Awareness

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Educational Sciences, Mu'tah University, Karak, Jordan

Abstract

Psychological well-being is a necessary element for the success of students in any education system, and this aspect needs the researcher's focus. Hence, the present article investigates the impact of the unconscious bias of teachers on the psychological well-being of ideological and political education students in Jordan. The study also examines the moderating impact of self-regulation and mind awareness among the unconscious bias of teachers and the psychological well-being of ideological and political education students in Jordan. The article used survey questionnaires, the primary data collection approach, to gather the data from selected students. The study also used the SPSS-AMOS to check the data and variables' reliability and association with the variables. The results indicated that the unconscious bias of teachers has a negative link with the psychological well-being of the ideological and political education students in Jordan. The results also indicated that self-regulation and mind awareness significantly moderate among unconscious bias of teachers and the psychological well-being of the ideological and political education students in Jordan. This study guides the policymakers in establishing the regulations related to improving the students' psychological well-being by eliminating teachers' unconscious bias.

Keywords: Unconscious Bias, Psychological Well-Being, Ideological and Political Education, Self-Regulation, Mind Awareness

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How Is Community-Based Tourism on the Andaman Coast Resilient Amid the COVID-19 Pandemic?

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Abstract

The outbreak of COVID-19 in late December 2019 in the city of Wuhan, China, has affected many sectors of the major global economies including travel and tourism. Prior research has studied how infections and crises in the tourism industry can be managed. This article reflects on the socio-economic effects of COVID-19 pandemic on community-based tourism in the Andaman Sea coastal region connecting with the main tourist attractions of Southern Thailand, while revealing the situation in the area before the pandemic, the community adaptations amid the infection period, and offering a plan for recovery strategies for resilience after COVID-19. Data were collected from December 2021 to March 2022 in nine tourism communities of three provinces of the Andaman Sea tourism region using focus group discussions and interviews. Results reveal that in normal times, tourism is a supplementary occupation but generates more income than the main occupation. Socio-economic impacts amid the pandemic were mixed, with both positive and negative effects. The study recommends that community-based tourism should be supported to recover, including restoration, new tour programme designs, online marketing, quality focus on local products, and skills training. Improvements to infrastructure and community hygiene standards are also needed for community tourism after the pandemic

Keywords: Community Based Tourism, Crisis Management, Coronavirus, Pandemic Impacts, Andaman Coast

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Teachers' Views on the Effect of Gamified Teaching Approach on Improving Saudi EFL Students' Grammar

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Abstract

One of the most challenging aspects of language learning is teaching grammar. There has been an uptick in the number of studies investigating the potential of using games to instruct grammatical concepts. This study intends to assess how gamified instructional methods affect students' grammatical development. For this purpose, a five-point Likert scale questionnaire was distributed to 134 randomly selected EFL teachers. The findings indicated a positive view toward using games in grammar teaching. This positivity stemmed from their belief that games provide a fun learning environment. They can create opportunities for students to learn English meaningfully and offer supportive activities and practises that enable students to connect and communicate. Moreover, games can be pleasant and provide a helpful setting for learning English. They stimulate interaction and communication among students. They offer a purposeful setting within which language is used. Limitations and recommendations were made in light of these findings.

Keywords: EFL Teachers, Games, Gamified Teaching Approach, Grammar, Perspectives, Saudi EFL Students.

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The Effects of Cannabis Breeding Lines on Nutritional Content and Bioactive Compounds 2 in Cannabis Leaves (Cannabis Sativa L.)

