

**International Conference on  
Law, Business, Education  
and Social Sciences**  
*(LBESS-2018)*

Organized by:



**Global Illuminators  
Social Science  
Forum**

International Conference on “Law, Business, Education and Social Sciences”(LBESS- May 12-13, 2018)

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# **LBESS 2018**

## **Conference Proceeding**

### **Book of Abstracts**

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(LBESS- 2018)”**

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## Conference Chair Message

**Farooq Ahmed Jam (Ph.D.)**



International Conference on “Law, Business, Education and Social Sciences” (LBESS - 2018) 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 LBESS Papers**

For this year, LBESS 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 LBESS, 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.

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Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.),  
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## **KEYNOTE SPEAKER**

### **Professor Rozhan Mohammed Idrus**



Prof. Rozhan is currently the Dean of the Centre for Graduate Studies (CGS) in the Universiti Sains Islam Malaysia. He is a Professor of Open and Distance Learning (ODL) & Technogogy with 30 years of experience as an e-learning analyst, consultant, presenter, and workshop facilitator. He has presented 48 Keynote addresses in 18 different countries and has published more than 190 publications in international citation-indexed journals, books, and handbook chapters. He spearheaded the first home-grown electronic portal (2003) and pioneered use of SMS in teaching of physics (2008) while in the Universiti Sains Malaysia (USM). He has also garnered awards in mobile learning in the World Education Summit (2011), e-INDIA Awards (2010), and the Asia Pacific Mobile Learning & Edutainment Advisory Panel (APACMLEAP) Mobile Learning Initiatives Recognition (2009); Gold Medal Award in the Innovation and Invention in Education Competition 2016 in the Universiti Pendidikan Sultan Idris in Malaysia; and more recently, Gold Medal Award in the 3rd World Invention Innovation Contest 2017 (Korean Invention News) and in the 2nd International University Carnival on eLearning 2017. He has given a definition to the term ‘technogogy’ and is passionately promoting it. He is the founding chief editor of the Malaysian Journal of Educational Technology, and Chief Editor of both the Video journal of Innovative

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Pedagogies (VJIP, 2017) and the International Journal of Excellence in e-learning of the Hamdan Bin Mohammed Smart University Dubai, UAE.



## **Prof. Carsten Rennhak**



Prof. Carsten Rennhak serves currently as Dean of the Business Science faculty at the University of the Federal Armed Forces Germany in Munich. He is a Professor of PR and Marketing. Before joining the University of the Federal Armed Forces he held chairs in Marketing at ESB Business School Reutlingen and Munich Business School. Prof. Rennhak is a visiting scholar at Zagreb School of Economics and Management, SP Jain Mumbai, Polytechnic State University, St. Petersburg and Haaga-Helia, Helsinki.

He received his Bachelor (1993) as well as Diploma degree (1997) in Business from Augsburg University, a Master in Economics (1995) from Wayne State University, Detroit, and his doctorate from Ludwig-Maximilians-Universität, Munich (2001). Prior to his academic career, Prof. Rennhak worked as a management consultant and project manager for Booz Allen & Hamilton in the telecommunications, media, high tech and utility industries for seven years.

His primary research interests cover marketing communication, direct sales and corporate strategy. He has published 18 books as well as 190 articles and working papers in various research areas. He is a member of the editorial board of the Transactional Marketing Journal as well as the World Journal of Marketing Management and a reviewer for multiple journals and publishers,

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## **LBESS 2018 Tracks’ Chairs**

### **Business, Management, Economic Social Sciences and Humanities**

Wan-Fadzilah Wan-Yusoff & Mohammed Shamsul Hoque

Bader Alhashel & Deborah S Kleiner

### **Engineering and Technology Studies**

Tariq Iqbal Khan & Rozhan Mohammed

## **LBESS 2018 Research Workshop**

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

**Trainer: Dr. Tariq Iqbal Khan (Ph.D.)**

In this workshop, we will discuss how to improve the quality of a research article and get it 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 for in a research article, what editors are expecting from the authors, major reasons of article rejection in good journals, steps and tips to improve article’s quality and content, and finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about the publication process.

## **Best Paper Nominee List**

### **Implementing Quality Assurance in Vocational Education, Requirements & Obstacles: The College of Technological Studies, Kuwait, as a Case Study**

*Salah Al-Ali*

College of Technological Studies Kuwait, Kuwait

### **Assessing the use of Social Media Networks as Collaborative Learning Supporting Tool: Cases of Two Universities**

*Norsharina Binti Zabidi*

University of Manchester, UK

### **Analyzing the credibility of eWord-of-Mouth using Customer Reviews in Social Media**

*Rennhak<sup>1\*</sup>, Kraft<sup>2</sup>, Albon<sup>3</sup>*

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International Conference on “Law, Business, Education and Social Sciences”(LBESS- May 12-13, 2018)

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Global Illuminators, Kuala Lumpur, Malaysia.

## **LBESS 2018 Best Paper Award Winner**

### **Assessing the use of Social Media Networks as Collaborative Learning Supporting Tool: Cases of Two Universities**

*Norsharina Binti Zabidi*

University of Manchester, UK

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# CONFERENCE PROGRAM

**DAY 01 Saturday (May 12, 2018)**

**Welcome Reception & Registration**

**7:30 am – 08:15 am**

**Opening Ceremony (08:15am – 09: 35 am)**

**Venue: Room 1**

08:15 am – 8:25 am	Welcome Remarks – <b>Mr Akawud</b>	Conference Coordinator
08:25 am – 8:35 am	Opening Speech – <b>Dr Tariq Iqbal Khan (Ph.D.)</b>	Director Global Operation Global Illuminators Conference Co-Chair
08:35 am – 8:50 am	Keynote Speech- <b>Prof. Rozhan Mohammed Idrus</b>	Dean of the Centre for Graduate Studies (CGS) in the Universiti Sains Islam Malaysia
08:50 am – 9:05 am	Keynote Speech- <b>Prof. Dr. Carsten Rennhak</b>	Bundeswehr University Munich, Germany
09:05 am - 9:20 am	Group Photo & Award Ceremony	

**Grand Networking Session and Tea Break (09:20 am – 09:35 am)**



**DAY 01 Saturday (May 12, 2018)**  
**Session 1 (09:35 am – 1:00 pm)**  
**Venue: Room 1**

**Session Chairs: Mohammed Shamsul Hoque & Wan-Fadzilah Wan-Yusoff**  
**Track A: Business, Management, Social Sciences and Humanities Studies**

NDMRP-18-110	The Multidisciplinary Research at the Bauhaus (1919-1933) as a Historical Ideal of Artistic and Social Development. Female Student Contributions.	Marisa Vadillo Rodriguez
NDMRP-18-118	Analyzing the Credibility of e-word-of-Mouth using Customer Reviews in Social Media	Carsten Rennhak
NDMRP-18-125	Using Participant GIS for Tribal Hunting Ground Mapping	Lai, Yu-Ching
NDMRP-18-138	Multidisciplinary Research into the Indigenous Knowledge Systems of South Africa, the Role of Lekgotla (People’s Council) in Communities.	Macdonald Rammala
NDMRP-18-141	Determinants of Financial Literacy for Elderly People: Evidence from Malaysia	Visyalini Selvadurai
NDMRP-18-145	Demystifying the Ethical Appeals and Gender Polarity Embedded in the Act of Persuasion Characterizing Television Commercials Targeted at Indian Kids	Apoorva Bharadwaj
NDMRP-18-147	A Comparative Survey of Intuitive Intelligence Teaching Styles Versus Emotional Intelligence Teaching Styles Among Philippine Normal University- Institute of Teaching and Learning Student Practice Teachers	Teresita S. Festin
LBESS-18-103	Teachers’ And Students’ Perceptions of the Academic and Socio-Emotional Benefits of Peer Tutoring	Afnan Almulla
LBESS-18-108	Cross Section of Returns in GCC Markets	Bader Alhashel





