



BOOK OF CONFERENCE PROCEEDINGS

8th MTAR 2023

September 23-24, 2023

8th International Conference on “Multidisciplinary Trends In Academic Research” (MTAR- September 23-24, 2023)
MTAR© 2023 Tokyo, Japan
Global Illuminators, Kuala Lumpur, Malaysia.



MTAR 2023

Conference Proceeding

Book of Abstracts

**8th International Conference On
“Multidisciplinary Trends In Academic Research ”
(MTAR- 2023)**

Venue: Novotel Bangkok Ploenchit Sukhumvit, Thailand

Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

ISBN: 978-969-695-072-1

Printed and Published by: Global Illuminators Malaysia

TABLE OF CONTENTS

MTAR 2023 CONFERENCE ORGANIZING COMMITTEE.....	IV
.....	V
CONFERENCE CHAIR MESSAGE.....	VI
TYPE OF MTAR PAPERS.....	VIII
REVIEWING CRITERIA	VIII
ACKNOWLEDGMENT	X
SCIENTIFIC REVIEW COMMITTEE.....	XI
MATR 2023 CONFERENCE COMMITTEE.....	XXII
CONFERENCE PROGRAM	XXIII
CONFERENCE PROGRAM	XXIII
LIST OF CONFERENCE PRESENTERS	XXVI
TRACK A: BUSINESS, MANAGEMENT, AND ECONOMIC STUDIES.....	28
1. BUSINESS INDUSTRY EMPLOYERS’ PERSPECTIVES ON STUDENTS’ EMPLOYABILITY SKILLS AND INTERNSHIPS WORKFORCE READINESS - LESSONS FROM THE UAE	29
2. DIGITAL TRANSFORMATION AND SERVITIZATION IN TRADITIONAL MANUFACTURING ENTERPRISES: AN EXPLORATORY CASE STUDY	30
TRACK B: SOCIAL SCIENCES AND HUMANITIES STUDIES.....	31
3. INTEGRATED CURRICULUM: OPTIMIZING THE MULTIPLE INTELLIGENCES OF SENIOR HIGH SCHOOL STUDENTS IN INDONESIA.....	32
4. ENHANCING PERSONAL INITIATIVE WITH SOCIAL MINDFULNESS ON INSPIRING ENTREPRENEURIAL SPIRIT	34
5. LABOR DYNAMICS AMONG FOOD AND NUTRITION SERVICE EMPLOYEES IN THE KOREAN PUBLIC EDUCATION SYSTEMS	35
6. THE INFLUENCE OF BRAND STRATEGY AND CORPORATE SOCIAL RESPONSIBILITY ON SOCIAL ENTERPRISES - A COMPARATIVE STUDY BETWEEN TAIWAN AND THAILAND	36

7. INSIGHT INTO RECENT TREND AND PATTERNS IN MOBILE MONEY SERVICES: A BIBLIOMETRIC ANALYSIS	37
8. A REVIVAL ENGAGEMENT PROTECTS THE ENVIRONMENT: A STUDY OF ECO-SUFISM CONCEPT OF ISKANDAR WAWORUNTU	38
9. REMOTE INTERNAL AUDITING PROCESS AS A ONE OF KEY FACTORS FOF BUSSINES CONTINUITY	39
10. REMOTE CERTIFICATION AUDITING PROCESS IN UNCERTAIN TIMES	40
TRACK C: ENGINEERING, TECHNOLOGY, COMPUTER AND APPLIED SCIENCES.....	41
11. THEORETICAL APPROACH TO MATERIALS GENOME OF AU-MG SYSTEM.	42
CSR.....	44

MTAR 2023 CONFERENCE ORGANIZING COMMITTEE

Conference Chair

Farooq Ahmed Jam (Ph.D.)

Executive Director (Global Illuminators)

Conference Co-Chair

Tariq Iqbal Khan (Ph.D.)

Director Global Operations (Global Illuminators)

Conference Co-Chair

Muhammad Abbas (Ph.D.)