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Abstract

Importance of the work: Cannabis is an economic plant with uses in food, medicinal, 11 nutraceutical beauty products and popular recreational/medicinal botanical 12 drug product in the world. However, scant data is available about the nutritional contents and 13 bioactive compounds of cannabis leaves to support the proper consumption. 14 Objectives: To investigate the effect of cannabis breeding lines on nutritional contents and 15 bioactive compounds in cannabis leaves. 16 Materials & Methods: Four cannabis breeding lines, RSU01, RSU08, RSU09 and RSU12 17 were selected and conducted in triplicate and reported as mean data \pm standard deviation 18 (SD). All data were analyzed by completely randomized design at significance level $p < 0.05$ 19 using the SPSS program (SPSS Inc., Chicago, USA) version 20.0. 20 Results: Each 100 g of cannabis breeding line contained mean nutritional contents and 21 bioactive substances as follows: moisture 69.62 ± 2.22 g, ash 6.92 ± 3.28 g, fat 10.24 ± 3.83 22 g, protein 10.44 ± 3.93 g, nitrogen 1.67 ± 3.94 g, fiber 4.20 ± 4.23 g, carbohydrate 5.44 ± 4.52 g, energy 152.07 ± 3.35 kcal, chlorophyll A 41.49 ± 3.33 mg/cm² 23 , chlorophyll B 12.08 ± 3.31 mg/cm² , total chlorophyll 54.02 ± 2.95 mg/cm² , antioxidant 18.35 ± 2.47 EC₅₀·gL⁻¹ 24 , total phenolic compounds 2.45 ± 2.50 mgGAE·100 gFW⁻¹ 25 , and anthocyanin 8.57 ± 0.81 mgGAE·100 gFW⁻¹. The contents of Δ^9 -tetrahydrocannabinol (Δ^9 -THC), and Δ^9 26 - tetrahydrocannabinolic acid (Δ^9 27 -THCA) were 0.10% (w/w) and 1.08% (w/w), respectively. 28 Main finding: Nutritional contents and bioactive compounds found in these four cannabis 29 breeding lines showed potential for wide applications in the food, medical, nutraceutical, 30 beauty products and medicinal botanical drug product industries.

Keywords: Bioactive Compounds, Cannabis, Nutritional Contents

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Forming Student Character Through Clean And Healthy Life Behavior In Schools

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Abstract

Schools consist of a set of behaviors practiced by students, teachers and the community, which are expected to be able to raise awareness as a result of learning so that they can independently prevent disease, improve health, and play an active role in creating a healthy environment. Schools need to be supported by UKS (School Health Business) activities which have the scope and objectives of clean and healthy living practices (PHBS) in schools. This paper aims to explain the significance of the habituation of clean and healthy living behavior in schools for students with strong character. The research was conducted on students in the upper secondary education area of Serang City with a sample of 300 people. Data analysis uses a SWOT analysis approach. The research concluded that education on a clean and healthy lifestyle needs to be promoted together, especially in schools with the aim of broadening the horizons of teachers, increasing the enthusiasm and work productivity of teachers, and facilitating effective communication. Some of the things that teachers do so that children are interested in adopting a clean and healthy lifestyle are disposing of trash in its place, getting used to washing hands after activities, and bringing food supplies to school.

Keywords: Student Character, Healthy Life, Behavior

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New Era Of Pedgogic Learning: A Systematic Review

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Abstract

The industrial revolution 4.0 was marked by the widespread use of technology in various aspects of life, including education. The use of technology in learning is used for the transfer of knowledge, not the transfer of values. This paper aims to examine conceptually the concept of pedagogical learning as an alternative solution in digital era learning. The writing method uses a systematic review by taking literature related to the 2019-2022 period. The results of the study show that digital pedagogy is an approach that is not only based on the teacher's skills in using technology but how the teacher as a facilitator uses technology to build thinking skills as well as develop students' affective aspects. Learning is centered on students and the use of technology is used to foster a dynamic learning atmosphere, is inquiry in nature and students observe and then construct the existing reality. This will build a critical attitude, curiosity, empathy, and seek solutions to reality so that it does not just build knowledge but also social intelligence. Digital pedagogy can be an alternative solution in digital era learning that aims to produce young people who are critical, adaptive, and have social intelligence in facing the demands of the industrial era 4.0.