**DAY 01 Saturday (May 12, 2018)**  
**Session 1 (09:35 am – 1:00 pm)**  
**Venue: Room 1**

**Session Chairs: Mohammed Shamsul Hoque & Wan-Fadzilah Wan-Yusoff**  
**Track A: Business, Management, Social Sciences and Humanities Studies**

LBESS-18-118	Using Youtube in Advanced Level English Interpretation Lessons	Enkhmaa Tsegmid, Tselgelmaa Tserendorj
LBESS-18-119	Using Simulation in the Teaching of Online Statistics	Simcha Pollack
LBESS-18-120	Define Defame - Can President Donald Trump Differentiate Criticism from Defamation?	Deborah S Kleiner
LBESS-18-127	Sustainability of Franchise Entrepreneurship and the Role of Trust	Wan-Fadzilah Wan-Yusoff,
LBESS-18-129	Assessing the use of Social Media Networks as Collaborative Learning Supporting Tool: Cases of Two Universities	Norsharina Binti Zabidi
05-IRSBM-113	R&D Offshoring and Governance Mode- Evidence from Taiwan-Based Manufacturing Firms	Wen-Bin Chuang
05-IRSBM-115	Divorce without Financial Expenses in Croatia – Legal Regulation and Economic Dilemmas	Katarina Marošević Nataša Lucić

**Lunch Break (1:00 pm – 1:40 pm)**

**DAY 01 Saturday (May 12, 2018)**

**Workshop Session (1:40 pm – 3:00 pm)**

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

<b>Trainer</b>	Dr. Tariq Iqbal Khan (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

**DAY 01 Saturday (May 12, 2018)**

**Session 2 (3:00 pm – 5:00 pm)**

**Venue: Room 1**

**Session Chairs: Bader Alhashel & Deborah S Kleiner**

**Track B: Business, Management, Economic, Social Sciences and Humanities Studies**

NDMRP-18-130	Leveraging on 4IR Technogogy for An Immersive and Collaborative Multidisciplinary Educational Landscape	Rozhan M. Idrus
05-IRSBM-118	Role of AACSB, PRME and Faculty to Reshape Businesses A Case of King Abdulaziz University’s Economics and Admin Faculty	Mohammad Yamin

**Tea Break: (5:00 pm – 05:10 pm)**



**DAY 01 Saturday (May 12, 2018)**

**Session 2 (3:00 pm – 5:00 pm)**

**Venue: Room 1**

**Session Chairs: Bader Alhashel & Deborah S Kleiner**

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

LBESS-18-110	Implementing Quality Assurance in Vocational Education, Requirements & Obstacles: the College of Technological Studies, Kuwait, as a Case Study	Salah Al-Ali
LBESS-18-121	Public Engagement: Talking Science to Laypersons as Perceived by Postgraduate Students in Jordan	Abdallah Khataybeh
LBMES-058-ANI106	Evaluating the Logistics Performance of the EU Countries and EU Candidate Countries: COPRAS-G Application	Burcu Adiguzel Mercangoz

**Tea Break: (5:00 pm – 05:10 pm)**

**DAY 01 Saturday (May 12, 2018)**

**Session 3 (05:10 pm – 6:00 pm)**

**Venue: Room 1**

**Session Chairs: Tariq Iqbal Khan & Rozhan Mohammed Idrus**

**Track B: Medicine, Health Engineering and Technology Sciences**

NDMRP-18-124	Modelling the Powertrain Configuration of Electric Vehicle for Reducing Energy Consumption	Mayank Srivastava
NDMRP-18-134	Nurturing National Dual Training System towards Government-Link Companies’ Standard	Asnul Dahar Minghat
NDMRP-18-129	Determination of Hydroxyproline and the Effect of Smoking on Hydroxyproline Concentration in Urine	Betül İşiner Kaya
NDMRP-18-107	Healthy Sexuality Education for Adolescents with Developmental Disabilities: Collaborative Inter professional Practice	B. Lee Murray
05-ITCIA-106	Diagnostics and Monitoring of Bioprocesses for Biofuel production using Non-Conventional Approaches based on Fractal Analysis, State Observers, and Neural Networks	Hector Puebla
05-ITCIA-103	A Study on Ransomware Cryptographic Key Recovery Method through Analysis of Existing Recovery Cases	Daeun Kim

**Closing Ceremony: (6:00 pm – 6:30 pm)**



## 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
LBMES-058-ANI101A	Ganiyu Ibrahim	Iqra travels and tour Ghana	Ghana
LBESS-18-132	Abdul Mohsen Almutlaq	Saudi Fund for Development	Saudi Arabia

## **DAY 02 Sunday, (May 13, 2018)** **“CITY TOUR”**

Gathering of Participants at the Lobby of Hilton London Heathrow  
Airport Terminal 5 at 09:30 am Departure\* : 10:00 am  
for City Tour

Drop Back at Hilton London Heathrow Airport Terminal 5 at  
2:00 pm

\*Tour timings are tentative and can be adjusted.

**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.





## **TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES**





## Analyzing The Credibility of eWord-of-Mouth using Customer Reviews in Social Media

**Albon, Alexandra<sup>1</sup>, Kraft, Patricia<sup>2</sup>, Rennhak, Carsten<sup>3\*</sup>**

<sup>1,2</sup> Munich Business School, Munich, Germany

<sup>3</sup> Universität der Bundeswehr, Munich, Germany

### Abstract

Companies' marketing objectives include increasing product awareness among targeted consumers, providing information about product features, and reducing consumer resistance to buying the product. One of the modern tools to support these objectives in today's Social Media-driven world is eWord-of-Mouth. Empirical research shows that eWord-of-Mouth is relevant to a large percentage of consumers' buying decisions. eWord-of-Mouth marketing actively tries to influence and/or encourage Word-of-Mouth, e.g. by seeding a message in Social Media or by rewarding consumers/fans to engage in Word-of-Mouth, etc. As it is difficult to control eWord-of-Mouth, researchers are interested in identifying avenues to manage it for marketing purposes. Literature identifies credibility as the key factor for message adaption (e.g., Case et al. 2004, 660), but there is a lack of empirical evidence when it comes to identifying what drives credibility of eWord-of-Mouth. Our paper closes this gap by identifying key drivers of credibility in eWord-of-Mouth based on a comprehensive literature analysis and a field study using an online survey (n = 161). The results show that credibility is predominantly influenced by source, message, and media credibility. Since Social Media sources are often anonymous, credibility surrogates need to be identified: our paper gives evidence that expertise/know-how, style of speech, and logic/structure of message reasoning are perceived as credibility drivers. Concerning media credibility, ease of navigation/usability and structure were identified as key drivers. Visual elements and interactivity were not identified as significant drivers of media credibility. Based on our research management, implications are generated enabling practitioners to explore the full potential of eWord-of-mouth.