Director Policy & Research (Global Illuminators)

On Chee Hoong

Manager Operations (Global Illuminators)

Organized By



Global Illuminators



GI Social Sciences Forum



GI Engineering, Technology, Applied Sciences Forum

Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



8th International Conference On “Multidisciplinary Trends In Academic Research”(MTAR- 2023) 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	11	6	10	62.5%

Copyright Agreement

In MTAR 2023 proceedings, all authors have agreed to the copyright agreement. This agreement shows that only authors can retain the copyright. It also permits that nobody can use, for non-commercial purpose, such as to download, print out, etc., an article published in the MTAR 2023 proceedings. All credit is given to the authors and they have copyright agreements. This copyright agreement and use license ensures, among other things, that an article will be as widely available as possible and that the article can be included in any scientific archive.

Acknowledgment

A huge 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.),
Muhammad Abbas (Ph.D.)

Program Chair & Co-Chairs

INTERNATIONAL SCIENTIFIC REVIEW COMMITTEE MTAR-2023

BUSINESS, MANAGEMENT AND ECONOMIC STUDIES

Dr. Hastirullah Fitrah (Ph.D.)

*Rector of Universitas Achmad Yani, Banjarmasin Indonesia
(UAY)*

Palti Marulitua Sitorus (Ph.D.)

Telkom University, Indonesia

Mej Mohd. Noor Azli bin Hj. Ali Khan (Ph.D.)

University Technology, Malaysia.

Prof. Ravindran Ramasamy (Ph.D.)

*Graduate School of Business,
UniRazaK, Kuala Lumpur, Malaysia*

Ludmila Mládková (Ph.D.)

*Faculty of Business Administration, Department of Management
University of Economics Prague*

Mohd. Norfian Alifiah

*Faculty of Management,
Department of Accounting and Finance,
Universiti Teknologi Malaysia, Malaysia*

Ahmed Saddam (Ph.D.)

*Country Director- Iraq
Global Illuminators*

Mohammad Hamad Khalef AlKhresheh (Ph.D.)

*Country Director-Jordan
Global Illuminators*

Dr. Suresh B.Gholse (Ph.D.)

*Vatar Meherbaba College,
Rtm Nagpur University, Nagpur, India*

Ghulam Rasul Awan (Ph.D.)

UCP Business School, UCP Lahore, Pakistan

Lau Wee Yeap (Ph.D.)

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

Vignes Gopal

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

J. A. Arul Chellakumar (Ph.D.)

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

Girish Karunakaran Nair (Ph.D.)

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

Galla Venkata Rama Krishna Acharyulu (Ph.D.)

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

Amir Hossein Dastaviz (Ph.D.)

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

Syed Ahmed Salman

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

Dr. Wurim Ben Pam (Ph.D.)

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

Wang, Yu-Mei

Asia University, Taiwan

Aglis Andhita Hatmawan

STIE Dharma Iswara Madiun, Indonesia

Hasnun Anip Bin Bustaman

University Teknologi MARA, Malaysia

Bertin Chen

Vanung University, Taiwan

Susan Irawan Rifai

Centro Escolar University, Philippines

Jihoon Kim

Ehime University, Korea, South

Chien-Tu Jeff Lai

National Chengchi University, Taiwan

Haykel Hadjs Alem

LEM, University of Lille, France

Prof. Dr. Tarek Taha Ahmed

Faculty of Business,

Pharos University in Alexandria, Egypt

Samar J. Al-Barghouthi

Royal University for Women, Bahrain

Deus Ngaruko

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

Mohammad Ehsani

Tarbiat Modares University,

Israel, Imam Khomeini International University, Iran

Ismail BİLGİÇLİ

Sakarya University Karasu MYO, Turkey

Tack Hyun Shin

Seoul National University of Science and Technology, Korea, South

Sun-Young Nam

Department of Pharmacology, College of Korean Medicine, Kyung Hee University, Republic of Korea

Vicent Stanslaus

The Open University of Tanzania, Dar es Salaam, Tanzania

Partha Ray

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

SOCIAL SCIENCES AND HUMANITIES

Charlyna S. Purba, S.H., M.H.