Keywords: Student Character, Healthy Life, Behaviour

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Analysis of Growth and Market Share Using Boston Consulting Group Matrix Mapping Position and Strategic Choice on Companies in the Agriculture Sector on the Indonesia Stock Exchange 2020-2021

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Abstract

Industry is a collection of a number of companies engaged in the same field, companies in an industry are an extension of the Corporation in optimizing the assets owned by the corporation and minimizing asset unemployment and also taking advantage of business opportunities. A company in an industry is a strategic business unit that is targeted to occupy a strategic business position, both consistently achieving higher sales than all competitors and becoming a market leader as well as on the amount of assets and growth achieved in the industry, competing with other companies. In the capital market, company performance information can be obtained easily, given its fair and transparent competitive nature. The BCG matrix provides information on asset growth and market share achieved to corporations regarding the position of their SBU and design decisions that can be taken according to the position occupied. In the Agriculture industry on the Indonesia Stock Exchange, there are 21 companies operating in the industry. The BCG Matrix also provides information to the Corporation about the movement of its closest competitors in growth and market share, and in addition to that the corporation gets information about business expansion opportunities or take overs for companies that are in a weak position in the industry. Historically, in the last 4 years the number of companies in the agricultural industry has increased significantly from 14 companies to 21 companies.

Keywords: agriculture, BCG Matrix, Market and growth

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Vibration Analysis of Carbon Steel pipes in Oil industry

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Abstract

The repeated motion of a particle about its mean position is termed vibration. Vibration Analysis of piping elements in Oil & Gas industry is very crucial since it might lead to fracture and leakage which considered to be significant threat to plants and might cause a shutdown, besides threatening the safety of the employees as well as the surrounding environment. This study aims to investigate and analyse the flow-induced vibration in the piping system within Mina' Al Fahal, in Oman. Direct measurements of vibration (both magnitude, and frequency) were conducted for this purpose, and at different locations on different sizes of carbon steel pipelines within the Mina' Al Fahal with different sizes (40,30,24, 12,8, and 4 inch pipes). The effects of size, location of vibration were examined. Measurement of vibration frequency and amplitude of vibration were carried out for all pipes' sizes. The results shows great dependency of the location of dampers on the level of vibration as opposed to the negligible effect of pipe size. The study also propose further investigation of the oil flow rate on the level of vibration.

Keywords: Vibration, Pipelines, Flow, Resonance, Condition monitoring

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The Role of Government Policy and Stakeholder Involvement in Improving MSME Performance in North Kayong Regency

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Abstract

Abstract. This study aims to identify the role of government policy and stakeholder involvement in improving the performance of MSMEs in the Kayong Utara Regency. Stakeholder involvement is significant in empowering MSMEs. MSME stakeholders include government agencies, educational institutions, NGOs, cooperatives, banks and business associations. The purpose of this study is to strengthen the role of local governments through policies relating to the development of MSME performance and also to increase stakeholder involvement in improving MSME performance in North Kayong Regency. This study uses a quantitative approach with a survey method. This study uses primary data and secondary data. Primary data is obtained from the results of interviews or filling out questionnaires obtained directly from the informants/respondents. The subjects in this study were MSMEs in the North Kayong area of West Kalimantan Province. The population in this study are business actors in MSME institutions located in North Kayong, West Kalimantan Province. The sample of this study was determined using Roscoe (1975). Roscoe (1975) provides guidelines for determining the number of samples as follows: 1. The sample size should be between thirty to five hundred elements. 2. If the sample is broken down into sub-samples, the minimum number of sub-samples should be thirty. The closeness of the objective in improving the performance of MSEs is the role of social capital, trust and networks. It facilitates the flow of information and the sustainability of MSEs, so it is necessary to increase motivation, increase the skills of business actors, and innovate so that products can dominate the market.