***Keywords:*** eWord-of-Mouth, Credibility, Word-of-Mouth, Social Media

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## Demystifying the Ethical Appeals and Gender Polarity Embedded in the Act of Persuasion Characterizing Television Commercials Targeted at Indian Kids

**Apoorva Bharadwaj<sup>1\*</sup>, Ritu Mehta<sup>2</sup>**  
<sup>1,2</sup> Indian Institute of Management Calcutta, India

### Abstract

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This research examines commercials targeted at Indian kids aired on five popular kids' cable network channels from October 2017 through March 2018 in order to evaluate their ethics' meter. Data were collected comprising 308 ads, and their content analysis was done following pre-set parameters of gender sensitivity, character propriety, and persuasive strategy distilled from erstwhile studies aimed at kids. It was found that most of these kids' ads ratify the gender stereotypes sociologically prescribed in Indian society and, in certain cases, disseminate inappropriate behavioural patterns which can influence kids' psyche and tangentially impact their proclivity towards transgressed propensities. Potential exposition for these findings is presented instituting gender and culture theories. Some theories from business ethics are also recruited in order to decipher the ethical dilemma that characterizes the persuasive strategies deployed in ads targeted at kids in order to lure their gullible minds which are yet to develop a profound cognitive faculty in order to process the ulterior manipulative intent that drives these commercial screenings. This research endeavours to address the void that exists owing to a lack of study on Indian commercials targeting kids since a vast majority of studies done so far primarily focus on ads aired on television in the United States, particularly narrowing their lens on food advertisements. Finally, the paper concludes pointing at future directions for research and their implications for advertising tenets to be followed to capture the kids' volatile but prolific market in India.

**Keywords:** Advertising, Kids, Persuasion, Ethics, Communication, Gender, Indian Television, Content Analysis, Market, Behaviour

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## Cross-Section of Returns in GCC Markets

**Bader S. Alhashel\***  
Kuwait University, Kuwait

### Abstract

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It has been found that two variables, size and book-to-market equity, combine to capture the vast majority of the cross-sectional variation in average stock returns. We aim to investigate whether stock returns in the GCC markets are driven by the same documented drivers. We also intend to test for other variables, such as leverage and PE ratio. We will conclude by examining which of the empirical asset pricing models (e.g., CAPM, Three-factor) best describes returns in the GCC markets.

**Keywords:** Value Effect; Three-Factor Model; Size Effect; GCC; Emerging Markets; CAPM; Expected Stock Returns; Asset Pricing

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Email: balhashel@cba.edu.kw

## Implementing Quality Assurance in Vocational Education, Requirements, & Obstacles: The College of Technological Studies, Kuwait, as a Case Study

**Salah Al-Ali\***

College of Technological Studies Kuwait, Kuwait

### Abstract

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Vocational and technical education is concerned with preparing students for the world of work. The rapid change in society and transformation towards post-industrialism present a significant challenge on vocational and technical education programs. Vocational and technical institutions must focus on building a reputation for enhancing students' capabilities for a specific job. On the other hand, industries would employ graduates that have specific level of knowledge, skills, and attitudes for specialised field. As a result, vocational and technical institutions have to develop students' competencies that respond directly to the need of industry. Quality assurance refers to the characteristics of the programs that ensure proper learning programs that meet the criteria set by the providers of vocational graduates. It can be described as a set of principles, code of conducts, methods of assessment, and set of criteria that assure quality in vocational education at the provider level. Quality in vocational education is essential in improving the learning environments, enhancing students' capabilities, job prospects, and meeting socio-economic goals. This paper would focus on the concept and importance of quality assurance in vocational and technical education with particular attention to the College of Technological Studies, CTS. The paper would discuss the validity, requirements, and obstacles that might hinder the implementation of quality assurance in the CTS. The paper would be based on field work that would encompass a review of the related literature, questionnaires, and personal interviews with the college deans, selected heads of academic departments, and staff. The outcomes of this research would propose the requirements and methodology to implement quality assurance in the CTS. The paper would conclude that unless the management of the CTS realise and appreciate the concept and application of quality assurance, industries would continue to rely on expatriate for years ahead.

To be Continued.....

To be Continued.....

**Keywords:** Vocational and technical Education, work quality assurance, developing Indigenous Manpower, Interaction between vocational and technical education and local industries and business, Kuwait

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#### Acknowledgement:

This work is supported and funded by the Public Authority for Applied Education and Training, Research Project (TS-16-06), Implementing Quality Assurance in Vocational Education, Requirements, & Obstacles: The College of Technological Studies, Kuwait, As A Case Study.

## Define Defame - Can President Donald Trump Differentiate Criticism from Defamation?

**Deborah S Kleiner\***  
St. John's University, USA

### Abstract

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A 2016 article in USA Today identified unprecedented 3,500 lawsuits involving President Donald Trump. Within this context of being very aggressive in his use of litigation, Trump has made threats during the contentious 2016 campaign for the American presidency to sue media outlets that published damaging articles about him. Although no actual suits have been filed, he has sued for libel in the past and it is not impossible that such litigation may yet be brought. In this presentation, the American law of defamation is explained and elucidated in the light of Mr. Trump's earlier lawsuits. The possible success or failure of any potential suits filed as threatened during the presidential campaign is discussed.

**Keywords:** Criticism, President, Trump

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Email: [deborahskleiner@gmail.com](mailto:deborahskleiner@gmail.com)

## Evaluating the Logistics Performance of the EU Countries and EU Candidate Countries: COPRAS-G Application

**Bahadır Fatih Yıldırım<sup>1\*</sup>, Burcu Adıgüzel Mercangöz<sup>2</sup>**  
<sup>1,2</sup> Istanbul University, Turkey

Abstract

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Logistics performance is an important driver on the competitiveness of countries' economies. By understanding the importance of logistics performance, countries can improve their strategic plans of their economies. The World Bank conducted a survey on approximately 1000 professionals working in international logistics operations in various (up to 166) countries and started to publish the Logistics Performance Index (LPI) by evaluating the countries' logistics performances within six indicators. These indicators are named as customs, infrastructure, international shipment, logistics quality and competence, tracking and tracing, and timeliness. The survey is conducted 5 times so far, in years 2007, 2010, 2012, 2014, and 2016. As LPI is the most important indicator for evaluating and benchmarking the logistics performance of the countries, we used the LPI index published by the World Bank. Although LPI gives us the opportunity to benchmark up to 166 countries, we benchmark only 28 EU Countries and 5 EU Candidate Countries in this study. The World Bank used the Basic component analysis to weigh the LPI indicators. In this study, we used the fuzzy AHP technique for determining the weighting scores of six indicators of LPI. For evaluating the performance of the countries, we used the COMPLEX Proportional Assessment of alternatives - Grey (COPRAS-G) method. COPRAS-G is a multicriteria decision-making method. We calculate the gray numbers for all countries from five datasets between the years 2007 and 2016. Then, we evaluated the countries according to the results. The importance of Logistics Performance is given in the first part of the study. Second part of the study, the literature, is searched and Logistic Performance-related studies are examined. Also, we touched on the difference of our study in this section. In the third part of the study, COPRAS-G method is explained in detail.

To be Continued.....

To be Continued.....

The data and the results of the study are given in the forth part. The suggestions for the further studies take place in the last part of the study.