*Universitas Panca Bhakti
Kalimantan Barat, Indonesia*

Hj. Yenny AS, S.H., M.H.

*Universitas Panca Bhakti
Kalimantan Barat, Indonesia*

Sailesh Sharma (Ph.D.)

*Deputy Vice Chancellor (Academic & International)
University of Malaya, Kuala Lumpur, Malaysia*

Siamak Khodarahimi (Ph.D.)

*Islamic Azad University,
Fars Province, Iran*

Rex Balena (Ph.D.)

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

Dr. A B Sharangi

*HOD, Research Scholar,
Agricultural University, India*

Jayson E. Lannu

Jose Rizal University, Philippines

Amandha Boy Timor Randita

*Faculty of Medicine,
Sebelas Maret University, Indonesia*

Gogoberidze George

Russian State Hydrometeorological University (RSHU), Russia

Krittawaya Thongkoo

Chiang Mai University, Thailand

Tzu-yi Lee

Chung Yuan Christian University, Taiwan

Renan Limjuco (Ph.D.)

*University of the Immaculate Conception
Davao City, Philippines*

Kankan Kasmana

*Departemen Visual Communication Design-Indonesia Computer
University, Indonesia*

Monique Musni- Tagaytay, M.A.Ed

*University of the Immaculate Conception Philippines,
Philippines*

Naidu Narainsamy

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

Sultanbayeva Gulmira

Al-Farabi Kazakh national University, Kazakhstan

Emilio A. Cruz

*Bulacan State University, Malolos City, Bulacan,
Philippines*

Si, Li

Wuhan University, China

Dr. Nessreen A. Elmelegy

Royal University for Women, Kingdom of Bahrain, Bahrain

Dr. Shusil Kumar Das

Daffodil International University, Dhaka, Bangladesh

Dr. Rovelina B. Jacolbia

Polytechnic University of the Philippines

Sathiamoorthy Kannan

Institute of Educational Leadership, University of Malaysia

Dr. Isabella Musyoka-Kamere

Maasai Mara University, Kenyatta University, Kenya

Hadi Ebadi

Lecturer of Architecture Department, Razi University, Iran

Dr. Shusil Kumar Das

Daffodil International University, Dhaka, Bangladesh

Botabaeva Ademi Erkebaevna

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

Girma Y. I. Menelik

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

I-Ju Chen

Ling Tung University, Taiwan

Wen, Yvonne, Ying-Ya

National Formosa University, Taiwan

PHYSICAL LIFE AND APPLIED SCIENCES

Prof. Dr. Ir. Rahmatullah Rizieq, M.Si.

*Universitas Panca Bhakti
Kalimantan Barat, Indonesia*

Yan LI (Ph.D.)

Nanyang Technological University, Singapore

Md. Saleh Ahmed (Ph.D.)

*Department of Mathematics & Statistics
Sultan Qaboos University, Muscat, Oman*

Saon Banerjee (Ph.D.)

*OIC, AICRP on Agrometeorology,
State Agricultural University, India*

Mohd. Nizam Omar

Universiti Utara Malaysia, UUM Sintok, Kedah, Malaysia

Amina Bakhrouf

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

Shatrova, Olga

Russian State Hydrometeorological University (RSHU), Russia

ENGINEERING AND TECHNOLOGY STUDIES

Nurul Akmar Binti Emran (Ph.D.)

*Faculty of Information Communication Technology
Universiti Teknikal Malaysia Melaka, Malaysia*

Chee-Ming Chan (Ph.D.)