Keywords: government policy, stakeholder involvement, MSME performance, social capital

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Looking From A Window: A Critical Analysis Of The T'boli's Worldview Through Their Oral Traditions

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Abstract

This study analyses a collective worldview through the values embodied in the oral traditions of the T'boli, an indigenous tribe in Lake Sebu, the Philippines. Utilising ethnographic method, data collection is made primarily through informants' in-depth interview and literary criticism of the oral traditions. The study records, transcribes, translates, codes and classifies the T'boli's oral traditions according to their genre. Framed under Carl Jung's Archetypal Criticism's perspective, it identifies T'boli's religious, human, and cultural values in the mythical characters and in the recurring motifs and themes of their oral traditions. The prominent motifs in T'boli's oral traditions are the controlling imageries of a deity and a body of water. The recurring didactic teachings in the themes are devotion, altruism, and deference. The embodied values are faithfulness, generosity and respect and obedience to authority. These values shape the T'boli's worldview in terms of their cultural and religious practices and traditions.

Keywords: Archetypal Criticism; Ethnographic Research; One-Generation Horizontal Spread Test; Oral Traditions

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Does Firm Size and Age Strengthen the Relationship Between Ambidexterity And Financial Performance? Empirical Evidence in MSME Perspective

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Abstract

This study investigates the moderating effect of firm size and age on the association between ambidexterity and financial performance. The idea is tested using a quantitative methodology in this study. The research instrument was a questionnaire that respondents filled out. The participants in this study are all MSME leaders in Tangerang, Banten, Indonesia. For this study, 216 participants were chosen randomly, and data were analysed using a structural equation model (SEM). This research discovered that ambidexterity has a favourable and statistically significant effect on financial performance. In addition, firm age improves the association between all ambidexterity aspects (product exploration, product exploitation, market exploration, and market exploitation) and financial performance. However, company size has no moderating effect on the association between product and market exploitation and financial performance, only on the relationship between product and market exploration and financial performance. This research is advantageous to the size of businesses with structural distinction through mechanisms underpinning resources and capabilities. In addition, the firm's age and expertise with contextual systems and processes, as well as the mechanisms underlying organizational learning, enable the company to maximize its performance.

Keywords: Strengthen Relationship, Ambidexterity, Financial Performance

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Impacts Of Brand Experience, Brand Satisfaction And Brand Trust With Brand Loyalty: Mediate Role Of Brand Love

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Abstract

Brand loyalty of customers plays important role in the success of enterprises. Based on the theory of customer and brand relationship, authors analysed impacts of brand experience, brand satisfaction, brand trust, and brand love on brand loyalty. The structural equation model was used to verify the proposed hypotheses by analysing the data of 250 people who use smart phones in Hanoi city. Results of the study proved the importance of brand experience, brand satisfaction, brand trust in building brand love, and brand loyalty. In practice, enterprises should increase opportunities to experience products of consumers, specially, customers can try enterprises' products. Moreover, enterprises should build a community of users in order to permit users to share their feelings with enterprises' products.

Keywords: Brand experience; Brand satisfaction; Brand trust; Brand love; Brand loyalty

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The Role of the Internal Control System towards the Competitiveness of Village Owned Enterprises (Bumdes) in Economy Society 5.0: Moderating Role of Transformational Leadership

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^{1,2,3,4}Sultan Ageng Tirtayasa University, Indoensia

Abstract

The purpose of this paper is to examine and investigate an integrated model that focuses on internal control systems (ICS), digital capabilities (DC), digital orientation (DO) and government support (GS) by examining the role of innovation, competitiveness and transformational leadership (TL) on the performance of BUMDes organizations in Indonesia. The approach used in this research is quantitative and the sample is obtained from 146 respondents who manage BUMDes in Serang Regency, Banten Province, Indonesia. Structural equation modeling used to analyze the data through Smart PLS 3.0. The findings of this paper reveal that the ICS has no significant effect on competitiveness, while the ICSs has an effect on innovation but innovation does not directly affect organizational performance (OP). TL has a direct effect on OP while moderating the relationship between invasion and organizational performance. DC and GS have a positive and significant effect on innovation and competitiveness, but DO has a negative effect on innovation and competitiveness. Competitiveness has a direct effect on OP. Competitiveness mediates the relationship between DC and OP. This study expands the literature on ICS, DC, DO, GS and OP from the context of public sector organizations in developing countries.