**Keywords:** COPRAS G, Fuzzy AHP, Logistics Performance, Multicriteria Decision

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## **TRACK B: SOCIAL SCIENCES & HUMANITIES**



## The Multidisciplinary Research at the Bauhaus (1919-1933) as a Historical Ideal of Artistic and Social Development: Female Student Contributions

**Vadillo, Marisa\***  
University of Seville, Spain

### Abstract

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The German school of the Bauhaus (1919-1933) had turned, in only fourteen years, into a pedagogic, investigative, and artistic model. Their new improved pedagogical example is defined by the way in which their different academic programs were based on the multidisciplinary classical arts which, until then, had been separately classified in painting, sculpture, and architecture. The Bauhaus constructive ideal was at the service of society; hence, its pedagogical method was oriented towards the formation of professionals, so they would be able to master the knowledge that allowed them to design everyday objects, and to create an architecture style based on a single-family dwelling unit. In order to produce functional, cheap products that were full of spirituality, they based their programs on formal, plastic or aesthetic theories whose origin lies in the artistic thought. Society was changed due to their artistic creations. The artists who were educated in the Bauhaus changed the history of the modern design, imposing an educational model that opened the doors to the kind of multidisciplinary research that nowadays, we still support contemporary art centres. Accordingly, one of the Bauhaus' most affected sectors by the training and multidisciplinary research was the group of female students who were educated in this famous centre, being known today as artists of recognized international prestige. This group of students changed the society with their historical contributions about furniture, creation in lamps, textiles or household objects. Therefore, it brought out a significant number of artists as Marianne Brandt (1893-1983) in metal, Anni Albers (1899-1994) and her fabrics, Alma Buscher (1899-1944) with her toys, Wera Meyer-Waldeck (1906-1964) with her objects or Margarete Leischner (1907-1970) in textiles, among others.

**Keywords:** Bauhaus, design, female, Albers, Buscher, Leischner, Brandt, Meyer-Waldeck

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## A Health-Check of CLT in the Rural Primary Schools of Bangladesh

**Hoque, Mohammed, Shamsul<sup>1\*</sup>, Idrus, Rozhan bin Rozhan<sup>2</sup>,  
Islam, Yousuf, Mahbul<sup>3</sup>**

<sup>1,3</sup> Daffodil International University (DIU), Bangladesh

<sup>2</sup> University Sains Malaysia (USIM), Malaysia

### Abstract

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Bangladesh ELT situation has been deteriorating gradually for the last four decades. Regional and national projects, including ELTIP and EIA, proved to be futile improving this situation, especially in the rural primary schools of northern Bangladesh with 0% properly trained English teachers for implementing the current CLT curriculum. This article investigates the currently poor health status of CLT at the primary schools of the selected rural Bangladesh. It aims to delve into the research gaps linked with the ELT practitioners' own English proficiency, skills, and training needs, motivation for teaching, and recommendations for improving ELT scenario, including learner motivation and their social milieu. A mixed method of enquiry was carried on through a questionnaire survey, semi-structured interview with ten ELT teachers, ten teacher trainers, ten head-teachers, and an informal workshop with these three sets of interviewees which were used to validate the findings of the earlier questionnaire survey. The findings conclude that ineffective or no teacher training, non-availability of English subject teacher, insufficient instructional materials, poor teacher motivation, unhelpful learning environment, and learners' socio-economic background, poor theoretical knowledge of CLT and linguistic skills of the teachers are responsible for this deterioration. So, it is expected that implementation of an appropriate teacher training program for CLT to train at least two English subject teachers per school, production of pedagogically articulated instructional materials, inculcating a culture-oriented teaching-learning environment, and a rigorous program of CPD including day-to-day guidance and supervision of the practitioners by experts of CLT would address the gaps prevailing in the ELT (and CLT) situation at the rural primary schools of Bangladesh.

**Keywords:** ELT, CLT, CPD, decadence in ELT, Bangladesh

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## Using Participant GIS for Tribal Hunting Ground Mapping

Lai, Yu-Ching<sup>1\*</sup>, Pei, Kurtis Jai-Chyi<sup>2</sup>

<sup>1</sup>Huafan University, Taiwan

<sup>2</sup>National Dong Hwa University, Taiwan

### Abstract

Hunting ground and traditional territory mapping can be crucial regarding indigenous community-based governance and sustainable environmental management, yet remains a challenging task in Taiwan. Indigenous hunters usually cannot verbally describe to researchers the exact location where their regular hunting activities take place, especially elders who use mother language for daily communication, nor can they depict their hunting ground on the map. However, hunters can always travel freely in the mountain since they are familiar with terrain and remember all landmarks of the area. For acquiring hunters' hunting ground information in Nan-ao, Northeastern Taiwan, the participant GIS technique was used when conducting hunting activity interview. Individual hunter was interviewed at home and the virtual 3-D terrain was projected on their home TV using Google Earth Pro. The interviewer lowered the viewpoint of the virtual 3-D terrain to eye height. Following the directions of interviewee, the interviewer moved the image forward slowly as if the interviewees were talking in the trail. The interviewer always reminded the interviewee when a specific terrain or landmark appears, such as a giant rock, a creek convergence, lines of electrical tower, landslide, etc. The ArcGIS 10 GIS software was further used to generate maps and calculate quantitative landscape factors of hunting ground. A total of 7 hunters was interviewed and all of them, even for an elder of 90 years old, can accurately guide the interviewer to walk in a hunting path under canopy and precisely depict all landmarks on the ground that cannot be seen when the 3-D image has not yet been enlarged. It is approved that using participant GIS can successfully obtain hunting ground allocation and transform qualitative data into quantitative information.

**Keywords:** C Community-Based Governance, Indigenous Hunter, Traditional Territory, Google Earth, Participatory Approach

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Email: [yuching@cc.hfue.du.tw](mailto:yuching@cc.hfue.du.tw)

## Leveraging on 4IR Technology for an Immersive and Collaborative Multidisciplinary Educational Landscape

**Rozhan M. Idrus\***

Universiti Sains Islam Malaysia (USIM), Malaysia

### Abstract

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As technology becomes pervasive, the teaching and learning landscape is now capable of presenting an interoperable and seamless learning architecture to connect, integrate, and share a plethora of learning resources; multidisciplinary resources. The inter-linking and correlations among disciplines can be generated astoundingly. As we ask how higher education institutes would be affected by the Fourth Industrial Revolution and how the delivery of education will be transformed, it should be how teaching and learning can leverage on the 4IR technology. Currently, the words robotics, artificial intelligence, mobile computing, smartphone, virtual reality, Internet of Things, 3D printing, metadata, analytics, and other disruptive (not sure why it is said to be disruptive) technologies and applications are at the centre of what is conceived to be the 4th Industrial Revolution. These 'tools' should now be leveraged upon in teaching and utilize 4IR as a practice so that learners are immersed and collaborate in the 4IR environment. The new challenge upon educators and the ability to transform content in a multidisciplinary approach use enabling technologies to present a learning framework which is aligned to changed habit of Gen 'Z' and need for an innovation producing education and offer a transfixing learning experience that is imbibing, iterating, interpreting, interesting, & innovating.

**Keywords:** Technology, Immersive, Education, Leveraging

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## Multidisciplinary Research into the Indigenous Knowledge Systems of South Africa, the Role of Lekgotla (People's Council) in Communities

Macdonald Rammala<sup>1\*</sup>, Tsegai Ghebretekle<sup>2</sup>

<sup>1</sup> University of South Africa, South Africa

<sup>2</sup> University of Mekele, South Africa

### Abstract

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South Africa exhibits an integrated legal system that consists of a hybrid legal approach from outside the African continent. In theory, African customary law is one such legal system that enjoys recognition in the constitution but the practicality of this legal system is not an easy process. Traditional knowledge of dispute resolution (customary law) is an oral law and therefore, it proves difficult to recollect all the oral teachings regarding the indigenous laws, even though they are embedded in songs, dance, poems, and idiomatic expressions. Lekgotla (Council of the people) is a customary law vehicle that carries the indigenous communities forward in terms of dispute resolution. Given the different cultures in South Africa, Lekgotla does exist in rural areas that are under traditional leadership. One such area is Makapanstad in which (customary law) is practiced and is embraced by the community. This paper will focus on multidisciplinary research into the knowledge bases of Lekgotla. The focus is on Makapanstad through an ongoing research project that began in 2016.

