



SDITBSS 2018

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**Global Illuminators
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Forum**



**University of the
Immaculate Conception,
Philippines**

International Conference on “Sustainable Development in Information
Technology, Business and Social Sciences (SDITBSS-2018)”
(April, 05-06, 2018)
SDITBSS© 2018 Bangkok, Thailand
Global Illuminators, Kuala Lumpur, Malaysia.



SDITBSS 2018

Conference Proceeding

Book of Abstracts

**International Conference on
“Sustainable Development in Information Technology,
Business and Social Sciences
(SDITBSS-2018)”**

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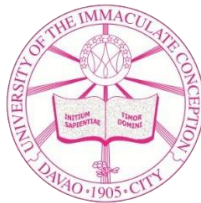
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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



International Conference on “Sustainable Development in Information Technology, Business and Social Sciences (SDITBSS-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 key note 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 SDITBSS Papers

For this year, SDITBSS 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 SDITBSS, 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
71	44	10	17	61%

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Acknowledgment

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee, and representatives of the SDITBSS 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 SDITBSS tradition.

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

Prof. Dr. Sylvia J. Pidor



Prof. Dr. Sylvia J. Pidor completed Doctor of Philosophy major in Educational Leadership. She is connected with the University of the Immaculate Conception, a Catholic university in Davao City, Philippines.

She started as a classroom teacher for science subjects and worked in this capacity for several years. Then, she was given a supervisory position being the Department's Academic Coordinator. She also became a Program Chairperson. Due to her dedication to work, she is assigned as the Dean of the Graduate School and is placed in one of the top positions in the University, as the Vice-President for Academics.

Dr. Sylvia Pidor has several affiliations to various organizations in Davao Region. She is the president of the Curriculum and Instruction Area of the Davao Association of Colleges and Universities Network (DACUN), President of the Council of Deans for Teacher Education (CODTEI), President of the Philippine Association for Graduate Education, Davao Region, and member of several other organizations. She became a member of the Commission on Higher Education (CHED) Qualification Assessment Team which monitors schools in Davao Region. She is a respected member of Global Illuminators family of scholars and supporting efforts of GI. She loves to travel not only to experience different cultures in other countries but to expand her horizons in learning.

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SDITBSS 2018 Tracks’ Chairs

Business, Management and Economics Studies

Sylvia J. Pidor & Yuling Liu

Gloria P. Gempes & Gregory Alexander

Social Sciences & Humanities Studies

Elizabeth M. Malonzo & Chiao-Fen

Margie R. Nuñez & Rebollo, Hazel Princess M

Engineering and Technology Studies

Farooq Ahmed Jam & Chiao-Fen

SDITBSS 2018 Research Workshop

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

Tariner: Dr. Farooq Ahmed Jam (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

Quality of Work Life of Food Chain Employees in Region XI: A Causal Model

Lywilyn S. Mendoza^{ 1}, Gloria Gempes²*

^{1,2} University of Mindanao, Philippines

Investigation of Cutting Speed on Tool Wear and Surface Roughness with Optimum Temperature MQL Aerosol

Senevirathne S.W.M.A.I¹, Ranaweera R.K.P.S^{2}*

^{1,2} University of Moratuwa, Sri Lanka,

Bank Service of Switching Traditional Web Platform to Mobile App Platform

Shui-Lien Chen¹, Sheng Chen Ke^{2}, Yung Hsin Lee³*

^{1,2,3} Tamkang University, Taiwan

The Level of Readiness in Mathematics of First Year High School Students of Cluster 6 Tugbok Secondary Schools: Basis for Intervention Program

*Norman R. Galabo^{*1}, Gaudencio G. Abellanos²,
Gloria P. Gempes³*

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The Moderating Effect of Intellectual Capital on the Relationship between Corporate Reputation and Knowledge Sharing of Commercial Banks

*Romel C. Nemiño^{*1}, Gloria P. Gempes²*

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International Conference on “Sustainable Development in Information
Technology, Business and Social Sciences (SDITBSS-2018)”
(April, 05-06, 2018)
SDITBSS© 2018 Bangkok, Thailand
Global Illuminators, Kuala Lumpur, Malaysia.

SDITBSS 2018 Best Paper Award Winner

Bank Service of Switching Traditional Web Platform to Mobile App Platform

Shui-Lien Chen¹, Sheng Chen Ke^{2}, Yung Hsin Lee³*

^{1,2,3} Tamkang University, Taiwan

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CONFERENCE PROGRAM

DAY 01 Thursday (April 05, 2018)

Welcome Reception & Registration
8:00 am – 08:30 am

Opening Ceremony (09:00am – 09:35 am)

Venue: Room 1

08:30 am – 08:40 am	Welcome Remarks – Mr. Metha Shahi	Conference Coordinator Global Illuminators
08:40 am – 08:55 am	Opening Speech – Dr. Farooq Ahmed Jam (Ph.D.)	Executive Director , Global Illuminators Conference Co-Chair
08:55 am – 09:05 am	Keynote Speech- Prof. Dr. Sylvia J. Pidor	Vice-President University of the Immaculate Conception, a Catholic university in Davao City, Philippines
09:05 am – 09:20 am	Music Performance Prof. Dr. Sylvia J. Pidor	
09:20 am – 09:35 am	Group Photo & Award Ceremony	

Grand Networking Session and Tea Break (09:35 am – 10:00 am)



DAY 01 Thursday (April 05, 2018)
Session 1 (10:00 am – 1:00 pm)
Venue: Room 1

Session Chairs: Elizabeth M. Malonzo & Chiao-Fen
Track A: Social Sciences & Humanities Studies

MI-BEST-18-105	Untold Stories of Teachers with Multiple Ancillary Functions: A Phenomenology of Fortitude	Cherry Ann Into
MI-BEST-18-109	The Level of Readiness In Mathematics of First Year High School Students of Cluster 6 Tugbok Secondary Schools: Basis for Intervention Program	Norman R. Galabo
MI-BEST-18-112	Identity Orientations, 21st Century Skills and Classroom Management Strategies of Teachers: A Structural Equation Model on the Student Engagement	Rinante L. Genuba
MI-BEST-18-118	Invaluable Narratives on Long Life: A Multiple Case Study	Gloria P. Gempes
MI-BEST-18-122	Challenges In Education: The Untold Story of Indigenous Students of Lanao Kapanglao, Glan, Sarangani Province, Philippines	Omar A. Nedal And Mark Gerald O. Alcoriza
MI-BEST-18-124	Metacognitive Strategies and Reading Comprehension of Pupils In South Glan District- Elementary Schools	Farrah Princess D. Restauro

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Thursday (April 05, 2018)
Session 1 (10:00 am – 1:00 pm)
Venue: Room 1

Session Chairs: Elizabeth M. Malonzo & Chiao-Fen
Track A: Social Sciences & Humanities Studies

MI-BEST-18-126	A Critical Discourse Analysis of Headlines in Online News Portals	Glorilyn Masunag Montejo
MI-BEST-18-131	Motivational Factors on Learning In A Constructivist Classroom: A Strategy on Learning from 21st Century Learner	Hazel B. Lijano
MI-BEST-18-133	Unravelling the Challenges of Non Special Education-Trained Teachers In Handling Students With Intellectual Disabilities and Behavior Problems	Thelma O. Alderite
MI-BEST-18-137	School-Based Management Practices and Teachers Productivity in Public Elementary Schools in Davao City	Sylvia J. Pidor
MI-BEST-18-139	Mediating Effect of Self-Awareness on the Relationship Between Burnout and Psychological Well-Being Of Tertiary School Teachers in Region Xi: Basis for Intervention	Lorevic D. Stefaniak
MI-BEST-18-140	Pupil Control Ideology, Academic Optimism and Teacher Professionalism in Public Elementary Schools	Teresita Q. Adriano

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Thursday (April 05, 2018)
Session 1 (10:00 am – 1:00 pm)
Venue: Room 2

Session Chairs: Margie R. Nuñez & Rebollo, Hazel Princess M
Track A: Social Sciences & Humanities Studies

