



# CONFERENCE PROGRAM

**DAY 01 Monday (June 25, 2018)**

**Welcome Reception & Registration**

**08:00 am – 08:30 am**

**Opening Ceremony (08:30 am – 09: 40 am)**

**Venue: Room 1**

08:30 am – 8:40 am	Welcome Remarks – <b>Mr Wilson</b>	Conference Coordinator EIESSBM-2018
08:40 am – 8:55 am	Opening Speech – <b>Dr Farooq Ahmed Jam (Ph.D.)</b>	Executive Director Global Illuminators Conference Chair EIESSBM-2018
08:55 am – 9:10 am	Keynote Speech- <b>Dr. NG Boon Kwee (Ph.D.)</b>	Senior Lecturer at the Department of Science and Technology Studies, University of Malaya, Malaysia
09:10 am - 9:25 am	Group Photo & Award Ceremony	

**Grand Networking Session and Tea Break (09:25 am – 09:40 am)**

**This conference is jointly organized by GI Social Sciences with Collaboration of Global Illuminators**





**DAY 01 Monday (June 25, 2018)**

**Session 1 (09:40 am – 12:15 pm)**

**Venue: Room 1**

**Session Chairs: Junghwa Hong & Ashley Keshwar Seebaluck**

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

MISG-18-109	A Solution For Uncertainty Honorary Staff Legal Status	Charlyna S. Purba
MISG-18-124	Successful Comprehensive Assessment in Action.	Natcha Mahapoonyanont
MISG-18-139	Vertical Integration for Smart Manufacturing—The Dynamic Capability Perspectives	Cheng Mei Tung
MISG-18-151	Use of Non-Disclosure Agreement As Legal Protection in Trade Secrets to Ensure Investment Security	Daniel Hendrawan
MISG-18-152	The Effect of Service Marketing Mix to Customer Loyalty (Surveys to Gojek customers at Bandung, Indonesia)	Thomas Budhyawan Yudhya
MISG-18-153	Business Acumen and Entrepreneurial Orientation, an essential trait for Academic Leaders in Private Higher Education Institutions in Malaysia.	Shanker Sathivellu
EIESSBM-18-108	Small Talks of Javanese Female Students: A Cultural-Based Gender Phatic Speech Act of Modern Women for Global Social Networking	Yuli Widiana
EIESSBM-18-111	Study on the Relationship between Audience Cognition and Dance Creation from the Perspective of Reception Aesthetics: Taking Nanyin Eurythmics as an Example	Yuan Zhang,
EIESSBM-18-116	How Well the Upper Middle And High Income Countries of the Muslim World Perform on Environmental Issues? A Comparative Analysis Using Environmental Performance Index	Roslina Ismail
EIESSBM-18-121	Islamic Radicalisation in the Maldives: An Analysis of the Role of Religious Networks and Proliferation of Different Religious Narratives	Aishath Shama

**This conference is jointly organized by GI Social Sciences with Collaboration of Global Illuminators**





**DAY 01 Monday (June 25, 2018)**

**Session 2 (12:15 pm – 1:00 pm)**

**Venue: Room 1**

**Session Chairs: Farooq Ahmed Jam & Charlyna S. Purba**

**Track B: Engineering and Technology Studies**

MISG-18-126	A Pilot Study of Gait Detection Using SEMG for Trans femoral Amputees	Taekyeong Lee
MISG-18-136	The Influence of User's Behavior Pattern through Workplace Culture	Kleubmongkol Karuna,
MISG-18-150	Modelling the Powertrain Configuration of Electric Vehicle for Reducing Energy Consumption	Mayank Srivastava

**Lunch Break (1:00 pm – 2:00 pm)**

**This conference is jointly organized by GI Social Sciences with Collaboration of Global Illuminators**





**DAY 01 Monday (June 25, 2018)**

**Workshop Session (2:00 pm – 3:30 pm)**

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

<b>Trainer</b>	Dr. Farooq Ahmed Jam (Ph.D.)
<b>Participants</b>	All Participants

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

**Tea Break: (03:30 pm – 03:45 pm)**

**This conference is jointly organized by GI Social Sciences with Collaboration of Global Illuminators**





**DAY 01 Monday (June 25, 2018)**  
**Session 3 (3:45 pm – 05:15 pm)**  
**Venue: Room 1**

**Session Chairs: Natcha Mahapoonyanont & Roslina Ismail**  
**Track B: Business, Management, and Economic Studies**

MISG-18-101	A Study on the Work-Life Balance of the Employees in the Banking Sector of Mauritius	Ashley Keshwar Seebaluck
MISG-18-102	The Effect of Consumer Ethnocentrism on the Purchase Intention of Local Beer in Mauritius	Mridula Gungaphul
MISG-18-110	Assessing the Receptiveness of Industrial Design Students to Business Programs: A Framework for Reinforcement and Implementation	Jayson Lannu,
MISG-18-128	Optimization of Shelf Space Allocation Problem in Product Display Shelf with Genetic Algorithm	Christine Natalia
MISG-18-138	Macro Analysis of Export Demand for Top Ten Commodities for India	Mahua Paul
EIESSBM-18-119	Would Marketing And Network Influence Business Performance? The Case of Bumiputera Online Entrepreneurs In Malaysia	Dewi Izzwi A.M.
EIESSBM-18-123	An Exploration of Grit and Resilience and Mentoring in Entrepreneurs	Ellen Ensher

**Closing Ceremony: (05:15 pm – 5:30 pm)**

**This conference is jointly organized by GI Social Sciences with Collaboration of Global Illuminators**





## LIST OF CONFERENCE ATTEDEES

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

ID	Name	Affiliation	Country
MISG-18-148	Junghwa Hong	Korea University	Korea

**This conference is jointly organized by GI Social Sciences with Collaboration of Global Illuminators**





## **DAY 02 Tuesday, (June 26, 2018)** **“CITY TOUR”**

Gathering of Participants at the Lobby of Hotel The Federal Kuala Lumpur Malaysia  
at 01:00 pm Departure: 01:30 pm for City Tour.

Drop Back at Hotel The Federal Kuala Lumpur Malaysia at 9:00 pm

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

**This conference is jointly organized by GI Social Sciences with Collaboration of Global Illuminators**