**Keywords:** Indigenous Knowledge System, Communities, Hybrid Legal Approach

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## Determinants of Financial Literacy for Elderly People: Evidence from Malaysia

**Selvadurai, Visyalini<sup>1\*</sup>, Kenayathulla, Husaina, Banu<sup>2</sup>, Siraj,  
Saedah<sup>3</sup>**

<sup>1,2,3</sup> Univeristy of Malaya, Malaysia, Malaysia

### Abstract

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In this current challenging global economic situation, numerous elderly people are facing challenges to live upon retirement with financial freedom and this problem is becoming increasingly essential. Thus, this quantitative study intended to identify the key determinants of financial literacy which are vital in financial planning for retirement among elderly people in Malaysia. Survey was carried out among 1239 elderly people who are aged 55 and above from Klang Valley, Malaysia. The data were analysed quantitatively using descriptive and inferential statistics in Statistical Package for the Social Sciences (SPSS) version 22. Binary logistic regression was used to identify the key determinants of financial literacy of elderly people population in Malaysia. The process also involved descriptive statistical analysis. Based on the analysis, education level, luxury amenities, and minimum monthly expenses were identified as the significant determinants of financial literacy for elderly people. These findings provide essential insights to the policymakers and the government to expose financial literacy education to every working individual regardless of their Socio-Economic Status (SES) to aid them in financial planning and retire with financial freedom. In terms of theoretical contribution, the findings from this study may provide an opportunity to enrich the understanding of the financial literacy determinants that contribute towards financial retirement planning. Future researchers should compare the financial literacy determinants which contribute to financial retirement planning between low-, medium-, and high-income group of people. It will be interesting to find the results as these groups of people may have different perceptions on the determinants and they also may have different ways of planning their finance for retirement.

**Keywords:** Financial literacy, retirement planning, elderly people, survey, Malaysia

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## A Comparative Survey of Intuitive Intelligence Teaching Styles Versus Emotional Intelligence Teaching Styles Among Pnu-Itl Student Practice Teachers

**Teresita S. Festin\***  
Philippine Normal University, Philippines

### Abstract

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The study examines the significant difference between Emotional Intelligence teaching styles and Intuitive Intelligence teaching styles among student practice teachers in Philippine Normal University – Institute of Teaching and Learning (PNU-ITL). It focuses on the importance of Emotional Intelligence and Intuitive Intelligence teaching styles in personal, academic, and career success of the student practice teachers. The teacher's role requires various abilities. One of such fundamental capacities in the contemporary world is emotional intelligence. Emotional and Intuitive aspects in the teaching process influence overall student's performance. Having high intelligence does not guarantee success, achievement, or happiness. This means that it is also important to recognize abilities, such as deductive logical intelligence (skills for math, deduction) and verbal intelligence (the art of language), in addition to other intelligences of the same importance, like spatial (find one's bearings, picture oneself in three dimensions), musical (think in sounds and rhythms), and kinesthetic abilities (know how to use one's own body). Descriptive research design was adopted and proportionate stratified sampling was chosen for study. Questionnaires on Emotional and Intuitive Intelligences were distributed. The data were collected and analyzed to determine how often student practice teachers use Emotional and Intuitive intelligences in their teaching styles. Result indicated that student practice teachers' use of Emotional Intelligence teaching styles obtained the mean of 3.98 and Intuitive Intelligence teaching style the mean of 3.955. The researcher also used t-test to assess whether the means of two groups were statistically different from each other. This analysis is appropriate in comparing the means of two groups (Emotional and Intuitive Intelligence teaching styles) and especially suited as the analysis for the post-test with only two-group randomized experimental design.

***Keywords:*** Emotional, Intuitive, Teaching Styles

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## Teachers' and Students' Perceptions of the Academic and Socio-Emotional Benefits of Peer Tutoring

**Afnan Almulla\***

Warwick University, Coventry, UK

### Abstract

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This study explored the perspectives of teachers and students regarding the academic and socio-emotional benefits of peer tutoring (PT) as a strategy to support students with specific learning difficulties (SpLD) in middle schools in Saudi Arabia. The research was prompted by the recent expansion of special education services in Saudi Arabia to include not only primary but also middle school students and the introduction of new teaching methods to enhance the learning experiences of SpLD students. These options differ from the predominant traditional teaching approaches in Saudi Arabia, which are increasingly perceived as inadequate for the preparation of students for the challenges of a modern, globalised society. For this reason, a qualitative case study was conducted in six inclusive schools, using interviews and observations to investigate the perceptions of 9 SEN teachers, 18 mainstream students, and 19 SpLD students. The findings indicate that PT was perceived as an effective method for the provision of academic support for SpLD students and was associated with improved academic performance, motivation, and participation. However, SEN teachers and students expressed different perceptions about the efficacy of this technique in supporting the development of social and emotional skills among SpLD students. This may be attributable to the lack of systematic planning and supervision before and during PT session, reflected in a lack of awareness among students regarding the objectives of PT programmes.

**Keywords:** Peer Tutoring, Peer Tutors, Peer Tutees, Specific Learning Difficulties, Academic and Socio-emotional experiences, Middle School

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## Using YouTube in Advanced Level English Interpretation Lessons

**Enkhmaa Tsegmid<sup>1\*</sup>, Tsengelmaa Tserendorj<sup>2</sup>**  
<sup>1,2</sup>National University of Mongolia

### Abstract

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YouTube is one of the online materials that can be embedded in traditional classroom situations. In recent years, YouTube has become more popular, especially among young adults at college and university level. Youtube provides English learners and classes with a new tool to improve all the skills of English language. It offers authentic examples of everyday English used by everyday people in everyday life. Teachers can dedicate certain amount of time during lessons, allowing students to watch videos in English and quickly improve their pronunciation and comprehension skills through mimicry. Using YouTube in the ESL classroom can be fun and helpful, but it certainly needs some structure. Otherwise, class might turn into too much fun with less outcomes. As many researchers asserted that students get positive indicators when they watch nature and real-life videos (Maness, 2004). Watching video in YouTube will help students to memorize the events more easily. As the researchers in this current study hope to make use of YouTube which makes the learning process not only more meaningful, but also with more enjoyment (Alimemaj, 2010).

***Keywords:*** You Tube, Interpretation Lessons, Advanced Level English

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## Using Simulation in the Teaching of Online Statistics

**Simcha Pollack<sup>1\*</sup>, Leonard Presby<sup>2</sup>**

<sup>1</sup> St. John's University, USA

<sup>2</sup> William Patterson University, USA

### Abstract

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An integrated set of simulation exercises that assist students to learn basic statistics will be described. The simulations are done either by individual students or as a group project. Students do them in parallel with the more traditional course material. This series of exercises graphically demonstrates descriptive and inferential statistical concepts in a way that, in the opinion of surveyed students, makes for better understanding of these abstract ideas. Numerical literacy is a core requirement for functioning well in the global economy, and statistical thinking is a major component of that core. Unfortunately, many students find the abstract concepts of statistics difficult to assimilate. The mean, the primary formula in introductory statistics, is the focus of all the exercises. As means are calculated based on samples and samples are obtained from populations, we begin by defining a population whose parameter values are known and easily accessible. This distribution is readily obtained by employing the random number generator within Excel. Through repeated sampling from this population, the student learns in concrete terms the meaning of such difficult notions as: the Central Limit Theorem; probability; interval estimation; hypothesis testing and the decision-making errors, alpha and beta. An added benefit is that students are given the opportunity to hone their computer and numerical skills. A description of the exercises and students' sample projects will be provided.