MI-BEST-18-144	Using Affective Scaffolding to Correct Mathematical Misconceptions for Junior High Students	Yuling Liu
MI-BEST-18-147	Effects of Augmented Reality and Virtual Reality in the Learning Outcomes of Students in Science and Technology	Regie Sayson Ybanez
MI-BEST-18-149	Pragmalinguistic Analysis of Grave Threats in Philippine Decided Cases	Gina M. Oracion, Maed
MI-BEST-18-150	Women Representation In Philippine Advertising: A Semiotic Analysis	Socorro L.Neri
MI-BEST-18-151	Conflict Experiences and Social Well-Being of Children in Maguindanao, Philippines	Omar A. Nedal
MI-BEST-18-152	Extent of Supervisory Practices of School Heads, Dominant Teachers' Work Values and Level of Teaching Competency: Bases for Proposed Intervention Programs	Merry Ann R. Vergara

Lunch Break (1:00 pm – 2:00 pm)



DAY 01 Thursday (April 05, 2018)
Session 1 (10:00 am – 1:00 pm)
Venue: Room 2

Session Chairs: Margie R. Nuñez & Rebollo, Hazel Princess M
Track A: Social Sciences & Humanities Studies

MI-BEST-18-154	Recorded Formative Feed backing in Language Classes	Jessie S. Sajol
SDITBSS -18-101	What Do South African Teacher Education Students Say About Multicultural Education?: An Explorative Study	Gregory Alexander
SDITBSS -18-103	A Comparative Study On Pre-Service And In-Service Teachers’ Intention to use with Taiwan’s “Technical and Vocational Education Act	Jian Hong Ye
SDITBSS -18-113	Diversifying Livelihoods in the Reduction of Extreme Poverty in Rwanda: A Case Study of Household Beneficiaries of Public Works’ Program	Justine Mukandakebuka
SDITBSS -18-115	Stakeholders’ Involvement in an Organic Food Network Under Actor-Network Theory Perspective	Nguyen Thuy Dung
SDITBSS-18-117	Using Activity Oriented Design Method (AODM) to Understand the use of Gmail and We-chat A Case Study of Bhutan	Kesang Choden

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Thursday (April 05, 2018)

Workshop Session (02:00pm – 03:30 pm)

Venue: Room 1

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

Trainer	Dr. Farooq Ahmed (Ph.D.)
Participants	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 Thursday (April 05, 2018)

Session 2(3:30 pm – 5:30pm)

Venue: Room 1

Session Chairs: Sylvia J. Pidor & Yuling Liu

Track: Business, Management and Economic Studies

MI-BEST-18-107	Quality of Work Life of Food Chain Employees in Region Xi: A Causal Model	Lywyllyn S. Mendoza
MI-BEST-18-111	The Mediating Effect of Risk Management Strategies on the Relationship between Attitude Constructs And Sustainability of Banana Production in Southern Philippines	Edren M. Pantí
MI-BEST-18-113	The Moderating Effect of Intellectual Capital on the Relationship between Corporate Reputation And Knowledge Sharing Of Commercial Banks	Romel C. Nemiño & Gloria P. Gempes
MI-BEST-18-116	Determinants of Teachers’ Decision to Stay: A Causal Model	Elizabeth M. Malonzo
MI-BEST-18-120	A Path Analysis of Customer Loyalty of Home Grown Coffee Shops in Davao Region	Hinlayagan, Kymwell Recamadas

Closing Ceremony (5:30 pm – 6:00 pm)

DAY 01 Thursday (April 05, 2018)

Session 2(3:30 pm – 5:30pm)

Venue: Room 1

Session Chairs: Sylvia J. Pidor & Yuling Liu

Track: Business, Management and Economic Studies

MI-BEST-18-123	A Structural Model of Millennials’ Tourist Behavior towards Tourism in Davao Region	Rebollo, Hazel Princess M
MI-BEST-18-127	Organizational Values, Interpersonal Skills, And Community Image: Basis For An Enhanced School Improvement Plan	Margie R. Nuñez
SDITBSS -18-110	Business Management Control and Risk of the Cost Cutting Function in Shipping	Ratko Bozic
MI-BEST-18-153	Analysis of Research Article Conclusion in Quantitative Researches	Elias S. Dalapo
SDITBSS -18-105	Bank Service of Switching Traditional Web Platform to Mobile APP Platform	Sheng Chen Ke

Closing Ceremony (5:30 pm – 6:00 pm)

DAY 01 Thursday (April 05, 2018)

Session 2(3:30 pm –04: 15pm)

Venue: Room 2

Session Chairs: Gloria P. Gempes & Gregory Alexander

Track: Business, Management and Economic Studies

SDITBSS -18-106	Antecedents of Abusive Supervision	Sahar Qabool,
SDITBSS -18-108	Business System Dynamics Modelling of on Nautical Tourist (Ebsdmnt)	Ratko Bozic
MI-BEST-18-134	Participation and Involvement of Local Communities in Relation to the Extent of Implementation of Sustainable Ecotourism Development in Davao Region	Presentacion C. Acosta

Closing Ceremony (5:30 pm – 6:00 pm)

DAY 01 Thursday (April 05, 2018)

Session 2(04:15 pm –05: 30)

Venue: Room 2

Session Chairs: Farooq Ahmed Jam & Chiao-Fen

Track: Engineering and Technology Studies

MI-BEST-18-114	Investigation of Cutting Speed on Tool Wear and Surface Roughness with Optimum Temperature MQL Aerosol	Ranaweera R.K.P.S.
MI-BEST-18-115	Modified Selection Sort Algorithm Based on Bidirectional Enhanced Selection Technique	Ramcis N. Vilchez
MI-BEST-18-128	Flow Past Porous Cylinder/Sphere With/Without Blowing	Chai, Hsing-Sheng
MI-BEST-18-132	Students’ Constructed Knowledge in General Inorganic Chemistry: A Structural Equation Model	Edna T. Salva
MI-BEST-18-135	Effect of Settling Time And PH on the Treatment of Domestic Grey Water Using Custard Apple Seeds as Natural Coagulant.	Kavish Rathore
MI-BEST-18-136	A Review on Cement and Fine Aggregate Replacement in Micro Concrete Roofing Tiles	Jatan Joshi
MIBEST-18-156	A Study on Finite Element Analysis of Seat Cushion Frame with Carbon Fiber Composite	Hee Yong Kang

Closing Ceremony (5:30 pm – 6:00 pm)



LIST OF CONFERENCE ATTENDEES

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
MIBEST-18-130	Chiao-Fen	Chongsyue Elementary School	Taiwan
SDITBSS-18-116	Jacelle Alexander	The University of the West Indies	Trinidad and Tobago

DAY 02 Friday, (April 06, 2018) **“CITY TOUR”**

Gathering of Participants at the Lobby of Holiday Inn Bangkok Silom,
Bangkok Thailand at 2:00 pm

Departure: 2:30 pm for City Tour

Drop Back at Holiday Inn Bangkok Silom, Bangkok Thailand
at 7:00 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.



TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES

Quality of Work Life of Food Chain Employees in Region XI: A Causal Model

Lywyllyn Santamarina Mendoza^{1*}, Gloria P. Gempes²
^{1,2} University of Mindanao, Philippines

Abstract

The study developed and tested a model of quality of work life of 412 food chain employees using structural equation modeling (SEM) as the fundamental statistical tool to analyze the relationship among the constructs covered in the study. The constructs consisted of cultural value orientation, organizational commitment, personality dimension, and quality of work life of employees of food chains in Region XI, Philippines. Relationships of the three constructs with quality of work life were established. However, in the final analysis, cultural value orientation was not supported in the model. The model fit consisted of organizational commitment and personality dimension as the predictors of quality of work life. The model also showed positive relationship between organizational commitment and personality dimension indicating that the greater the personality dimension of the employee, the higher is one's level of organizational commitment leading to a more desirable quality of work life.