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

Zhaparov Meirambek Kazimovich (Ph.D.)
Head of Micro learning Research Centre
Suleyman Demirel University, Kazakhstan

Noor Zaman (Ph.D.)
College of Computer Science and IT,
King Faisal University, Saudi Arabia

Kelly Whealan George (Ph.D.)
Embry-Riddle Aeronautical University (ERAU), USA

Prof. Dr. Hj. Dwi Kartini, SE. Spec. Lic (Ph.D.)
University of Computer Indonesia (Unikom)
Bandung, Indonesia

Valeria Ersilia Oniga (Ph.D.)
Department of Terrestrial Measurements and Cadastre
Technical University “Gh.Asachi” from Iasi
Romania

Prof. Dr. Hj. Dwi Kartini, SE. Spec. Lic (Ph.D.)
University of Computer Indonesia (Unikom)
Bandung, Indonesia

Mira Rahayu
Telkom University Indonesia, Indonesia

Ony Widilestariningtyas
Universitas Komputer Indonesia, Indonesia

Yully Ambarsih Ekawardhani
UNIKOM, Institut Teknologi Bandung, Indonesia

Emel Zeray
Selcuk University Geomatics Department, Turkey

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

Tashenova

L. N. Gumilyov Eurasian National University, Kazakhstan

Farah Jemili

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

Nahid Sanzida

Bangladesh University of Engineering and Technology (BUET), Bangladesh

HEALTH AND MEDICINE STUDIES

Balachandar S. Sayapathi (Ph.D.)

Faculty of Medicine, University of Malaya

Ahmed Kaid Naji Allow (Ph.D.)

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

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

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

Fauzie Rahman

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

Helia Rahbari

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

Dr. Narjis Rizvi

Aga Khan University, stadium road, Karachi, Pakistan

Dr. Elvira Urgel (Ph.D.)

Centro Escolar University, China

Maria Bea Lao

Medical Technology/Medical Laboratory Science University of the Immaculate Conception, Philippines

Nima Kasraie

Children’s Mercy Hospital, United States

Haseen Fariha

Bangabandhu Sheikh Mujib Medical University, Bangladesh

Der-Hsiang Huang

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

Kazushi Okamoto

Aichi Prefectural University, Japan

Abolhassani Shahla

Shahrekord University of Medical Sciences, Shahrekord, Iran

Dr. Umme Kulsum Rima

*Hajee Mohammad Danesh Science & Technology University
Dinajpur, Bangladesh*

Mohammad A. H. Khan

Faculty of Veterinary Science, Bangladesh Agricultural University

Enayatollah Kalantar

*Department of Microbiology and Immunology, School of Medicine,
Alborz University of Medical Sciences, Karaj, Iran*

Cahit Canbay

Yeditepe University, Turkey

Rahbari, Helia

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

Cheng-Chi Chang

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

8th International Conference on “Multidisciplinary Trends In Academic Research” (MTAR- September 23-24, 2023)

MTAR© 2023 Tokyo, Japan

Global Illuminators, Kuala Lumpur, Malaysia.

Bodin Oleg N

Ling Tung University, Taiwan

Zahra Godarzi

Tehran University of Medical Sciences, Iran

Zhou Rui-Hua

School of Public Health, North China University of Science and Technology

MATR 2023 Conference Committee

Conference Chair

Farooq Ahmed Jam (Ph.D.)

Executive Director (Global Illuminators)

Conference Co- Chair

Tariq Iqbal Khan (Ph.D.)

Director Global Operations (Global Illuminators)

Conference Co-Chair

Muhammad Abbas (Ph.D.)

Director Policy & Research (Global Illuminators)

Conference Coordinator

Ms. Novia

(Global Illuminators)

On Chee Hoong

Manager Operations (Global Illuminators)

Editor

Dr. Ahmad Saddam (Ph.D.)

