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

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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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University Technology Malaysia.

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Ken Edwards Building
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VatarMeherbaba College,
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College of Business Administration
American University in the Emirates, UAE

Ghulam Rasul Awan (PhD)
UCP Business School, UCP Lahore Pakistan

Lau Wee Yeap (PhD)
Faculty of Economics & Administration,
University of Malaya, Kuala Lumpur, Malaysia

Vignes Gopal
Faculty of Economics and Administration
University of Malaya

J. A. Arul Chellakumar (PhD)
Head Department of Economics
Bharathidasan University
Tiruchirappalli, Tamilnadu, India

Girish Karunakaran Nair (PhD)
Programme Leader
International Hospitality Management Faculty
Stenden University, Qatar

Galla Venkata Rama Krishna Acharyulu (Phd)
School of Management Studies,
University of Hyderabad, India.

Santi Rahmawati
School of Business and Management,
Institut Teknologi Bandung

Amir Hossein Dastaviz (PhD)
Institute of Graduate Studies,
University Of Malay, Kuala Lumpur, Malaysia

Syed Ahmed Salman
International Islamic University
Malaysia, Gombak, Selangor, Malaysia

Dr. Wurim Ben Pam (PhD)
Federal University, Dutsin-ma,
Katsina State- Nigeria

Wang, Yu-Mei
Asia University, Taïwan

Aglis Andhita Hatmawan
STIE Dharma Iswara Madiun, Indonesia

Hasnun Anip Bin Bustaman

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A.Saddam
University Teknologi MARA Malaysia

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Vanung University, Taiwan

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Jihoon Kim
Ehime University, Korea, South

Chien-Tu Jeff Lai
National Chengchi University, Taiwan

Haykel Hadjs Alem
LEM, University of Lille FRANCE,

Prof. Dr. Tarek Taha Ahmed
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Samar J. Al-Barghouthi
Royal University for Women, Bahrain

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

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Tarbiat Modares University,
Israel, Imam Khomeini International University, Iran

Ismail BİLGİÇLİ
Sakarya University Karasu MYO, Turkey

Tack Hyun Shin
Seoul National University of Science and Technology, Korea, South

Sun-Young Nam
Department of Pharmacology, College of Korean Medicine, Kyung Hee University, Seoul, 130-701, Republic of Korea

Vicent Stanslaus
The Open University Of Tanzania

Partha Ray
Indian Institute of Management Calcutta, Institute of Management Technology, Ghaziabad, India
SOCIAL SCIENCE AND HUMANITIES

Sailesh Sharma (PhD)
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University of Malaya, Kuala Lumpur, Malaysia

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Rex Balena (PhD)
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Chiang Mai University, Thailand

Tzu-yi Lee
Chung Yuan Christian University, Taiwan

Renan Limjuco (PHD)
University of the Immaculate Conception
Davao City, Philippines

Kankan Kasmana
Departemen Visual Communication Design-Indonesia Computer University, Indonesia

Monique Musni- Tagaytay, MA. Ed
University of the Immaculate Conception Philippine, Philippine

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

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A.Saddam
Sultanbayeva Gulmira  
Al-Farabi Kazakh national University Kazakhstan

Emilio A. Cruz  
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Si, Li  
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National Formosa University, Taiwan

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Nanyang Technological University, Singapore
Md. Saleh Ahmed (PhD)  
Department of Mathematics & Statistics  
Sultan Qaboos University, Muscat, Oman

Saon Banerjee (PhD)  
OIC, AICRP on Agrometeorology,  
State Agricultural University

Mohd Nizam Omar  
Universiti Utara Malaysia, 06010 UUM Sintok, Kedah, Malaysia

Amina Bakhrouf  
Laboratory of Analysis, Treatment and Valorisation of Environment Polluants and Products, Monastir, Tunisia

Shatrova, Olga  
Russian State Hydrometeorological University (RSHU), Russia

ENGINEERING AND TECHNOLOGY STUDIES

Nurul Akmar Binti Emran (PhD)  
Faculty of Information Communication Technology  
Universiti Teknikal Malaysia Melaka

Chee-Ming Chan (PhD)  
Civil and Environmental Engineering  
Universiti Tun Hussein Onn, Malaysia