Keywords: Quality of Work Life, Cultural Value Orientation, Organizational Commitment, Personality Dimension, SEM, Philippines

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The Mediating Effect of Risk Management Strategies on the Relationship Between Attitude Constructs and Sustainability of Banana Production in Southern Philippines

Edren M. Panti^{1*}, Gloria P. Gempes²
^{1,2} University of Mindanao, Philippines

Abstract

This study determined the mediating effect of risk management practices on the relationship between attitude of farmers and sustainability of banana production in Southern Philippines, particularly on direct provincial players which include Davao Region, Bukidnon, Digos, North Cotabato, and ARMM area. The research design used in this study was the descriptive-correlation that involved 400 banana growers as respondents. The purposive random sampling technique was done in selecting the respondents. Sets of adapted survey questionnaires were used in obtaining data from the respondents which were subjected to content validity and reliability analysis. The data were analyzed using the Mean, Pearson-r, Multiple Regression Analysis, and Medgraph using Sobel z-test. The results revealed that the levels of attitude constructs, sustainable production, and risk management strategies of banana growers are evident most of the time. Moreover, a significant relationship existed between these variables. A significant partial mediation of risk management strategies on the relationship between attitude and sustainable production of farmers in Southern Mindanao was proven in the study. Moreover, the results of the study may contribute to a more comprehensive problem structuring and theory development in confronting the issues in sustainable agriculture.

Keywords: Risk Management, Strategy, Sustainable, Attitude

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The Moderating Effect of Intellectual Capital on the Relationship between Corporate Reputation and Knowledge Sharing of Commercial Banks

Romel C. Nemiño^{1*}, Gloria P. Gempes²

^{1,2} University of Mindanao, Philippines

Abstract

The ultimate aim of this study is to determine the moderating effect of intellectual capital on the relationship between corporate reputation and knowledge sharing of commercial banks in Caraga Region, Philippines. Adapted survey questionnaires were given to a sample of 400 bank employees of various commercial banks in the region using stratified sampling technique. Findings revealed that corporate reputation is significantly related to knowledge sharing. Intellectual capital also showed a positive significant relationship with knowledge sharing. For determining the moderating effect of intellectual capital, a logistic hierarchical regression was employed in this study. Results revealed that intellectual capital demonstrated a significant moderating effect on the relationship between corporate reputation and knowledge sharing. Employees who have higher intellectual capital have also higher level of corporate reputation towards knowledge sharing. With these three constructs as support system, superior performance and competitiveness among commercial banks may be expected.

Keywords: Management, Intellectual Capital, Corporate Reputation, Knowledge Sharing, Commercial Banks, Philippines

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A Path Analysis of Customer Loyalty of Homegrown Coffee Shops in Davao Region

Hinlayagan, Kymwell Recamadas*

University of Mindanao, Philippines

University of the Immaculate Conception, Philippines

Abstract

The main purpose of the study is to determine the factors that lead to customer loyalty of homegrown coffee shops. This study was also conducted to investigate the relationship of marketing mix, customer expectation, customer experience, customer satisfaction, and customer loyalty among homegrown coffee shops. Descriptive correlational design was utilized in this study. The data were obtained from the 580 homegrown coffee shop customers in Davao Region, Philippines. Sets of questionnaires were used as instruments. Pearson's product moment correlation was used to determine the relationships between the marketing mix, customer expectation, customer experience, and customer satisfaction to customer loyalty. Multiple linear regression was performed to determine the significant predictor of customer loyalty. Path analysis was utilized in order to analyze the path relationships among the variables. The findings of the study revealed that the level of marketing mix, the level of customer expectation, the level of customer experience, the level of customer satisfaction, and the level of customer loyalty, as perceived by the customers of homegrown coffee shops, were all rated high. Moreover, marketing mix, customer expectation, customer experience, and customer satisfaction were highly correlated with customer loyalty. Meanwhile, all exogenous variables have significant direct influence on customer loyalty. Furthermore, the final model passed all the goodness of fit indices criteria.

Keywords: Path Analysis, Customer Loyalty, Homegrown Coffee Shops

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A Structural Model of Millennial Tourist Behavior towards Tourism in Davao Region

Hazel Princess M. Rebollo*

University of Mindanao, Philippines

University of the Immaculate Conception, Philippines

Abstract

The main purpose of the study is to determine the factors that lead to customer loyalty of homegrown coffee shops. This study was also conducted to investigate the relationship of marketing mix, customer expectation, customer experience, customer satisfaction, and customer loyalty among homegrown coffee shops. Descriptive correlational design was utilized in this study. The data were obtained from the 580 homegrown coffee shop customers in Davao Region, Philippines. Sets of questionnaires were used as instruments. Pearson's product moment correlation was used to determine the relationships between the marketing mix, customer expectation, customer experience, and customer satisfaction to customer loyalty. Multiple linear regression was performed to determine the significant predictor of customer loyalty. Path analysis was utilized in order to analyze the path relationships among the variables. The findings of the study revealed that the level of marketing mix, the level of customer expectation, the level of customer experience, the level of customer satisfaction, and the level of customer loyalty, as perceived by the customers of homegrown coffee shops, were all rated high. Moreover, marketing mix, customer expectation, customer experience, and customer satisfaction were highly correlated with customer loyalty. Meanwhile, all exogenous variables have significant direct influence on customer loyalty. Furthermore, the final model passed all the goodness of fit indices criteria.

Keywords: Path Analysis, Customer Loyalty, Homegrown Coffee Shops

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Organizational Values, Interpersonal Skills, and Community Image: Basis for an Enhanced School Improvement Plan

Margie R. Nuñez^{1*}, Sylvia J. Pidor²

^{1,2} University of the Immaculate Conception, Philippines

Abstract

This study aimed to determine how significant the influences are of the organizational values and interpersonal skills on the public image of school heads in Region XI. The respondents were the 775 public secondary school teachers who were chosen through purposive sampling. This study used the descriptive correlation approach. The researcher used the mean, Pearson r, and multiple regression as statistical tools. A modified research instrument was developed, validated, and pilot-tested. Findings revealed that the organizational values and interpersonal skills were rated at high levels. These results implied that the organizational values were observed in most occasions, while the interpersonal skills of the school heads were often manifested. Further, there was also a high level of public image of the public secondary school heads. This showed that the school heads met the expectations oftentimes. Moreover the organizational values and interpersonal skills jointly influenced the community image of school heads. Both the organizational values and interpersonal skills showed significant influences on community image. Further, the combined influence of organizational values and interpersonal skills was significant. This result implied that the community image of the secondary school heads was affected by their organizational values and interpersonal skills.

Keywords: Educational Leadership, Organizational Values, Interpersonal Skills, Community Image, Philippines

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Participation and Involvement of Local Communities in Relation to the Extent of Implementation of Sustainable Ecotourism Development in Davao Region

Presentacion C. Acosta*

University of the Immaculate Conception, Philippines

Abstract

One of the principles of ecotourism is to ensure the maximum level of local participation and involvement, and the success of the implementation of ecotourism program is highly reliant on this. The purpose of this study was to examine and establish records on the local communities' participation and involvement in the benefits relative to the implementation of sustainable ecotourism development in Davao Region. Two hundred seventy (270) respondents were purposively chosen from the nine protected areas that were identified as ecotourism cites in Davao Region. It was coupled with snowball sampling. This research used descriptive-correlation design and data gathered were analyzed using descriptive statistics, namely: mean score, Pearson's R-Correlation, and multiple regression. The results revealed that participation of local communities in the implementation of ecotourism program is moderately correlated while involvement in benefits and implementation are highly correlated. The combination of participation and involvement significantly influences implementation but when individual influences were determined, only involvement has a significant influence on the implementation of sustainable ecotourism development. Overall, the results revealed that although there is participation and involvement of local communities in the implementation of ecotourism program in Davao Region, their participation is not at the maximum level.

Keywords: Business Management, Participation, Involvement, Local Communities, Implementation, Sustainable Ecotourism Development, Descriptive Correlation, Davao Region, Philippines

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Bank Service of Switching Traditional Web Platform to Mobile APP Platform

Shui-Lien Chen¹, Sheng Chen Ke^{2*}, Yung Hsin Lee³

^{1,2} Tamkang University, Taiwan

³ Department of Banking and finance, CTBC Business School, Taiwan

Abstract

Mobile application, or “mobile apps”, are transforming the consumer behavior. In this new environment, “unless conventional merchants adopt an entirely new perspective omnichannel experience, they are likely to be swept away (Rigby, 2011). A recent study finds that Apple IOS users had an average of 48 apps, while Android users had, on average, only 35 (Nielenwire, 2011). Moreover, another study indicates that IOS users average 105.3 minutes each month using mobile commerce apps, while Android users averaged only 87.6 minutes (Arbitron, 2013). This study aims to examine the influential factors of Performance expectancy, Effort expectancy, Social influence, Facilitating conditions of UTAUT theory, Information quality, System quality, and Service quality of design quality on mobile application. This research used survey technique to collect the data from 300 respondents who used mobile banking application. Multiple Linear Regression was the statistical design. The researchers found that Performance expectancy, Facilitating conditions, Information quality, and Service quality has influence on consumer’s usage intention.

