

RDEBMIT



Conference Proceeding Book of Papers

**International Conference on Recent Development in Economics, Business Management and
Information Technology (RDEBMIT-2018)**

Editor:

Dr Ahmad Saddam Ph.D., Country Director (Global Illuminators Iraq)

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Conference Chair Message

Farooq Ahmed Jam (PhD)

International Conference on “Recent Development in Economics, Business Management and Information Technology” (RDEBMIT-2018) serves as platform that aims to help 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 interact with other renowned scholars for possible future collaborations.

I am really thankful to our honourable 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 back 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 for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Type of EIESSBM Papers

For this year, RDEBMIT has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researcher and reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute in the scientific body of knowledge. Contrary, Inside papers meet the needs of policy makers and professionals and reviewed on the basis of high practical standards. The objective of the Insight is to identify the real world problems and how can solve with the help of information systems.

Reviewing Criteria

In RDEBMIT all papers are used to judge on the criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

Relevancy: Relevancy 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 research 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, 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
22	17	3	2	77.0%

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Acknowledgment

A huge numbers of people helped in conducting the conferences. First of all thanks to all the members of the Conference and Program Committee and representatives of the RDEBMIT board and their helpers. We also want to thank all the Track Chairs, Track Co-Chairs and reviewers, as well as all the member 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 RDEBMIT tradition.

Farooq Ahmed Jam (PhD), Tariq Iqbal Khan (PhD) and Muhammad Abbas (Ph.D.)

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RDEBMIT 2018 Keynote Speakers

Dr. Jesus Alberto Montalvo Morales

Bachelor of Business Administration. Master in Administration with emphasis in Finance. PhD in Administration and Senior Management from the Autonomous University of Coahuila, Mexico. Research Professor at the Faculty of Administration Sciences. Dr. Jesus Alberto Montalvo is currently the General Director of the Faculty of Sciences of the Administration of the Academic Unit Saltillo as well as the President of Directors at the same Unit. Within the Autonomous University of Coahuila, he holds the position of Member of the Permanent Commission of Planning. He is the Regional Secretary of Zone II North of the National Association of Faculties and Schools of Accounting and Administration (ANFECA).

The Director of the Academic Body of Research on Corporate Social Responsibility, which also conducts research on University Social Responsibility in the campuses of the North zone of the state of Coahuila. Doctor Montalvo is author of some chapters in several Books, 7 papers published in appraised journals and of 9 extensive reports for his participation in numerous events and congresses in which he shows the experience in various fields of the accounting and administration faculties of Mexico.

RDEBMIT 2018 Track's Chairs

Business, Management, Economic, Social Sciences and Humanities Studies

Louis Laganà & Emmeline G. Coles

Social Sciences and Humanities

Jayson Lannu & Jesus Alberto Montalvo Morales

Engineering and Technology Studies

Muhammad Azhar & Alma Sonia Q. Sanchez-Danday

Health and Medicine Studies

Farooq Ahmed Jam & Jisung Parka

RDEBMIT 2018 Workshop

“How to Improve the Quality of a Research Article and Get it Published in Scopus/Isi Indexed Journals”

Trainer: Dr. Farooq Ahmed Jam (Ph.D.)

In this workshop, we will discuss how to improve the quality of a research article and getting 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 authors, major reasons for article rejection by 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 the publication process.

Best Paper Nominee List

Do the Stock Price of Negative Earnings Firms b Undervalued?

Wen Cheng Lu¹, Li-Ching Chen², Shieh-Liang Chen³, Wen-Hong Chiu⁴, Kuo-Pin Li⁵

²National Chung Hsing University, Taichung, Taiwan

^{1,3,4,5}Asia University, Taichung, Taiwan

Enhancing the Financial Literacy of College and Junior High School Students through Inter-Division Implementation of Praxis

Jayson Lannu^{1,8}, Daisy Dela Cruz², Mariel Catacutan³, Vincent Paulo Leanza⁴

^{1,2,3,4}Jose Rizal University, Philippines

Learning Styles and Grammar Learning Strategies Employed By The Bachelor of Secondary Education Major in English Students of Mindanao State University

Justine Paulo H. Tapil

Tamban National High School

Malungon, Sarangani Province, Philippines

Meta-Analysis of Treating Cervical Spondylotic Radiculopathy Using Acupuncture and Traction

Mukda Tosaeng^{1}, Suwanna Hadsamad², Wanpen Burhom³, Apaporn Putak⁴, Tawat Buranatawonsom⁵*

Suan Sunandha Rajabhat University, Thailand

Effective Leadership as the Driving Force of the University Social Responsibility in the Faculty of Sciences of the Administration of Saltillo, Coahuila, Mexico

Jesus Alberto Montalvo Morales^{1}, Víctor Pedro Molina Romeo², Yazmín Guadalupe Cervantes Ávila³, Elizabeth Lourdes Gómez Gutiérrez⁴, Francisco Osorio Ramos⁵*

^{1,2,3,4,5} Autonomous University of Coahuila, Mexico

Teachers' Experiences and Their Self-Efficacy in Handling Students with Learning Difficulty

Remedios P. Gam

Leyte Normal University, Philippines

MIAR 2018 Best Paper Award Winner

Do the Stock Price of Negative Earnings Firms b Undervalued?