**Keywords:** Teaching, Online Statistics, Simulation

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## Public Engagement: Talking Science to Laypersons as Perceived by Postgraduate Students in Jordan

**Abdallah Khataybeh<sup>1\*</sup>, Kholoud Al-Sheik<sup>2</sup>**  
<sup>1,2</sup> Yarmouk University, Jordan

### Abstract

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This study aimed at investigating how and why to engage laypersons with science as perceived by postgraduate students in Jordan. A questionnaire consisted of (24) items, with 5-point Likert Scale used after conducting the validity and reliability of the questionnaire. Findings showed that the respondents showed positive perception towards engaging laypersons in science as it is vital for their daily life and using technology properly, and the importance of using layperson knowledge in communicating with them. Finally, scientists need practice and knowledge to communicate with laypersons.

***Keywords:*** Public Engagement, Postgraduate Students

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## Sustainability of Franchise Entrepreneurship and the Role of Trust

**Wan-Fadzilah Wan-Yusoff<sup>1\*</sup>, Raja-Rizal-Iskandar Raja-Hisham<sup>2</sup>, G. Marthandan<sup>3</sup>, Sabarudin Zakaria<sup>4</sup>, Muhamad-Rahimi Ramli<sup>5</sup>**

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<sup>2</sup> Universiti Utara Malaysia, Sintok, Kedah, Malaysia

Abstract

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Franchise entrepreneurship in Malaysia has been aggressively promoted to develop the small and medium enterprise (SME) sector as it is considered as one business that can help nurture novice SME entrepreneurs by minimising uncertainties during the riskiest stages of business. In developed countries, franchise entrepreneurship has reached a matured stage but in developing countries, the business model is yet to be widely embraced by SME entrepreneurs to venture into any business. However, despite it promising business model, the franchise turnover and failure remain high due to the divergence of franchisor and franchisee interests. Since the success and sustainability of any franchise relationship are dependent on the convergence of franchisor and franchisee goals, the objective of this study is to determine the role of trust in developing a sustainable model for a franchise entrepreneurship. The conceptual framework for this study was underpinned by the agency theory, social capital theory, and the transaction cost theory. A multiple case study approach was adopted. Data were collected from the franchisors and franchisees of a local leading retail franchise and a licensed international food operator using some structured interview as well as content analysis of secondary data. Preliminary results showed that trusting relationship between the franchisee and the franchisor is one of the most important factors leading to entrepreneurial sustainability. These two parties must be held together by a common goal. Results of the study also identified some level of opportunistic behaviours by both franchisor-franchisee and licensor-licensee and the influence of social exchanges and transaction costs on their behaviour.

**Keywords:** Entrepreneurship; Franchise; Licensing; Sustainability; Trust; Small-Medium Enterprises; SMEs; Case-Study

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## Assessing the use of Social Media Networks as Collaborative Learning Supporting Tool: Cases of Two Universities

**Norsharina Zabidi** \*  
University of Manchester

### Abstract

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The reputation of social media networks nowadays is undeniable and retains as the essential domain in supporting the education context. The excellent potential makes the predominance of social media networks to continue to grip the attention of today's learners. Nevertheless, there seems to be a little attention given to the evaluation of social media networks' usage based on learners' choices, mainly as their collaborative learning supporting tool. Rather than trying to reach each scope of social media against education context, this research paper aims to assess the usage of social media networks as collaborative learning tools. Questionnaire surveys were conducted at two selected universities. The majority of the students at two chosen universities respectively used WeChat and WhatsApp as their group work support tool. Besides, the research findings toward the frequency of use and length of time spent proved that both of the universities' students actively used their preferred social media networks as the collaborative supporting tool. Indeed, it is not surprising since the social media networks nowadays already serve as an integral part of students' daily life. Conclusively, the use of social media networks plays a significant role as an indispensable supporting tool for cooperative learning activities as well as transforming the collaborative learning environment.

**Keywords:** Social Media Networks, Collaborative Learning Supporting Tool, Education Setting and Higher Education

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## R&D Offshoring and Governance Mode - Evidence from Taiwan-Based Manufacturing Firms

**Wen-Bin Chuang<sup>1\*</sup>, To-Han Chang<sup>2</sup>**

<sup>1</sup>National Chi-Nan University, Taiwan

<sup>2</sup>Nanhua University, Taiwan

### Abstract

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The purpose of this study is to verify the potential difference in different governance decisions (captive and outsourcing mode) for a R&D offshoring firm. Due to the specific feature of technological assets, we particularly pay attention to the relationships between governance decisions and the motivations to offshore R&D. This analysis takes advantage of the longitudinal dataset on Taiwan-based manufacturing firms for the period 2009-2012 and employs a propensity score method and the multinomial choice method to correct the bias from the effects of potential outcomes in observational data. We show that outsourcing mode brings a better firm productivity for exploitation-orientation firms, while captive mode is observed for exploration-orientation cases. With the transformation of network integration from OEM arrangements to ODM arrangements in global value chain activities, a R&D offshoring firm will change their governance mode for the local environment to raise productivity. The results offer useful implication for academia and policymakers.

**Keywords:** Offshore R&D, Governance Decision, Network Transform, Global Value Chain and Taiwan-Based Firms

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## Divorce without Financial Expenses in Croatia – Legal Regulation and Economic Dilemmas

**Katarina Marošević<sup>1\*</sup>, Nataša Lucić<sup>2</sup>**  
<sup>1,2</sup> Josip Juraj Strossmayer University, Croatia

### Abstract

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In 2015, Croatia reformed family law legislation. Among other family law issues, divorce proceedings were changed significantly. This reform was mostly marked with strengthening of procedural rights of a child and simplification of divorce proceedings in situation of mutual agreement of spouses about parental responsibility issues. Croatian legislator introduced different mechanisms to help parents to achieve that kind of agreement, taking into great consideration importance of respect of all procedural rights of a child. The key issue is that the burden of costs of this mechanism has been put on the state, which opens a number of financial questions in relation to state and people involved in the divorce process. This article will start with the analyses of divorce legal orders in Croatia with special regard to the new mandatory counselling proceeding. Economic issues of divorce proceedings with and without parental responsibility agreement will be discussed indicating financial dilemmas arising from it. Comparison of divorce proceeding case in accordance with the Family Act 2003 to divorce proceeding case in accordance with Family Act 2015 will be conducted in order to bring conclusions about their financial differences. Authors will give their viewpoints about (dis)advantages of new Croatian approach of divorce without financial expenses for spouses, possibilities for taking this approach by other European countries, and finally, directions for further scientific researches in this thematic area.

**Keywords:** Divorce Law, Spouses, Child, Financial Analyses, Economic Impacts

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## Role of AACSB, PRME, and Faculty to Reshape Businesses: A Case of King Abdulaziz University's Economics and Admin Faculty

**Tameem Albassam<sup>1</sup>, Seita Almandeel<sup>2</sup>, Mohammad Yamin<sup>3</sup>**  
<sup>1,2,3</sup> King Abdulaziz University, Saudi Arabia

### Abstract

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Association to Advance Collegiate Schools of Business (AACSB) is providing accreditation to hundreds of business schools and institutes around the world. As part of the process to gain accreditation, business faculties participate in a range of training programs, workshops, seminars, conferences, campus visits, and other forms of regular meetings. In addition, AACSB laisses with business entities and provides consultation, guidance, and networking of academic faculty members and business executives. The Business faculties, especially the ones accredited by AACSB, are expected to extend the role of guidance and networking, provide a platform to exchange views, and liaise with local entities of education and business on a continuous basis. Faculty of Economics and Administration (FEA) of the King Abdulaziz University is the first AACSB-accredited faculty in Saudi Arabia. The FEA is also accredited by EPAS and AMBA, and a member of Principles for Responsible Management Education (PRME). The faculty has been encouraging and supporting other faculties in the country to undergo the AACSB accreditations and become a member of PRME. The FEA is also striving hard to support local businesses by way of organising seminars, conferences, symposia, workshops, and lending targeted support on one-to-one basis. The aim of this article is to review the role and policies of AACSB, PRME, and the efforts of FEA in promoting awareness and help to the local businesses.