Keywords: Applied Linguistics, Qualitative, Genre Analysis, Rhetorical Moves, Quantitative Research Conclusions, Philippines

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Business and Social Sciences” (SDITBSS-2018)

Business System Dynamics Modelling of Nautical Tourist (Ebsdmnt)

Ratko Božić^{1*}, Frane Mitrović², Žana Brkić³

¹Shipmenagement kompani Split,Croatia

²University of Split Maritime, Croatia

³Split Ship Management, Split-Croatia

Abstract

System dynamics simulation modelling of a nautical and tourist port NTBS (Nautical Tourist Business System) in relation to investments in sports objects will result in an increase in the quality of the total offer and an increase in the competitive forces of the observed system. The system of nautical and tourist ports NTBS has all the characteristics of a complex organisation and business system, for which dynamic modelling efficient methods of simulation techniques have to be used. One of the relatively recent, and particularly exposed and practically proved scientific methods is system dynamics simulation modelling which was developed by the distinguished Professor Forrester in the famous world scientific centre of the development of management science - The Sloan School of Management (MIT). In this paper, the NTBS will be determined through a global model of integral nautical and tourist service (from berthing service as a basic service to all other additional services). The subsystem of investments in new capacities, like sports and additional capacities, will be determined by exogenous variable VINK – value of investments in new capacities.

Keywords: System Dynamics, Simulation Modelling, Business System Of Nautical And Tourist Ports, Competitive Advantages, Sports And Recreation Market, Computer Simulation, Dynamic Models

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Business Management Control and Risk of the Cost Cutting Function in Shipping

Ratko Božić^{1*}, Sandro Božić², Frane Mitrović³

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³ University of Split, Croatia

Abstract

In real business management of shipping companies, the managers often use various models to select tracing control and methods for risk management which are inevitable in maritime activities. Due to tracing such data it is easily to analyze the risks that are present in maritime markets. Therefore, modern business imposes indispensability of acknowledging the risk factor and there is no business activity that is not under the influence of risk. Thus, the obligation of business people is to take care of that and to learn how to manage the risk. Research work on the risk problem area in shipping industry is a subject of interest for many scientists and experts. Our economic organizations usually do not have the right methodology by which risk of running business is estimated, nor do they have manager approach to the problem of its management. Only banking, where management developed very good methods of risk measuring, and which manages risk very successfully, can be excluded from that assessment. Risk management is not a new discipline. However, shipping agencies have to broaden their understanding of the risk management, to understand that risk can also be a business initiator. When a risk is managed strategically, the organization can balance its exposure to the risk and have more security in accepting risks, which are necessary for creating new products, services, business models and new ways of competing on the world market. The project and its risks are directly connected with project aims: the more ready shipping company is to take over the risks in the project, the more business benefit will they have. On the other hand, a shipping company which plays safe will lower its possible benefits. The risk should not be afraid of because most of them can be managed.

Keywords: Business Management, Risk In Shipping Industry, Project, Decision-Making, Qualitative Methods, Portfolio

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TRACK B: SOCIAL SCIENCES & HUMANITIES

Untold Stories of Teachers with Multiple Ancillary Functions: A Phenomenology of Fortitude

Into, Cherry Ann D¹, Gempes, Gloria P^{2*}
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Abstract

The purpose of this study was to describe the experiences of teachers in Davao City, Philippines with multiple ancillary functions. Employing phenomenological approach among 18 teachers respondents, in-depth interview, and focus group discussion were conducted. Results revealed that most of the participants experienced positive gains from their experiences which challenged them to aspire more advancement for themselves. Themes generated were endurance, perseverance, risk-taking, competence, and determination. Coping mechanisms of the participants included proper planning and time management, optimism and positivity, achieving life – work balance, and inspiration and support system. Despite of the rigors of life as teachers with multiple ancillary functions, they shared positive insights about their experiences on commitment and dedication, being positive, prospects for growth and development, and as a testament of faith and trust in one's abilities.

Keywords: Fortitude, Multiple Ancillary Functions, Public School Teachers, Philippines

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The Level of Readiness in Mathematics of First Year High School Students of Cluster 6 Tugbok Secondary Schools: Basis for Intervention Program

**Galabo, Norman, Raotraot¹, Abellanos, Gaudencio, Gorgonia²,
Gempes, Gloria, Pacifico^{3*}**

^{1,2,3} University of Mindanao, Philippines

Abstract

The purpose of the study was to determine the level of readiness in Mathematics of First Year High School students of Cluster 6 Tugbok Secondary Schools, Division of Davao City, Philippines. The test contained Mathematics learning competencies namely: Whole Numbers, Fractions, Decimals, Percentage, Geometry, Measurement, and Graphs. It used descriptive quantitative method of research where means and standard deviations were computed to determine the level of mathematical readiness. Respondents were chosen through random sampling technique. Mean ratings based on the three achievement tests administered were very low for Grade 6, moderate for Grade 5, and high for Grade 4. Results showed that the respondents are prepared for Grade 5 level. Based on the t-test results on the significant difference in terms of mathematical readiness when analyzed by sex, it was established that female students were more prepared than male students. The results suggest an intervention program to be formulated in order to improve the level of Mathematical readiness of freshman students.

Keywords: Mathematics, Readiness, Public Schools, Philippines

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Identity Orientations, 21st Century Skills, And Classroom Management Strategies of Teachers: A Structural Equation Model on the Student Engagement

Rinante L. Genuba^{1*}, Gaudencio G. Abellannosa²
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Abstract

The purpose of this study is to come up with a model on student engagement. The respondents were 421 students of the professional school using random sampling. Four sets of questionnaires on five-point Likert rating scale were prepared. The data obtained were tabulated, analyzed, and interpreted utilizing the descriptive-correlation method with mean, Pearson's r, linear regression, and structural equation modeling. The researchers concluded that identity orientation, 21st century skills, and classroom management strategies of teachers and student engagement are interpreted as very high. Also, result revealed that all latent variables showed significant relationship with student engagement. Furthermore, identity orientations, 21st century skills, and classroom management strategies significantly influence student engagement. Moreover, Model 5 was the most parsimonious model after satisfying all the criteria of a best-fit structural model. This model indicates that student engagement is a function of classroom management strategies.

Keywords: Identity Orientation, 21st Century Skills, Classroom Management Strategies, Student Engagement, Structural Equation Model, Philippines

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Invaluable Narratives on Long Life: A Multiple Case Study

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Abstract

This qualitative multiple case study contains longevity practices of octogenarians gathered through in-depth interview involving two women and one man with ages 82, 85, and 88. What enabled these animated octogenarians live so long is an invaluable lesson in life to be profoundly considered. Seven themes common to the three cases and three case-distinct themes were generated from the study. The result of the study is beneficial to the succeeding generations, especially the retiring sexagenarians (aged 60-69) in the academe, who are beset with stressful pedagogical activities.

Keywords: Long Life, Octogenarians, Narratives, Philippines

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Challenges in Education: The Untold Story of Indigenous Students of Lanao Kapanglao, Glan, Sarangani Province, Philippines

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Abstract

This study aimed to investigate the challenges encountered by the indigenous students in assessing quality education in the mountainous area of Lanao Kapanglao, a 42-kilometer travel, 12-hour hike from the barangay proper of Datal Bukay, Glan Sarangani Province, Philippines. Furthermore, this study also examined the demographic profile, ethnic traditions, and daily lifestyle of the students and the difficulties experienced by the teacher assigned in this remote area. The respondents of this study were forty (40) indigenous students from different grade levels. It was noted that majority of the students travelled 1-2 hours on a mountainous path, crossed a river, and sometimes encountered snakes and wild animals in order to reach the school every day. Likewise, all of the students belong to a very poor family with P1000 monthly income and are forced to be absent from school to work on their farms. In addition, they eat corn, sweet potato, and cassava as their lunch and dinner. They have no medicine if they get sick and depend only on their native herbals and old rituals. Consequently, their rich indigenous traditions were practiced frequently in their community.