Keywords: Internal Control System, Competitiveness, Community Development, Sector Public

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Evaluating the Language Proficiency for German Language Education in Thailand

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Abstract

The main purpose of this article is to shed light on the significance of evaluating the language proficiency for German language Education in Thailand. Based on the purposive sampling, 25 students (Academic year 2019) majoring in German at Khon Kaen University in Thailand participated in this study. The screening test consisting of altogether eight short reading texts was employed as a research instrument. Each reading text has 20 gaps to fill in. Hence, the total scores are 160 scores. In terms of data collection and analysis, the students' scores from the test administered by the German Academic Exchange Service (DAAD) in Thailand were collected and analyzed according to the Common European Framework of Reference for Languages (CEFR). It is recommended that language educators can further develop a new language curriculum for foreign language teaching in Thailand based in the test results to serve the requirements of the dynamic society and the global workplace.

Keywords: German Language Education, Language Proficiency

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Patterns of Conducting the Marketing Performance of Small Medium Enterprise in East Java

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Abstract

Many small business owners aren't ready for a digital world and how to measure the business. In many small businesses, the CEO is also the CMO and small business owners handle marketing efforts themselves. The problem that SMEs have is that they don't know if their marketing efforts are effective. This study aims to explore the Pattern of conducting marketing performance model based on conceptual studies and empirical exploration, the second aim is develop the construct for marketing performance for SMEs Malang City. This study uses a quantitative and qualitative research methods. Qualitative research is conducted to define the need for marketing audits using depth in interviews to enrich the development of conceptual models and the quantitative using survey. The object of research is an SME in Malang City, surveys are conducted on 101 SMEs in Malang City and depth interview is conducted with 5 SMEs who represent the characteristics needed in this research. This activity is aimed at elaborating on the need for the formation for designing marketing performance for SMEs in Malang. The results obtained that almost half of the SMEs doesn't measure the marketing performance, they just using financial performance as the best way to measure the business. And the The second result that there are 6 dimension for measure the marketing performance with 36 indicator that valid to measure the marketing performance.

Keywords: Marketing Performance, SMEs, Marketing Audit

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Improving Reading Ability in Students through Hybrid Learning in Elementary Schools

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Abstract

This study aims to determine students' reading interests through hybrid learning that implements the use of digital library learning media. This research was conducted at a public elementary school located in Pandeglang, Banten province. The subjects in the study were 28 students of class V, totaling 28 students. The research method uses descriptive qualitative methods, using observation and interviews as data collection instruments. The results showed that there was an increase in students' reading literacy skills after implementing learning through hybrid learning at school. The results of the homogeneity test calculation using SPSS software version 26 for OS Sig. $0.000 \leq \alpha$ (0.05) shows an increase in literacy skills through hybrid learning which has been modified by the teacher through digital library media. The significance value (2-tailed) of the independent teaching application on student learning outcomes shows the number $0.000 \leq 0.05$, then accept H_a and reject H_o . While the results of calculating the R-Square value show the number 0.789 or which means that there is an influence number between variables of 78.9%, this has fulfilled the requirements for the relationship between variables through the hypothesis because the number is above 50% which means good. The obstacle found in the implementation of hybrid learning research was students' sense of boredom in reading quickly, this happened because the concentration and focus of elementary school students were still easily distracted from playing activities, so teacher assistance was needed in learning activities. The teacher needs to understand the learning design because to apply hybrid learning to improve students' reading skills, the teacher must adjust the approach according to the different learning styles and learning needs of each student.

Keywords: Reading Ability, Hybrid Learning, Elementary School.