**Keywords:** Business, Entrepreneurship, AACSB, Social Responsibility, Community Service, Academic Institutions

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## **TRACK C: ENGINEERING & TECHNOLOGY STUDIES**

## Modelling the Powertrain Configuration of Electric Vehicle for Reducing Energy Consumption

**Mayank Srivastava<sup>1\*</sup>, Debraj Bhattacharjee<sup>2</sup>, Manish Chandra<sup>3</sup>, Pranab K Dan<sup>4</sup>**

<sup>1,2,3,4</sup> Indian Institute of Technology Kharagpur, India

### Abstract

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This research aims to model the powertrain of an electric vehicle by optimising its components in order to minimize the energy consumption in a particular driving cycle. A typical electric vehicle powertrain consists of an electric motor, gearbox, and the electric storage battery as power source, besides auxiliary components. Gear ratios, motor power rating, and electric storage battery capacity are considered as parameter values for configuration optimisation of powertrain for reduced energy consumption. The mathematical expression derived for energy requirement in the driving cycle is used as the objective function for the optimisation problem and is solved with particle swarm optimization, an evolutionary optimization technique. The result shows a significant reduction in energy consumption, for an example case of powertrain with configuration values retrieved from literature.

**Keywords:** Electric Vehicle Powertrain, Driving Cycle, Particle Swarm Optimization, Energy Consumption Reduction

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## Nurturing National Dual Training System Towards Government-Link Companies' Standard

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<sup>2</sup>Universiti Putra Malaysia, Malaysia

### Abstract

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Government-Link Companies is defined as companies with major commercial objectives and the Government has a control interest in the system, while National Dual Training System is listed in the Malaysia Education Plan which relates to the initiative of generating employment for skilled worker, developing a knowledgeable host, and producing workers with entrepreneurial skills and the ability to get and use other knowledge, especially in the information of technology. This paper discusses the strengths and weaknesses of NDTs implementation and its resolution towards GLC's satisfactions of (1) relevant curriculum with industry growth, (2) lecturers from industries, (3) Work-Based Learning Programme, (4) Industry Solely Concerned with Profit, (5) Lack of Commitment from Industries, (6) Authorization Autonomous Controlled, and (7) Exchange of Expertise and Facilities.

**Keywords:** Government-Linked Companies, National Dual Training System Programme, Skills Development

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## Diagnostics and Monitoring of Bioprocesses for Biofuel production using Non-Conventional Approaches based on Fractal Analysis, State Observers, and Neural Networks

**Hector Puebla<sup>1\*</sup>, Eliseo Hernández-Martínez<sup>2</sup>, Hilario Flores-Mejía<sup>3</sup>, Carlos Rocha-Lara<sup>4</sup>, Ricardo Aguilar-Lopez<sup>5</sup>, Norberto Flores Guzmán<sup>6</sup>**

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<sup>2</sup> Universidad Veracruzana, Mexico

<sup>5</sup> IPN-CINVESTAV, Ciudad de México, México

<sup>6</sup> CIMAT, Guanajuato, México

### Abstract

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The growth and development of society depend on a reliable and sustainable supply of energy. For more than a century, fossil fuels have been extensively used to satisfy the needs of humans. However, concerns about the impact of the use of fossil fuels in global warming and acid rain have impelled the research on alternative fuels. Thus, in the last few years, a renewed interest in the production of fuels via biotechnological processes has emerged. Although biotechnological processes have been applied for several decades, they are still operated by rules of thumb, what is mainly due to the very high complexity of the process, as well as the lack of reliable, sterilisable, and robust sensors for the on-line measurements of process key variables. Indeed, biotechnological processes are strongly influenced by several factors. Furthermore, the monitor of key variables could be expensive or, in the worst case, unavailable. We have introduced recently the use of fractal analysis to obtain correlations between the physical variables and fractal parameters in a class of biotechnological processes. Indeed, the fractal analysis has been an effective diagnostic tool in the study of biological complex fluctuations, efficient in handling noise, and robust to detect correlations between variables. In the literature, it has also been proposed soft-sensors or state observers, as well as artificial neural networks (ANN), to estimate unmeasured states in biological systems. An observer or state estimator is a dynamical system that reconstructs unmeasured states of a system using a base dynamical model of the system and available measurements.

To be Continued.....

To be Continued.....

ANN resembles the structure of neurons in the brain to estimate variables from the available information of the process. In this work, we discuss the application of fractal analysis, state-observers, and ANN for the estimation of unmeasured states, as well as its application for diagnostic purposes.

**Keywords:** Diagnostics, Monitoring, Bioprocesses, Fractal Analysis, State-observers, Neural Networks

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## **TRACK D: HEALTH AND MEDICINE STUDIES**

## Determination of Hydroxyproline and the Effect of Smoking on Hydroxyproline Concentration In Urine

**İşiner Kaya, Betül<sup>1\*</sup>, Dural, Emrah<sup>2</sup>, Kendüzler, Erdal<sup>3</sup>,  
Söylemezoğlu, Tülin<sup>4</sup>**

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<sup>2</sup> Cumhuriyet University, Turkey

<sup>4</sup> Ankara University, Turkey

### Abstract

Hydroxyproline is the most important constituent of the collagen structure. Hydroxyproline does not join into the structure after the destruction of the collagen tissue and is excreted in the urine. For this reason, hydroxyproline is a display that expresses collagen metabolism. The measurement of hydroxyproline in urine also helps in the diagnosis, monitoring, and treatment of many diseases. Many analytical methods have been developed and published for the determination of hydroxyproline in urine. In this perspective, it is important to evaluate the new method validation, which was developed for our study, for the hydroxyproline analysis in urine. In our study, the determination of hydroxyproline method was established and then the levels of hydroxyproline in urine of smokers and non-smokers were determined. The pH, temperature, and time when the derivative is realized are highly influenced by the result of the hydroxyproline analysis. For ultraviolet detector determinations, the most suitable conditions for derivation were 90 ° C, pH value 9.5, and derivation time 20 min. For the determinations made by electrochemical detector, the most suitable conditions of derivation were found at 80 ° C, pH value of 12.5, and derivation time 10 minutes. A total of 48 urine specimens was obtained from volunteers who are smokers (n = 24) and non-smokers (n = 24). The difference between the levels of hydroxyproline in the urine of smokers and non-smokers was examined by SPSS with the independent t-test (95% confidence interval) and a significant difference between them was found. This difference statistically shows that cigarette smoking increases the concentration of hydroxyproline in the urine.

To be Continued.....



To be Continued.....

Finally, by this study, it is aimed and found that the smokers will make a difference in urine hydroxyproline level because they cause chemical changes in structures, such as collagen and elastin, where hydroxyproline is very common.

***Keywords:*** HPLC, Hydroxyproline, Smoking, Health

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This study was funded by Scientific Research Projects Coordinator of Mehmet Akif Ersoy University (0146YL11).