Keywords: Challenges in Education, Indigenous Students, Bla'an, Manubo

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Metacognitive Strategies and Reading Comprehension of Pupils in South Glan District- Elementary Schools

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Abstract

Metacognitive strategies are higher order executive skills that are essential for planning, for monitoring or evaluating the learners' comprehension while reading. Thus, these strategies decreased reading difficulties, developed reading performances, and actively increased pupils' comprehension of a text. The present study determined the extent of use of the metacognitive strategies and the level of the reading comprehension of the pupils. This study also conceptualized if there is a significant relationship between the two variables. The needed data for this study were gathered using two instruments, a survey-type questionnaire and a reading comprehension test. The Ebel's Criteria were used to determine the level of reading comprehension of the pupils and a five-point scale was used to describe the extent of use of metacognitive strategies of the pupils. Using the data gathered from the survey and PHIL-IRI test scores of one hundred ninety-two (192) accessible Grade VI pupils, ninety-seven (97) boys, and ninety-five (95) girls, this study found out that the pupils used their metacognitive strategies to a high extent and their reading comprehension was at a moderate level. Using the Pearson's Product Moment Correlation Coefficient analysis, the relationship between the extent of use of metacognitive strategies and the reading comprehension level of pupils is very low but statistical analysis computed that they are not statistically significant. This further recommends that learners should apply other strategies that may help them to easily comprehend what they read.

Keywords: Metacognition, Metacognitive Strategies, Reading Comprehension

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A Critical Discourse Analysis of Headlines in Online News Portals

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Abstract

This study aimed to determine the discursive devices used in the news headlines, unravel the ideologies of the media practitioners, and reveal the insights that can be generated from the findings. Thirty headlines were gathered from five major online news portals in the Philippines namely: ABS-CBN, CNN Philippines, GMA, Interaksyon, and Rappler. This study is seen through the standpoint of Critical Discourse Analysis (CDA) by Fairclough (1995). Results showed ten discursive devices used in the headlines by media practitioners to attract attention from readers that may direct them to not just read the headline but read the entire article. These are evaluative language, vocabulary, intensification and quantification, immediacy, reference to emotion, reference to elite people, role labels, institutional agency, country, and events. It was also found out that these devices brought out media practitioners' ideologies. It was further found out that writers or editors were objective or neutral, subjective or biased, and misleading. They were shown through the use of direct and indirect quotation, numbers and figures, and choice of words in writing the headlines. The selection of the language used in headlines showed the political inclinations of the news writers or editors who intentionally choose only those news or speeches which may create sensational feelings among the readers. To put it simply, the writer's or editor's angle of judgment reflected how he or she wanted the readers to perceive the issue.

Keywords: Applied Linguistics, Headlines, Discursive Devices, Critical Discourse, Analysis, Ideologies, Sensational, Online News Portals, Philippines

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Motivational Factors on Learning in A Constructivist Classroom: A Strategy on Learning From 21st Century Learner

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Abstract

The purpose of this study was to investigate the motivational factors on learning and the chosen teaching strategies of students in making the classroom more innovative and conducive for learning of the 21st century learners. Moreover, this study employed both quantitative and qualitative research and the instruments used to collect data were mainly survey questionnaire, focus group discussion (FGD), and interview. In addition, there were 135 students involved in the study and 40 students were included in the focus group discussion. The opinions of the five teachers of SHS and the principal were also solicited. On the other hand, based on the findings, it could be concluded that Senior High School learners have the following attitudes or motivational factors on learning; they are motivated if they find the relevance of the subject to their lives and they gain the competence that they expected from their chosen tracks. In addition, SHS students have chosen the combination of individual and interactive teaching strategies; group activities/discussion, reporting/recitation, film viewing and PPT or technology integration, role playing, and the teachers' capacity to teach.

Keywords: Constructivist Classroom, Motivational Factors

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Unraveling the Challenges of Non-Special Education-Trained Teachers in Handling Students With Intellectual Disabilities and Behavior Problems

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Abstract

Basic education teachers handling regular classes with mainstreamed special students are expected to deal with students who have mild to moderate intellectual disabilities and behavioral problems together with regular students, even without skills and trainings in the field of special education. This study unraveled the challenges encountered by non-Special Education - trained teachers in regular classrooms based on their actual experiences in handling students with intellectual disability and behavioral problems, and identified approaches and methods employed by these teachers to address them. Sequential mixed methods design was used with purposeful sampling technique in selecting the study participants. The qualitative data were elicited through in-depth interviews and focus group discussions, and treated by thematic analysis. Recurrent themes on teachers' challenges were exasperation in dealing with manic and overactive learners, being stretched to the limit, lack of skill and preparation, and lack of parental support. With these, survey questionnaires were accomplished to collect quantitative data on teachers' approaches and methods on dealing with the identified challenges. The data revealed that teachers' employed a variety of strategies and techniques like provision of a favorable learning environment, being firm and steady, and seeking help and guidance. It also highlighted that stress of teachers was all caused by the challenging behaviors exhibited by students and the teachers' lack of adequate support, assistance, and trainings in handling special learners. In all, classroom management of teachers has implications towards learning outcomes and their behaviors which is essential for laying the foundation of an effective and positive learning environment..

To be Continued.....

To be Continued.....

Keywords: Educational Leadership, Non-Special Education, Trained Teachers, Intellectual Disabilities, Behavioral Disorder, Mixed Methods Design, Philippines

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School-Based Management Practices and Teachers' Productivity in Public Elementary Schools in Davao City

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Abstract

The purpose of this study was to determine the relationship between school-based management (SMB) practices and teachers' productivity in public elementary schools in Davao City. It focused on the practices in terms of leadership and governance, curriculum and instruction, accountability and continuous improvement, and management of resources. The study used the quantitative research method which utilized descriptive correlation design. The study included 200 public school teachers as respondents. Purposive sampling was used since the respondents were selected for the intent of this research. The statistical tools used in the study were weighted mean, standard deviation, Pearson's r, moment correlation, and regression analysis. Results revealed that the level of school-based management practices in terms of leadership and governance, curriculum and instruction, accountability and continuous improvement, and management of resources in public schools was rated very high and manifested at all times. Schools are empowered to develop a better quality of educational processes, healthier teaching, and learning environment, and improve student outcomes. The level of teacher productivity was rated very high in terms of teaching-learning process, student outcomes, community involvement, and professional growth in public elementary schools which are evidently visible. There is a significant relationship between school-based management practices and teachers' productivity in public elementary schools which showed that good school-based management practices contribute to increase teachers' productivity. Leadership and governance, and, curriculum and instructions are the indicators that significantly predict teachers' productivity.

Keywords: Education, School-Based Management, Teachers' Productivity, Descriptive Correlation, Philippines

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Pupil Control Ideology, Academic Optimism, and Teachers' Professionalism in Public Elementary Schools

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Abstract

This study aimed to investigate the relationship of pupil control ideology and academic optimism with teachers' professionalism. A descriptive-correlational research design was utilized. Data were generated through a survey questionnaire given to 60 teachers in three public schools in Davao Occidental. Mean was used to determine the levels of pupil control ideology, academic optimism, and teachers' professionalism. Pearson's product moment correlation was employed to determine the relationship of pupil control ideology and academic optimism with teachers' professionalism. Multiple regression analysis was used to test the influence of pupil control ideology and academic optimism on teachers' professionalism. Results indicated that the level of pupil control ideology of teachers was moderate whereas both academic optimism and teachers' professionalism were high. Findings also showed that academic optimism was significantly related to teachers' professionalism while pupil control ideology was not significantly related to teachers' professionalism. Further, the academic optimism had a great influence on teachers' professionalism such that academic optimism is a predictor of teachers' professionalism while pupil control ideology is not a predictor. Hence, the results implied that academic optimism contributed to teachers' professionalism in public elementary schools.