ISBN: 978-969-695-056-1

Printed and Published by: Global Illuminators Malaysia

CONFERENCE PROGRAM

CONFERENCE PROGRAM

DAY 01 Saturday (Sep 23, 2023)

Welcome Reception & Registration

9:00 am – 09:30 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 23, 2023)

Session 1 (10:30 am – 01:00 pm)

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

MTAR-23-101	Integrated Curriculum: Optimizing the Multiple Intelligences of Senior High School Students in Indonesia	Muhamad Rizal Falaqi
MTAR-23-102	Learning Evaluation: Characteristics of Excellent Assessment	Khalilul Fathir Munandar
SBCL-SEP23-102	Factors of Rural-Urban Learning Outcomes Inequalities in French-speaking Sub-Saharan Africa: A Longitudinal Analysis	Jean-Baptiste M.B. SANFO
MTAR-23-117	Business industry Employers’ perspectives on students’ employability skills and internships workforce readiness - lessons from the UAE	Pedro Coelho
MTAR-23-119	Enhancing Personal Initiative with Social Mindfulness on Inspiring Entrepreneurial Spirit	Palin Phoocharoon
MTAR-23-120	Digital Transformation And Servitization In Traditional Manufacturing Enterprises: An Exploratory Case Study	Zong Jie Dai
MTAR-23-121	Labor Dynamics among Food and Nutrition Service Employees in the Korean Public Education Systems	Yong-Yeon (Justin) Ji
MTAR-23-122	Insight into Recent Trend and Patterns in Mobile Money Services: A Bibliometric Analysis	Misbah Noreen
MTAR-23-123	The Influence of Brand Strategy and Corporate Social Responsibility on Social Enterprises - A Comparative Study between Taiwan and Thailand	Keisinee Premrudeelert
MTAR-23-125	A Revival Engagement Protects The Environment: A Study of Eco-Sufism Concept of Iskandar Waworuntu	Suheri
MTAR-23-127	Remote Internal Auditing Process as a One Of Key Factors FOF Bussines Continuity	Paweł Nowicki
MTAR-23-128	Remote Certification Auditing Process In Uncertain Times	Piotr Kafel

Lunch Break (01:00 pm – 02:00 pm)

DAY 01 Saturday (Sep 23, 2023)
Session II

Track B: Engineering, Technology, Computer and Applied Sciences

MTAR-23-103	Theoretical Approach to Materials Genome of Au-Mg system.	Wojciech Gierlotka
--------------------	---	--------------------

Closing Ceremony

List of Conference Presenters

The following presenters have paper presentation mentioned above.

Sr. No	Official ID	Name	Affiliation Details
1.	MTAR-23-105	Athayya Einosa Yusuf	Thursina IIBS, Indonesia
2.	MTAR-23-106	Nabil Huga Arundaya Susanto,	Thursina IIBS, Indonesia
3.	MTAR-23-107	Arsya Sakha Nugroho	Thursina IIBS, Indonesia
4.	MTAR-23-108	Istna Hasan Abdurrahim	Thursina IIBS, Indonesia
5.	MTAR-23-109	Dzulfiqar Achmad Alif Firdausy	Thursina IIBS, Indonesia
6.	MTAR-23-110	Muhammad Zeini Abi Rahman	Thursina IIBS, Indonesia
7.	MTAR-23-111	Muhammad Ghafiqi Husein	Thursina IIBS, Indonesia
8.	MTAR-23-112	Muhamad Said Ramadhan	Thursina IIBS, Indonesia
9.	MTAR-23-113	Reihan Arvie Zafarani	Thursina IIBS, Indonesia
10.	MTAR-23-114	Afgatan Syadan Aminoor,	Thursina IIBS, Indonesia
11.	MTAR-23-115	Muhammad Luthfi Amrullah	Thursina IIBS, Indonesia

DAY 02 Sunday, (Sep 24, 2023)

“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.