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How Entrepreneurial Attitude, Motivation, and Intention is Affected by Growth Constraints? Evidence from Women Entrepreneurs in Gulf Countries

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Abstract

The contribution of women to economic development has received considerable attention in recent years. We argue that influential impediments affect women's sustainable entrepreneurial intention to start and run a business, and contribute to national economic growth. This study aims to investigate the impact of social networking, family support, and access to finance on entrepreneurial intention by using entrepreneurial motivation and attitude as mediators between growth constraints and entrepreneurial intention among women in the Gulf countries. Stratified sampling method will be used to collect data from 5,600 women in Gulf countries including the United Arab Emirates, Bahrain, Kuwait, Iraq, Oman, Qatar, and Saudi Arabia. The latest available version of the Statistical Package for Social Science (SPSS) software 25 and AMOS version 22 will be used to analyse the data and find information to respond the proposed research hypotheses. Based on the results, important recommendations will be suggested for policymakers and regulators to provide appropriate support to empower women in Gulf countries. This study would offer novel theoretical strand in entrepreneurship literature and extends valuable insights for academicians and women practitioners.

Keywords: Entrepreneurship; Women Empowerment; Gulf Countries; Entrepreneurial Intention; Motivation.

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TRACK B: COMPUTER, ENGINEERING, TECHNOLOGY & APPLIED SCIENCES



Evacuation-route Navigation System with Non-linguistic Interfaces

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Abstract

Japan is a country prone to natural disasters such as earthquakes and typhoons. Japan has also seen a recent increase in the number of inbound foreign tourists, so it is increasingly important to communicate information to foreigners in the event of a disaster. However, language barriers remain an issue in disaster-time communications. Although there are existing multilingual systems for disaster-time communications, it is difficult to accommodate a large number of languages. Therefore, in this study, we develop a system that communicates evacuation routes and provides evacuation guidance without the use of language. The system is characterized by its ability to communicate evacuation routes through the use of only non-linguistic information, including geographic information, pictograms, and Arabic numerals. We conduct demonstration tests in areas affected by the Great East Japan Earthquake and demonstrate that the system can provide prompt evacuation guidance.

Keywords: Evacuation-route Navigation System, Non-linguistic Interface, Language-barrier-free, Response Performance.

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Model Tests of TaidaFloat Semi-submersible Floating Offshore Wind Platform for Typhoon Environments

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NTU, Taipei, Taiwan

Abstract

A semi-submersible platform, TaidaFloat with a mooring system was designed as a floating offshore wind platform concept for hosting a 15 MW wind turbine in typhoon environments. The semi-submersible consists of three asymmetrical hexagonal columns connected by three pontoons. A 3x3 catenary mooring system, i.e. 3 lines for each column, was designed to withstand 50-year sea states. A 1/100 scale model of the semi-submersible platform with its mooring system was built. Free decay tests were conducted to obtain the natural frequencies and damping ratios of heave, surge, pitch and roll motions. Sea keeping tests will also be conducted to obtain the response amplitude operators of the floating wind platform with a mooring system in surge, heave, pitch and roll motion under different wave conditions. The free decay test results confirm that the platform motions match well with those computed from software analyses in the design process. The TaidaFloat semi-submersible floating wind platform is one of the design concepts that may be used in the third stage of the Taiwan offshore wind energy program in water depths of around 70 meters and deeper.

Keywords: Floating Offshore Wind Turbine (FOWT), Semi-submersible, Free Decay Test, Sea keeping Test, Response Amplitude Operator.

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The Development of Kluai Namwa (*Musa Sapientum* Linn.) Energy Gel: An Alternative Ergogenic Aid for Enhancing Endurance Running Performance