Keywords: Education, Pupil Control ideology, Academic Optimism, Teacher, Professionalism, Descriptive Correlation, Philippines

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Using Affective Scaffolding to Correct Mathematical Misconceptions of Junior High Students

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Abstract

It is our collective responsibility as educators to make certain each child receives a high-quality, challenging education designed to maximize potential, an education that reflects and stretches his or her abilities and interests. Aims or focus of discussion: Misconceptions are one of the factors to barrier student to learn mathematics, especially, for low achievement student. For all students to have a guaranteed right to learn, schooling must be equitable. Students have their own learning pace; therefore, researchers want to know whether or not employ mastery teaching to help students to conquer mathematical misconceptions. The researcher extended the MSEL model developed by the previous study, trying to use MSEL model as adjustment variables to facilitate the smooth development of mastery teaching. The ultimate goal is to improve the effectiveness of students in mathematics learning. Through the collaborative action research, researcher and teachers in a co-operative way provide cognitive and affective scaffolding to facilitate research subjects (eight grade middle high students) to improve mathematics achievement. Results of these significant findings can provide useful evidences for further research and pedagogical applications.

Keywords: Affective Scaffolding, Misconceptions, High Students

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Pragmalinguistic Analysis of Grave Threats in Philippine Decided Cases

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Abstract

The purpose of this qualitative paper was to examine the linguistic make-up of grave threats through the use of pragmalinguistic analysis. Specifically, this study aimed to look into the syntactic, semantic, and pragmatic features of grave threats in Philippine decided cases. The results revealed that the most commonly used sentence in expressing grave threats are exclamatory sentences and the most commonly used sentences according to structure are simple when expressing a direct threat and complex when expressing conditional threat. The act of threatening falls under commissive and directive illocutionary acts, particularly threatening and challenging since the speaker commits an act of doing something under a certain condition. Specifically, this commissive illocutionary force involves coercion wherein a course of action is proposed to avoid a negative response. In the case in which a particular speech act is not completely described in grammar, formal features of the utterance used in carrying out the act are quite directly tied to its accomplishment. In the case of grave threat, the speaker's intention in making the utterance and recognition by the addressee of that intention under the conditions of utterance clearly play an important role. The results of this study can be beneficial to various entities that are indirectly and directly involved in investigating language crimes, particularly that of grave threats.

Keywords: linguistics, Grave Threats, Qualitative Research, Pragmalinguistic Analysis, Philippines

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Women Representation in Philippine Advertising: A Semiotic Analysis

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Abstract

Women magazines are found and sold everywhere. One of its contents which caught my attention is how women are represented in various print-out advertisements in women magazines. The study aimed to analyze the women representation in the Philippine advertising and how visual compositions realize certain meaning through the use of multimodal visual text. This further aimed to demonstrate how deliberately constructed images be forged by motivated sign markers, in order to convey specific social message. The study employed qualitative type of research using Semiotic Analysis. Results show that women in the Philippines, as shown in print-out advertisements in women magazines, are represented as homebody, husband dependent, weak, commodity, and sex objects. However, it also shows that some women are occupying higher position in the different offices. The findings of this study are beneficial to all women and readers as it gives them linguistic awareness on how they are represented in Women magazines; and future researchers interested in studying various meanings of advertising may consider other aspects of print-out advertisements.

Keywords: Qualitative, Semiotic Analysis, Print-out advertisements, Philippines

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Recorded Formative Feedbacking in Language Classes

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Abstract

Giving of feedback in the classroom is inevitable since it is a part of the learning process. Formative feedback is generated by teachers as strategies to engage learners to constantly reflect on how they can approach, orient, and evaluate learning, which lead to successful learning outcomes. This research aimed to determine the linguistic features found in formative feedbacking and on how teachers provide formative feedbacking in language classes. The researcher employed qualitative research design using discourse analysis. This research was carried out through a series of classroom observations and in-depth interview involving five senior high school language teachers in the Division of Davao del Sur. Themes were generated from the participants' responses and were analyzed. The results revealed that in terms of linguistic features, modality suggestion verbs, personal pronouns, location nouns and prepositions, error nouns, idea verbs, negative words, praises, and critical remarks were found among those used by teachers in giving formative feedback. The ways they gave feedback involved techniques, such as providing comments through constructive and motivational scheme, considering background of the students, explaining evaluation results, soliciting ideas in the class to correct incorrect responses, and ignoring incorrect responses.

Keywords: Applied Linguistics, Qualitative Research, Formative Feedback, Linguistic Features, Discourse Analysis, Philippines

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Mediating Effect of Self-Awareness on the Relationship Between Burnout And Psychological Well-Being of Tertiary School Teachers In Region Xi: Basis for Intervention

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Abstract

This study aims to determine the mediating effect of self-awareness on the relationship between burnout and psychological well-being of private school teachers. The descriptive-correlational research design was utilized in this study. A total of 344 tertiary school teachers in Region XI were selected as respondents using the purposive sampling technique. Sets of survey questionnaires were utilized to obtain data from the respondents. The Mean, Pearson Product Moment Correlation, and mediation analysis using Sobel test was used as statistical tools in the study. The results revealed that the overall degree of burnout of teachers is moderate. In particular, the teachers have moderate degree of personal burnout while having low degree of client and work burnout. Similarly, the levels self-awareness, and psychological well-being of tertiary school teachers are at moderate levels including its indicators. Moreover, the burnout variable has significant relationship with self-awareness and psychological well-being. In the same way, there is a significant relationship between self-awareness and psychological well-being of teachers. Furthermore, the mediation analysis using Sobel's test reveal that self-awareness significantly mediate the relationship between burnout and psychological well-being of tertiary school teachers in Region XI.

Keywords: Burnout, Self-Awareness, Psychological Well-Being, private Tertiary School Teachers, Region XI, Philippines

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What Do South African Teacher Education Students Say About Multicultural Education?: An Explorative Study

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Abstract

The aims of multicultural teacher education encompass: enabling teachers to develop positive attitudes and behavior toward learners of diverse backgrounds, which includes maintaining high expectations for their academic success; imparting skills to support their cultural and emotional well-being; developing economic equity and promoting social justice in schools and their broader community. Noting these aims, evidence from numerous research studies, however, suggests that pre-service teachers enter classrooms culturally, socially, racially, and ethnically incompetent. This study, therefore, reports on the views of 3rd year teacher education students, taking the course IRM12AS (Introduction to Research). Via a qualitative content analysis research method, the assignments of 89 students were studied as to ascertain teacher education students' views on issues relating to multicultural education and schooling. Findings further revealed that teacher education students hold different conceptions about diversity, quality education, multiculturalism, teaching, and learning. This study suggests that university initiatives around multicultural education shouldn't be treated as once-off attempts, but should be integrated in the curricula of clearly identified courses.

Keywords: Teacher Education Students; Qualitative Content Analysis; Multicultural Education

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A Comparative Study on Pre-Service and In-service Teachers' Intention to Use with Taiwan's "Technical and Vocational Education Act"

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Abstract

This study conducted a questionnaire survey on pre-service and in-service teachers in both public and private technical and vocational schools. The response rate was 74.8 percent, particularly 52.8 percent for pre-service, 47.2 percent for in-service teachers while 54.5 percent for males and 45.5 percent for females. The criteria included external demands, the degree of necessity for individual, perceived values, and the intention to use. This thesis also chose SPSS 23.0 to conduct the analysis of reliability and validity, the descriptive statistical analysis, and independent sample t test. The results showed: first, pre-service teachers significantly felt higher demands than in-service teachers in terms of the conditions of work environment imposed by the Articles 25 and 26 of the Act; however, no obvious difference was shown in terms of the degree of necessity for individual. Second, in-service teachers held higher perceived value regarding Articles 25 and 26 of the Act than pre-service teachers but the difference was not obvious. Third, pre-service teachers had higher intention to use Article 26 of the Act than in-service teachers. Fourth, pre-service teachers who taught a subject different from its experiences were comparatively less willing to use Articles 25 and 26 of the Act.