Global Illuminators

Abstract Proceeding Book
September 23-24, 2023
MTAR Bangkok, Thailand
ISBN: 978-969-695-072-1

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



Global Illuminators

Abstract Proceeding Book
September 23-24, 2023
MTAR Bangkok, Thailand
ISBN: 978-969-695-072-1

TRACK B: SOCIAL SCIENCES AND HUMANITIES STUDIES



Integrated Curriculum: Optimizing the Multiple Intelligences of Senior High School Students in Indonesia

Muhamad Rizal Falaqi^{1*}, Athayya Einosa Yusuf², Nabil Huga Arundaya Susanto³, Arsyah Sakha Nugroho⁴, Istna Hasan Abdurrahim⁵, Dzulfikar Achmad Alif Firdausy⁶, Muhammad Zeini Abi Rahman⁷

¹Maulana Malik Ibrahim State Islamic University of Malang, Indonesia,
^{2,3,4,5,6,7}Thursina IIBS, Indonesia

Abstract

This research explains the integration of curriculum within the context of senior high school and discusses how curriculum integration is implemented as the primary approach to curriculum in senior high schools, with the aim of optimizing students' multiple intelligences (MI). The study utilizes a case study method in an international boarding school. Data collection involves direct observation, interviews, and documentation. Data analysis consists of reducing, organizing, and drawing conclusions from the data. The research findings indicate that curriculum integration is carried out through four summarized components, collectively referred to as the "Holistic and Balanced Education" curriculum. During the learning process, an interdisciplinary curriculum and the Contextual Teaching and Learning (CTL) approach are employed in each learning activity to enhance students' learning competencies. Character development involves instilling the core values of RECODING (Religious, Caring, Open-minded, Inspiring). Student skill growth occurs through specialization class programs. Subsequently, an evaluation is conducted for each implemented curriculum component. This discussion is interesting because all these components are designed to maximize students' MI and to achieve the curriculum's goal of producing graduates who are morally excellent, inspiring leaders, and globally-minded. However, we recommend that teachers undergo further training and guidance to refine the program and establish evaluative indicators aimed at achieving interdisciplinary insights.

Keywords: Curriculum integration, Senior high school, Multiple intelligences, CTL

*All correspondence related to this article should be directed to Muhamad Rizal Falaqi, Maulana Malik Ibrahim State Islamic University of Malang, Indonesia



Learning Evaluation: Characteristics of Excellent Assessment

**Muhamad Rizal Falaqi^{1*}, Khalilul Fathir Munandar²,
Muhammad Ghafiqi Husein³, Muhamad Said Ramadhan⁴,
Reihan Arvie Zafarani⁵, Afgatan Syadan Aminoor⁶, Muhammad
Luthfi Amrullah⁷**

¹Maulana Malik Ibrahim State Islamic University of Malang, Indonesia.
^{2,3,4,5,6,7}Thursina IIBS, Indonesia

Abstract

The aim of this research is to explain the learning evaluation process which focuses on the characteristics of excellent assessment. Evaluation has an important role in learning outcomes and one way to obtain excellent test items is to test the validity of the test items. One way to find out student learning outcomes is to carry out learning evaluations. In learning evaluation there is an assessment process which has an important role in measuring student abilities. So it is important for a teacher to know the characteristics of excellent assessment. If the learning evaluation is carried out well, the results of the evaluation are used to improve the learning curriculum used. Qualitative research methods and library research types of research are used to determine the characteristics of excellent assessment. The collected data is then analyzed using several stages of data analysis, and then data validity is carried out to determine the validity of the data. This research shows that the characteristics of an excellent assessment are: 1) Validity, the tools used in the assessment process are valid. 2) Consistency, when the assessment is carried out with various assessment objects, the assessment results do not differ too much and are stable. 3) Objectivity, meaning there is no subjectivity factor in carrying out the assessment. 4) Ease of Application, both ease of implementation and ease of inspection. 5) Economical, doesn't cost a lot of money, energy or time. However, the seriousness of educators in carrying out the assessment process must be considered so that the objectives of learning evaluation are achieved. So, with the successful implementation of the assessment, student learning goals can be achieved.