## Healthy Sexuality Education for Adolescents with Developmental Disabilities: Collaborative Interprofessional Practice

**B. Lee Murray\***  
University of Sasaktchewan, Canada

### Abstract

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Adolescents with developmental disabilities are often perceived as not having the ability to learn how to protect themselves against abuse. However, through education regarding sexual health and relationships, adolescents with developmental disabilities will be better equipped to protect themselves and more likely to have healthy peer relationships. Sexuality education has been shown to be effective in the prevention of sexual abuse, pregnancy, and sexually transmitted diseases among at-risk populations. In addition, models of school-based mental health service delivery have been found to be highly efficacious in other communities. Dr. Lee Murray from the College of Nursing; in partnership with Red Cross RespectED, Greater Saskatoon Catholic Schools (GSCS) and Saskatoon Sexual Abuse and Information Center (SSAIC) for over 10 years; has developed and implemented a *safe environments* and *healthy relationships* program for adolescents with developmental disabilities. Using a community development approach, this project implements educational resources required to ensure safe communities for adolescents with developmental disabilities. The interprofessional team involves the collaboration of professionals and university students from the disciplines of Nursing, Medicine, Educational Psychology, Psychology and Social Work. This community-engaged experiential learning environment provides the foundation for interprofessional practice and collaboration and reflects the competencies for effective praxis. The main goal of the project is to create safe environments for adolescents with developmental disabilities and to promote their awareness of healthy relationships. Educational sessions and resources are also provided to teachers and parents.

**Keywords:** Sexuality Education, Adolescents, Interprofessional Practice

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## **FUTURE EVENTS**

## INTERNATIONAL CONFERENCE ON

“Emerging Issues in Economics , Social Sciences and Business Management (EIESSBM-2018)”



**Date:** June 25-26, 2018

**Venue:** The Federal Kuala Lumpur Malaysia

**Submission Email:** [eiessbm@gissf.com](mailto:eiessbm@gissf.com)

**Abstract Submission Date:** May 25, 2018

**Full Paper Submission Date:** June 5, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### **Conference Main Tracks**

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- Cultural & Global Studies
- Environmental Studies
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- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

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“Strategy Theories in Business and Social Science  
(STBSS-2018)”



**Date:** July 14-15, 2018

**Venue:** Mecure Banjarmasin, Indonesia

**Submission Email:** [stbss@gissf.com](mailto:stbss@gissf.com)

**Abstract Submission Date:** June 5, 2018

**Full Paper Submission Date:** June 30, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

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## INTERNATIONAL CONFERENCE ON

“Recent Development in Economics, Business Management and Information Technology (RDEBMIT-2018)”



**Date:** July 27-28, 2018

**Venue:** The Howard Plaza Hotel Taipei, Taiwan

**Submission Email:** [rdebmit@gissf.com](mailto:rdebmit@gissf.com)

**Abstract Submission Date:** July 10, 2018

**Full Paper Submission Date:** July 15, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

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## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Academic Research in Social Sciences and Humanities  
(ARSSH-2018)”



**Date:** August 24-25, 2018

**Venue:** Kuntai Hotel Beijing China

**Submission Email:** [arssh@gissf.com](mailto:arssh@gissf.com)

**Abstract Submission Date:** July 25, 2018

**Full Paper Submission Date:** July 30, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

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- Business and Management Studies

For more details visit <http://gissf.com/>

## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Academic Research in Social Sciences and Humanities  
(CSSR-2018)”



**Date:** September 27-28, 2018

**Venue:** Holiday Inn Bangkok Silom, Bangkok Thailand

**Submission Email:** [cssr@gissf.com](mailto:cssr@gissf.com)

**Abstract Submission Date:** September 5, 2018

**Full Paper Submission Date:** September 10, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### **Conference Main Tracks**

- Social and Community Studies
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- Cultural & Global Studies
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- Organizational Studies
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For more details visit <http://gissf.com/>



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“ Innovation in Global Business, Social Sciences &  
Economics (IGBSSE-2018)”



**Date:** October 5-6, 2018

**Venue:** Hi Seoul Youth Hostel Seoul, South Korea

**Submission Email:** [igbsse@gissf.com](mailto:igbsse@gissf.com)

**Abstract Submission Date:** September 20, 2018

**Full Paper Submission Date:** September 20, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### **Conference Main Tracks**

- Social and Community Studies
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- Humanities
- Civic and Political Studies
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- Business and Management Studies

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## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Dynamics of Social Sciences and Humanities Research  
(DSSHR-2018)”



**Date:** October 19-20, 2018

**Venue:** Istanbul GONEN Hotel, Istanbul, Turkey

**Submission Email:** [dsshr@gissf.com](mailto:dsshr@gissf.com)

**Abstract Submission Date:** September 25, 2018

**Full Paper Submission Date:** October 10, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### Conference Main Tracks

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

For more details visit <http://gissf.com/>

## INTERNATIONAL CONFERENCE ON

“Research Methodology for Business Economics, Social Sciences and Entrepreneurial Studies (RBESE-2018)”



**Date:** November 27-28, 2018

**Venue:** The Trans Resort Bali

**Submission Email:** [rbese@gissf.com](mailto:rbese@gissf.com)

**Abstract Submission Date:** September 25, 2018

**Full Paper Submission Date:** October 10, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### Conference Main Tracks

- Social and Community Studies
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- Business and Management Studies

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## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Social and Management Sciences; Theoretical and Practical Approaches (SMSTPA-2018)”



**Date:** December 15-16, 2018

**Venue:** Hotel Grand Pacific Singapore

**Submission Email:** [smstpa@gissf.com](mailto:smstpa@gissf.com)

**Abstract Submission Date:** October 10, 2018

**Full Paper Submission Date:** October 15, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### **Conference Main Tracks**

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

For more details visit <http://gissf.com/>

## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Advancements in Social, Business and Management Sciences Research (ASBMSR-2018)”



**Date:** February 24-25, 2019

**Venue:** TKP Tokyo Ekimae Conference Center, Tokyo, Japan

**Submission Email:** [asbmsr@gissf.com](mailto:asbmsr@gissf.com)

**Abstract Submission Date:** January 10, 2018

**Full Paper Submission Date:** January 15, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### **Conference Main Tracks**

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

For more details visit <http://gissf.com/>

## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Global Issues in Social Sciences, Psychology and Business Management(GISSPBM-2019)”



**Date:** March 23-24, 2019

**Venue:** Rydges Camperdown, Sydney Australia

**Submission Email:** [gisspbm@gissf.com](mailto:gisspbm@gissf.com)

**Abstract Submission Date:** February 25, 2018

**Full Paper Submission Date:** March 05, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### **Conference Main Tracks**

- Social and Community Studies
- Arts
- Humanities
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- Economics, Finance & Accounting
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# CSR



Charities

Environment

Public Health



Growth and  
Development



Sustainability



## **CSR Activity Conducted By GI Social Sciences Forum: Sport Activation for Children against Negative Impact of Internet & Technology**

In April 2016, GI Social Sciences Forum conducted Corporate Social Responsibility program together with Maestro and the Clover as Sport Facility Provider in Bandung, initiating an event with theme:



### **The Objectives of this event were:**

1. Media of education for parents and children to be aware of 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 internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of Company to contribute to the society, especially to solve one of the social problems in Bandung.



Highlights of CSR Activities are given below:



## **GI Social Sciences Forum Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home**

GI Social Sciences Forum 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 counselling 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 GI Social Sciences Forum.



## GI Social Sciences Forum Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

GI Social Sciences Forum 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). GI Social Sciences forum Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:





# International Conference on Law, Business, Education and Social Sciences

## Vision

Researching and developing  
to promote innovation

## Mission

Our mission is to persistently  
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quality research  
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