Keywords: Intention to Use, Technical and Vocational Education Act, Technical and Vocational Educational Institutions, Taiwan, Push-Pull Factor

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Diversifying Livelihoods in the Reduction of Extreme Poverty: A Case Study of Household Beneficiaries of Public Works Program in Rwanda

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Abstract

The public works' activities provide labor work in infrastructure development projects to extremely poor household beneficiaries in the rural areas, who are the public works' main target. This research is located in Gihango sector in Rwanda Western Province's Rutsiro District which has experienced high poverty and extreme poverty incidence. The research argues that livelihood diversification enhances livelihood security, thus highlighting enabling roles of socio-economic and physical capitals made available under public works' activities. This research uses a case study with regards to assessing the relationship between public works' benefits and household beneficiaries' livelihood diversification in improving living conditions and ensuring livelihood security. Both quantitative and qualitative data were collected from 32 household beneficiaries and five local authorities in November 2017. Through ethnographic approach and analysis, the research emphasizes poor people's experiences of poverty, as well as beneficiaries' perceptions of the public works' benefits in an improvement of their living conditions, before and after their implementation. Importantly, the research analyzes and explains ways in which physical and socio-economic capitals generated through different activities under public works' program, have contributed to an enhancement of both beneficiaries' livelihoods, and those of their communities. In essence, it investigates diverse activities and strategies that the extremely poor household beneficiaries employ to make use of economic and physical capitals obtained through public works' program to improve and sustain their livelihood security, and in the long term, to achieve the graduating from extreme poverty conditions.

Keywords: Extremely poor household beneficiaries, Livelihood ,diversification, Livelihood security, Poverty, Public Works

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Stakeholders' Involvement in an Organic Food Network Under Actor-Network Theory Perspective

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Abstract

This research aims to explore in what way an organic food network is formed and maintained in Hoi An and how this network involves different stakeholders to encourage social control for food safety and ensure trusty certification of local organic products for consumers and farmers. Through the theoretical lens of actor-network theory, I could identify human and non-human stakeholders as well as their roles in the network, and explain the network formation process. By conducting qualitative research, I did in-depth interview and participation observation. I figured out two main results of this research. Firstly, the process of network formation and maintenance is a translation process through four stages: problematization, intersement, enrolment, and mobilization. Various stakeholders are translated and enrolled as actors into the network, such as farmers, consumers, local authorities, NGO, experts, certification system, and environment conditions. In which, local NGO and local authority, as focal actors, play key roles in translation process. Secondly, a non-human actor, Participatory Guarantee Systems (PGS) certification, play as a mechanism of operating organic food network. Through an organized structure which has different levels including individual farm families, producer group, inter-group and coordination group, PGS certification enhances the involvement of various stakeholders and equal power relation among them as well as contributes to social cohesion and empowerment of the local.

Keywords: Stakeholders' Involvement, Organic agriculture, Actor-Network Translation Process, Participatory Guarantee System

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Using Activity-Oriented Design Method (AODM) to Understand the use of Gmail and WeChat: A Case Study of Bhutan

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Abstract

This research presents a case study of Land Sector (LS) of a particular Bhutanese organization to understand roles played by different communication technologies to accomplish tasks. The LS' primary function is to quickly solve land dispute cases efficiently. LS staff are constantly on the move to visit disputed lands. Although Gmail is the main communication technology, it is more suitable in offices. While on the move, accessing emails through mobile devices cannot fully support the staff. Thus, they have incorporated WeChat as an alternate means. This practice requires them to switch their attention between the two media, resulting in distributed information and inefficiency. Using Activity-Oriented Design Method (AODM), this paper's objective was to understand the use of Gmail and WeChat to solve land dispute cases. Twenty-five interviewees and forty-two questionnaire respondents were selected based on their role in land-related activities. Data analysis was performed using AODM, qualitative content analysis, and descriptive statistics. Findings revealed that to comply with regulations to close dispute cases on time, LS staff and relevant stakeholders were required to coordinate several meetings and proactively discuss the cases. Gmail was mainly used to send large attachments and label messages according to ongoing activities. File storage and synchronization services of Gmail were also considered valuable features. For WeChat, voice messages and in-app voice calls were mainly used to share information, discuss, and clarify doubts in local dialects. Small-sized files were frequently sent via WeChat. These findings will offer insights and implications for designing future communication technology.

Keywords: Activity Theory; AODM; Communications Technology; Gmail; WeChat; Human-Computer Interaction

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TRACK C: ENGINEERING & TECHNOLOGY STUDIES

Investigation of effects of Cutting Speed on Tool Wear with Optimum Temperature MQL Aerosol

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Abstract

This study is focused on evaluating newly developed chilled-emulsion Minimum Quantity Lubrication (MQL) method on machining hard-to-cut metals. Previous research work revealed that aerosol at 15 °C provides the optimal tool life and generates the least surface roughness when machining AISI P20 and D2 tool steels at a given cutting speed. In that context, the influence of varying cutting speeds with MQL aerosol at 15 °C is further studied in this paper. Three cutting speeds were used as per the tool manufacturer's recommendations. For the aforementioned cutting conditions, tool nose wear was measured and topologies of worn cutting edges were observed and compared. The experimental results revealed that tool wear rate and other forms of damages, such as chipping and plastic deformation for different work material, have contrasting responses. This indicates that MQL aerosol performance is notably sensitive to work material properties and its benefits as a cutting fluid should be further investigated over wider range of materials.

Keywords: Cutting Fluid, Machining, Minimum Quantity Lubrication (MQL), Tool Steels

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Modified Selection Sort Algorithm Based on Bidirectional Enhanced Selection Technique

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Abstract

A sorting algorithm is a step by step procedure in arranging items on the list in particular order (ascending or descending). Sorting is one of the important data structure concepts that plays significant role in computer systems, file management, memory management, and in many real-life applications. Among the sort algorithm, selection sort is the simplest and very straightforward. It resembles human instinct in arranging items in particular order. However, selection sort is considered the second worst algorithm in terms of time complexity for huge data. Due to the lousy performance of selection sort on huge data, several enhancements were developed to improve runtime complexity. These enhancements have significant improvement on the runtime complexity of the classical selection sort. However, the procedures presented in all these enhancements can still lead to some unnecessary comparisons, swapping, and iterations that cause poor sorting performance. This study focuses on finding remedy for the identified problems of the selection sort, such as run time complexity and unstable sorting by modifying the selection sort algorithm. The modified selection sort algorithm utilizes a stack to store the previous maximums or minimums. The locations of the values are stored in the list instead of storing the actual values. A flag was used also to determine a swap. If no swap is detected during a pass, then the iteration will stop and the list is already sorted. The modified algorithm was tested using varied data to validate the performance. The result was compared with the other available classical and modified sorting algorithms to validate running time complexity and ranking of the proposed modified selection sort. The results show that the Modified Selection Sort Algorithm based on Bidirectional Enhanced Selection Technique has a significant run time complexity improvement compared to the other sorting algorithms. This study has a significant contribution to the field of data structures.

Keywords: Sorting, Selection Sort, Flag, Algorithm, Bidirectional Sorting

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Flow Past Porous Cylinder/Sphere With/Without Blowing

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Abstract

This study carries out the experiments to investigate the flow fields over porous circular cylinder and porous sphere in a wind tunnel. The parameters are incoming flow velocity (U_{in}), air ejection velocity (V_w) from the surface of cylinder/sphere, and dimension/shape of cylinder/sphere. The cold flow investigation consists of two parts. The first one is to investigate the flow behaviors around and behind the cylinder/sphere without air blowing. It is found that the occurrence of separation for the cylinder is earlier than that for the sphere with the same diameter. This is attributed to that the flow is subjected to more frictional force in the cylinder case. The second part is to investigate the effect of blowing from cylinder/sphere on the flow behaviors. Finally, for each cylinder/sphere, V_w and critical U_{in} that causes the wake returns to the rear of cylinder/sphere are correlated into equations, respectively.