Wen Cheng Lu¹, Li-Ching Chen², Shieh-Liang Chen³, Wen-Hong Chiu⁴, Kuo-Pin Li⁵

² National Chung Hsing University, Taichung, Taiwan

^{1,3,4,5} Asia University, Taichung, Taiwan

List of RDEBMIT 2018 Academic Papers

1. Business Management & Economic Studies

ID: RDEBMIT-18-104

Strategies of Reduce Customer's No-show Probability at Restaurants

Kuo-Pin Li^{1}, Shieh-Liang Chen², Wen-Hong Chiu³, Wen-Cheng Lu⁴*

^{1,2,3,4} Asia University, Taichung, Taiwan

ID: RDEBMIT-18-105

Do the Stock Price of Negative Earnings Firms be Undervalued?

Wen Cheng Lu^{1}, Li-Ching Chen², Shieh-Liang Chen³, Wen-Hong Chiu⁴, Kuo-Pin Li⁵*

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^{1,3,4,5} Asia University, Taichung, Taiwan

ID: MIAR-18-107

Enhancing the Financial Literacy of College and Junior High School Students through Inter-Division Implementation of Praxis

*Jayson Lannu**

Jose Rizal University, Philippines

ID: MIAR-18-119

Study of Access to Health Services of the Elderly in Tambon Ban KhetMuang District Health Promotion Hospital, Tambon Lat Yai, Samut Songkhram Province

Veena Chantarasompoch^{1}, Tipvarin Benjanirat², Songchat Tosayanond³, Chattraporn Prapasirisin⁴*

^{1,2,3,4} SuanSunandhaRajabhat University, Thailand

ID: MIAR-18-121

Meta-Analysis of Treating Cervical Spondylotic Radiculopathy Using Acupuncture and Traction

Mukda Tosaeng^{1}, Suwanna Hadsamad², Wanpen Burhom³, Apaporn Putak⁴, Tawat Buranatawonsom⁵*

^{1,2,3,4,5} SuanSunandhaRajabhat University, Thailand

2. Social Sciences & Humanities

ID: RDEBMIT-18-113

Under Tariff War between Two Economic Giants? Will Coe effect only generate Customer Ethnocentrism, Animosity? Not Consumer Brand Engagement or Willingness to Buy?

*Lee Yi-Hsuan**

Fu Jen Catholic University, Taiwan

ID: MIAR-18-124

Effective leadership as the driving force of the University Social Responsibility in the Faculty of Sciences of the Administration of Saltillo, Coahuila, Mexico

Jesus Alberto Montalvo Morales^{1}, Víctor Pedro Molina Romeo², Yazmín Guadalupe Cervantes Ávila³, Elizabeth Lourdes Gómez Gutiérrez⁴, Francisco Osorio Ramos⁵*

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ID: MIAR-18-130

The Implication of Mohammed Akoun's Political Ethics in the Practical Politics

Muhammad Azhar

Universitas Muhammadiyah Yogyakarta, Indonesia

ID: MIAR-18-139

Preservice Teachers' Perspectives on the Implementation of Waray Mother Tongue Instruction

Alma Sonia Q. Sanchez-Danday

Leyte Normal University, Philippines

ID: MIAR-18-140

Does Staying Longer In School Produce More Dropouts?

Alma Sonia Q. Sanchez-Danday¹, Emmeline G. Coles^{2}*

Leyte Normal University, Philippines

ID: MIAR-18-142

Vietnam's Threat Perception towards Cambodia during 1975-1979

*Sipim Sornbanlang**

Srinakharinwirot University, Thailand

ID: MIAR-18-143

Teachers' Experiences and Their Self-Efficacy in Handling Students with Learning Difficulty

*Remedios P. Gam**

Leyte Normal University, Philippines

ID: MIAR-18-144

Encounter with the 'Stones'

*Dr Louis Laganà**

University of Malta, Malta

3. Engineering & Technology Studies

ID: MIAR-18-108

Database of Folk Doctor to Provide Knowledge and Apply for Health Self-Management in Public Health Services of the Area under Responsibility of Ranong Education Center, Suan Sunandha Rajabhat University

Jirawat Sudsawart^{1}, Kullaphat Pochanakul², Veena Chantarasompoch³, Natcha Wattanaprada⁴*

^{1, 3, 4} Suan Sunandha Rajabhat University, Thailand

² Phranakhon Rajabhat University, Thailand

1. Health and Medicine Studies

ID: MIAR-18-109

Study Needs and Behaviors of Health Care with Traditional Chinese Medicine of the elderly in Bang Nok Khwaek Tambon Health Promotion Hospital, Bang Khonthi District Samut Songkhram Province

Suwanna Hadsamad^{1}, Mukda Tosaeng², Orawan Sinpaiboonlert³*
^{1, 3, 4} Suan Sunandha Rajabhat University, Thailand

ID: MIAR-18-115

The Big Five Personality Dimensions and Happiness of Chronic Diseases Elderly in Samutsongkhram Province, Thailand

Jatuporn Ounprasertsuk^{1}, Phatphong Kamoldilok², Pradapphet Kuthchangthong³*
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