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Abstract

Kluai Namwa (*Musa Sapientum* Linn.; BAN) is one of the most ancient species of banana well-grown in Thailand. Because its nutritional and therapeutic effects, BAN has been used as both supplement and medicinal food for ages. Being ergogenic aids, BAN has shown significant changes in the lipid profile, muscle and liver glycogen, enzyme activity, and nitric oxide (NO) activity inhibition which resulting in prolonged exercise time. The objectives of this study were to develop BAN energy gel and to examine effects of BAN energy gel on endurance running performance. The nutrition values of the developed BAN energy gel, glucose, sucrose, fructose, sodium, potassium, magnesium, protein, fat, ash, and total carbohydrate were assessed. The BAN energy gel nutrition values were 1.20 ± 0.02 (g.), 8.77 ± 0.08 (g.), 1.31 ± 0.01 (g.), 25.67 ± 0.13 (mg.), 184.83 ± 0.54 (mg.), 14.07 ± 0.09 (mg.), 0.43 ± 0.08 (g.), 0.14 ± 0.02 (%), 1.23 ± 0.19 (g.), 0.55 ± 0.01 (g.), 15.95 ± 0.21 (%) per 100 g sample, respectively. The total energy of BAN energy gel was 66.75 ± 0.84 Kcal/100 g sample. For examining the effects of BAN energy gel, eleven Thai male runners (aged 27.36 ± 8.89 years and VO_{2max} 69.43 ± 12.69 ml/kg/min) participated in this study to investigate time to exhaustion. Time to exhaustion in subjects who consumed BAN energy gel was significantly longer than subjects who consumed placebo (PLA) (55.23 ± 10.32 min. vs 46.13 ± 9.87 min). The potassium level in blood in subjects who consumed BAN energy gel was significantly higher than subjects who consumed PLA ($p < .05$). The finding from this study was BAN energy gel can prolong time to exhaustion. Therefore, BAN energy gel can be used as ergogenic aids for runners, which is suitable to consume before and during the competition.

Keywords: Kluai Namwa (*Musa Sapientum* Linn.) Energy Gel, Endurance Running, Blood Potassium, Blood Glucose, Blood Lactate, Time to Exhaustion

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The Relationship between Situation Judgment and Gaze Movement In The Visual Interface Screen

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Abstract

This study was conducted for the purpose of analysing the gaze movement according to the situation judgment on the visual interface screen. An EID-based accident response support system was used as the visual interface screen, and Tobii Glass Pro II was used to measure the gaze movement. In this study, heat map entropy was used to represent gaze movement as a quantitative measure. According to the experimental results, both the situation judgment time and the heat map entropy showed statistically significant differences according to the problem type, and the heat map entropy showed a tendency to increase in the problem type with a long judgment time. And in the analysis according to the success or failure of the judgment, both judgment time and heat map entropy showed significant differences, and the judgment time and heat map entropy in the case of successful judgment of the problem situation were larger than those in the case of failure. From this analysis result, it can be seen that as the heat map entropy increases, the situation judgement time also increases, and this result was confirmed through correlation analysis. Therefore, it is possible to predict the operator's situation judgment time from the heat map entropy, which means that it can be used as a measure to evaluate the suitability of the visual interface design.

Keywords: Visual Interface, Situation Judgement, Eye-tracking, Heat map Entropy

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FUTURE EVENTS

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**8th International Conference On
“Global Issues in Multidisciplinary Academic Research”
(Gimar-2023)**



Date: February 18-19, 2023

Venue: Hotel Mystays Ochanomizu Conference Center
Tokyo, Japan

Email: gimar@globalilluminators.org

Abstract Submission Date: February 03, 2023

Full Paper Submission Date: February 08, 2023

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

**9th International Conference On
“Trends in Multidisciplinary Business & Economic
Research”
(TMBER-2023)**



Date: March 18-19, 2023

Venue: Mercure Hotel Amsterdam City, Netherlands

Email: tmbler@globalilluminators.org

Abstract Submission Date: March 03, 2023

Full Paper Submission Date: March 08, 2023

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
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- 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

**9th International Conference On
“New Directions In Multidisciplinary Research &
Practice”
(NDMRP-2023)**



Date: June 17-18, 2023

Venue: Mercure London Hyde Park Hotel, London

Email: ndmrp@globalilluminators.org

Abstract Submission Date: June 03, 2023

Full Paper Submission Date: June 08, 2023

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
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- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
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CSR



Environment

Charities

Public Health



Growth and
Development



Sustainability



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:





MISSION

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

VISION

**“Researching and Developing
for Humanity”**

8TH INTERNATIONAL CONFERENCE ON “EMERGING TRENDS IN ACADEMIC RESEARCH” (ETAR-2022)



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