Keywords: Porous Circular Cylinder, Porous Sphere, Blowing

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Effect of Settling Time and Ph on the Treatment of Domestic Grey Water using Custard Apple Seeds as Natural Coagulant

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Abstract

Water scarcity along with climate change, population growth, and urbanization pose challenges for the present water supply systems. Today, 2.1 billion people worldwide are living without a safe water supply close to home. Hence, domestic wastewater treatment along with its reuse is becoming a significant topic for research. Grey water is all wastewater generated in households, public or commercial properties without fecal contamination. Treating and reusing grey water reduces the amount of freshwater needed and also reduces the amount of wastewater entering sewer system. The grey water sample was collected from a residential society in Ahmedabad and the natural coagulant used was freely and locally available Custard Apple (*Annona reticulata*) seeds. The initial characteristics of the grey water were accessed based on the parameters pH, TS, TDS, Turbidity, and COD and measured as 7.79, 780 mg/L, 590 mg/L, 276 NTU, and 625 mg/L, respectively. Turbidity and COD were analysed for different concentrations of Coagulant Dosage and also by varying the Settling Time and pH. The settling time was varied from 10 to 30 minutes considering the removal of micro-flocs, and pH was varied from 4 to 9. The optimum results were obtained at settling time of 30 minutes, pH 9 and 10 mg/L coagulant dosage giving 85% turbidity removal and 82% COD removal. It was observed that adding organic coagulant beyond the optimum level contributes to COD. The study focuses on investigating the effect of natural coagulant on treatment of domestic grey water along with factors affecting the removal efficiency.

Keywords: Grey Water, Natural Coagulant, Custard Apple, Optimum Dosage, Removal Efficiency

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A Review on Cement and Fine Aggregate Replacement in Micro Concrete Roofing Tiles

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Abstract

This review paper emphasizes on various suitable replacements of cement and fine aggregate in concrete tiles, so as to reduce problems of global warming and to create sustainable environment. Proper roofing is a major issue in rural and sub-urban areas as they suffer immensely due to the high cost of present-day concrete tile roofing technique and adverse weather conditions. The conventional roofing system in rural areas is made of thatch or fired clay tiles which cannot perform well under adverse weather conditions while in urban areas, Asbestos-cement tiles are used which suffice in terms of strength and permeability but cannot perform thermally. Micro Concrete Roofing Technology in India is a potential alternative of a common industrial concrete tile which is much thicker and heavier. Concrete tiles comprise of cement (30-50%), fine aggregate (50-70%), and admixtures along with water. In 2017, India consumed 270 million metric tons of cement. The production of Portland cement is not only costly and energy intensive, but it also produces large amounts of carbon emissions. Fly ash is commonly used in concrete in replacement ranging from 0% to 30% by weight of the total cementitious material. Large quantities of fly ash and quarry dust are available around the world at low cost and their use in high volume seems to offer the best solution to rising cement and fine aggregate demands, respectively. According to a study, replacing cement by fly ash up to 65% gives about 46.77% cost benefit to that of original mix cost. Various factors, such as strength, durability, reuse, and problem solution, have been compared with previous investigations and approaches to most suitable replacement for cement concerning all parameters. The study focuses on partially or fully replacing cement by fly ash and fine aggregate by quarry dust, thereby increasing the overall strength by 50% and reducing the cost reasonably.

Keywords: Micro Concrete Roofing, Fly Ash, Quarry Dust, Strength, Cost

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A Study on Finite Element Analysis of Seat Cushion Frame with Carbon Fiber Composite

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Abstract

Seat cushion frame is an important part for passenger safety and comfort, and finite element analysis is required at an early design stage of the product. Currently, lightweight technology is being developed using composite. In this study, the light weight design of the seat cushion frame using carbon fiber composite was performed. Additionally, the safety of the seat cushion frame with carbon fiber composite that is attached to the pipe was analyzed through the finite element analysis. The seat cushion frame with the carbon fiber composite was divided into front part frame, left side frame, and right side frame after considering the manufacturing process and compression molding characteristics. In order to analyze how the pipe that supports the seat cushion part has effect on the safety of the seat cushion frame, modeling of the carbon fiber composite seat cushion frame according to the reinforcement of the pipe was performed. AFT moment load, vertical load, and lateral load based on the FMVSS 207 seat system test procedure were applied to the seat frame. Boundary conditions were considered as the carbon fiber composite seat cushion frame was fastened on both sides and one side of the vehicle floor, respectively. Since the stress and displacement of carbon fiber composite seat cushion frame were analyzed by the finite element analysis according to each boundary, the load condition and the pipe reinforcement variables, as well as the design conditions of the carbon fiber composite seat cushion frame suitable for the vehicle were confirmed.

Keywords: Seat Cushion Frame, Carbon Fiber Composite, Finite Element Analysis, FMVSS 207 Seating Systems

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TRACK D: PHYSICAL LIFE AND APPLIED SCIENCES

Students' Constructed Knowledge in General Inorganic Chemistry: A Structural Equation Model

Edna T. Salva*

University of Immaculate Conception, Philippines

Abstract

Filipino students tend to score lower in Chemistry-related concepts, necessitating a diagnosis to examine learners' constructed knowledge. Learners' behaviour reflects aspects of their cognitive understanding that they construct to represent various conceptions they hold, and how they interrelate. In this study, an analysis of students' constructed knowledge in General Inorganic Chemistry using a two-tier chemistry diagnostic instrument (TTCDI), which focused on three domains namely properties, behaviour, and changes of matter; atomic structure and periodicity; and chemical bonds, was conducted. Purposively selected 521 tertiary students from four Davao educational institutions offering Bachelors of Science in Chemistry, Engineering, and Pharmacy were the study respondents. From 50 items in the TTCDI, 18 items were found fit for the exploratory factor analysis, and revealed three factors affecting learning Chemistry, namely Learner's Macroscopic View, Learner's Particle View, and Learner's Symbolic View as revealed by Macroscopic Particulate Symbolic (MPS) Learner's Model. Through confirmatory factor analysis using structural equation modeling, the students' constructed knowledge was found to be inadequate (below 50%) in all three General Inorganic Chemistry domains, and shows that there is a strong relationship (.60) between learner's macroscopic view and symbolic view; modest relationship (.11) between learner's macroscopic view and particulate view; and modest relationship (.28) between learner's particulate view and symbolic view. As such, it is recommended that teachers focus on integrating all three learners' views for a deeper understanding of General Inorganic Chemistry concepts of learners.

Keywords: Chemistry Education, Two-Tier Diagnostic Instrument, Students' Constructed, Knowledge, Structural Equation Modeling, Philippines

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FUTURE EVENTS

INTERNATIONAL CONFERENCE ON

“Dynamics of Management and Economic Research
(DMER-2018)”



Date: April 21-22, 2018

Venue: Sallés Hotel Pere IV Barcelona, Spain

Submission Email: dember@gissf.com

Abstract Submission Date: March 30, 2018

Full Paper Submission Date: April 10, 2018

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- Business and Management Studies

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INTERNATIONAL CONFERENCE ON

“Law, Business, Education and Social Sciences
(LBESS-2018)”



Date: May 12-13, 2018

Venue: Hilton London Heathrow Airport Terminal 5

Submission Email: lbess@gissf.com

Abstract Submission Date: April 15, 2018

Full Paper Submission Date: April 20, 2018

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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

Abstract Submission Date: May 10, 2018

Full Paper Submission Date: May 25, 2018

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“Strategy Theories in Business and Social Science
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Submission Email: stbss@gissf.com

Abstract Submission Date: June 5, 2018

Full Paper Submission Date: June 30, 2018

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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

Abstract Submission Date: July 10, 2018

Full Paper Submission Date: July 15, 2018

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2nd 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

Abstract Submission Date: July 25, 2018

Full Paper Submission Date: July 30, 2018

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2nd 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

Abstract Submission Date: September 5, 2018

Full Paper Submission Date: September 10, 2018

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INTERNATIONAL CONFERENCE ON

“ 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

Abstract Submission Date: September 20, 2018

Full Paper Submission Date: September 20, 2018

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2nd 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

Abstract Submission Date: September 25, 2018

Full Paper Submission Date: October 10, 2018

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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

Abstract Submission Date: September 25, 2018

Full Paper Submission Date: October 10, 2018

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2nd 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

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.

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CSR



Environment

Charities

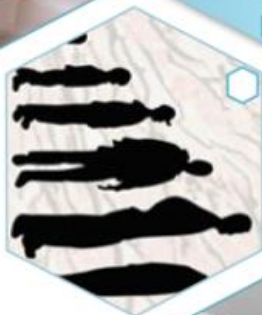
Public Health



Growth and
Development



Sustainability



CSR Activity Conducted By Global Illuminators: Sport 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 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:



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 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 Global Illuminators.



Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

Global Illuminators Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphan, and dhuafa). Global Illuminators Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:





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