Keywords: Evaluation, Assessment, Education, Test

* All correspondence related to this article should be directed to Muhamad Rizal Falaqi, Maulana Malik Ibrahim State Islamic University of Malang, Indonesia



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

*All correspondence related to this article should be directed to Palin Phoocharoon, NIDA Business School National Institute of Development Administration (NIDA), Thailand



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

Yong-Yeon (Justin) Ji*

Towson University, USA

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

*All correspondence related to this article should be directed to Yong-Yeon (Justin) Ji,
Towson University, USA



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

Keisinee Premrudeelert^{1*}, Jui-Ling Hsu²

^{1,2}International Business Department, Feng Chia University, and Taichung, Taiwan (R.O.C)

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

*All correspondence related to this article should be directed to Keisinee Premrudeelert, International Business Department, Feng Chia University, and Taichung, Taiwan (R.O.C)



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

Misbah Noreen*

Universiti Utara Malaysia (UUM), Malaysia

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

*All correspondence related to this article should be directed to Misbah Noreen
Universiti Utara Malaysia (UUM), Malaysia



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

Suheri*

Gadjah Mada University, Indonesia

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.

*All correspondence related to this article should be directed to Suheri, Gadjah Mada University, Indonesia



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

Paweł Nowicki*¹, Piotr Kafel²

^{1,2} The Department of Quality Management, Institute of Quality Sciences and Product Management, Cracow University of Economics, Cracow, Poland

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.

*All correspondence related to this article should be directed to Paweł Nowicki, The Department of Quality Management, Institute of Quality Sciences and Product Management, Cracow University of Economics, Cracow, Poland



Remote Certification Auditing Process In Uncertain Times

Piotr Kafel^{*1}, Pawel Nowicki²

^{1,2}The Department of Quality Management, Institute of Quality Sciences and Product Management, Cracow University of Economics, Cracow, Poland

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

*All correspondence related to this article should be directed to Piotr Kafel, The Department of Quality Management, Institute of Quality Sciences and Product Management, Cracow University of Economics, Cracow, Poland



Global Illuminators

Abstract Proceeding Book
September 23-24, 2023
MTAR Bangkok, Thailand
ISBN: 978-969-695-072-1

TRACK C: ENGINEERING, TECHNOLOGY, COMPUTER AND APPLIED SCIENCES



Theoretical Approach to Materials Genome of Au-Mg System.

Wojciech Gierlotka*

National Dong Hwa University, Department of Materials Science
and Engineering, Hualien, Taiwan

Abstract

New materials are crucial in the modern world. Traditionally, the description of materials involved a substantial number of experiments. However, thanks to the development of high-performance computers, it has become possible to predict physical and chemical properties through calculations. The collection of functions that describes these properties is known as a "material genome." In this presentation, we will explore the theoretical prediction of the material genome for the Au-Mg system. The Au-Mg system has applications in various fields of modern technology, ranging from the electronics industry to spacecraft construction. By having a material genome for this significant binary system, we open up opportunities for further enhancements of the desired properties of this important alloy.

Keywords: Materials genome; Au-Mg; computation

*All correspondence related to this article should be directed to Wojciech Gierlotka, National Dong Hwa University, Department of Materials Science and Engineering, Hualien, Taiwan

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:



Global Illuminators

Abstract Proceeding Book
September 23-24, 2023
MTAR Bangkok, Thailand
ISBN: 978-969-695-072-1







GLOBALILLUMINATORS

<http://www.globalilluminators.org/>

VISION

"Researching and Developing for Humanity"

MISSION

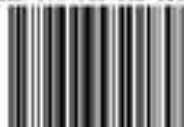
"Our mission is to persistently nurture the values to promote the human rights, institutional and academic development through quality research contributions. Our unique human capital with constructive attitude is committed to bring change in all spheres of life by using innovative research and intellectual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

7th INTERNATIONAL CONFERENCE ON

"Multidisciplinary Trends in Academic Research"

Head Office (Malaysia)
125, Jalan Jinjang Setia 5,
Jinjang Utara, 52000,
Kuala Lumpur Malaysia.
Whatsapp Contact : +60 10 254 6571
E-mail: info@globalilluminators.org
URL: www.globalilluminators.org

ISSN 978-969-693-028-9



9 789696 950189 >