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

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

Kelly Whealan George (PhD)  
Embry-Riddle Aeronautical University (ERAU), USA

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

Valeria Ersilia Oniga (Ph.D)  
Department of Terrestrial Measurements and Cadastre  
Technical University “Gh.Asachi” from Iasi  
Romania
Prof. Dr. Hj. Dwi Kartini , SE. Spec. Lic (PhD)  
University of Computer Indonesia (Unikom)  
Bandung Indonesia

Mira Rahayu  
Telkom University Indonesia, Indonesia

Ony Widilestariningtyas  
Universitas Komputer Indonesia, Indonesia

Yully Ambarsih Ekawardhani  
UNIKOM, Institut Teknologi Bandung, Indonesia

Emel Zeray  
Selcuk University Geomatics Department, Turkey

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

Tashenova  
L. N. Gumilyov Eurasian National University, Kazakhstan

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

Nahid Sanzida  
Bangladesh University of Engineering and Technology (BUET) Bangladesh

HEALTH AND MEDICINE STUDIES

Balachandar S. Sayapathi (PhD)  
Faculty of Medicine, University of Malaya

Ahmed Kaid Naji Allow (PhD)  
Head of Dept. of Human Physiology  
College of Medicine and Health Sciences  
Sana’a University, R. Yemen

Prof. Dr. drg. Andi Zulkifli, M.Kes  
Faculty of Public Health Hasanuddin University, Makassar, Indonesia

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

Helia Rahbari

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A. Saddam
Faculty of Paramedical Sciences at Shahid Beheshti University of Medical Sciences, Iran

Dr Narjis Rizvi
Aga Khan University, stadium road – Karachi – Pakistan

Dr. Elvira Urgel(PHD)
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Maria Bea Lao
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Tehran University of Medical Sciences Iran
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School of Public Health, North China University Of Science And Technology

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
² National 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 Lannu¹⁸, 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 Tosaeng¹*, 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 Morales¹*, 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 Li¹*, 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\textsuperscript{1*}, Li-Ching Chen\textsuperscript{2}, Shieh-Liang Chen\textsuperscript{3}, Wen-Hong Chiu\textsuperscript{4}, Kuo-Pin Li\textsuperscript{5}
\textsuperscript{2} National Chung Hsing University, Taichung, Taiwan
\textsuperscript{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\textsuperscript{*}
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 Songkram Province
Veena Chantarasompoch\textsuperscript{1*}, Tipvarin Benjanirat\textsuperscript{2}, Songchat Tosayanond\textsuperscript{3}, Chattraporn Prapasirisin\textsuperscript{4}
\textsuperscript{1,2,3} SuanSunandhaRajabhat University, Thailand

ID: MIAR-18-121
Meta-Analysis of Treating Cervical Spondylotic Radiculopathy Using Acupuncture and Traction
Mukda Tosaeng\textsuperscript{1*}, Suwanna Hadsamad\textsuperscript{2}, Wanpen Burhom\textsuperscript{3}, Apaporn Putak\textsuperscript{4}, Tawat Buranatawonsom\textsuperscript{5}
\textsuperscript{1,2,3,4,5} SuanSunandhaRajabhat University, Thailand

2. Social Sciences & Humanities

ID: RDEBMIT-18-113
Under Tariff War between Two Economic Giants? Will Coo effect only generate Customer Ethnocentrism, Animosity? Not Consumer Brand Engagement or Willingness to Buy?
Lee Yi-Hsuan\textsuperscript{*}
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\textsuperscript{1*}, Víctor Pedro Molina Romeo\textsuperscript{2}, Yazmín Guadalupe Cervantes Ávila\textsuperscript{3}, Elizabeth Lourdes Gómez Gutiérrez\textsuperscript{4}, Francisco Osorio Ramos\textsuperscript{5}
\textsuperscript{1,2,3,4,5} The Autonomous University of Coahuila, Mexico

ID: MIAR-18-130
The Implication of Mohammed Akoun's Political Ethics in the Practical Politics
Muhammad Azhar

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A. Saddam
Preservice Teachers’ Perspectives on the Implementation of Waray Mother Tongue Instruction
Alma Sonia Q. Sanchez-Danday
Leyte Normal University, Philippines

Does Staying Longer In School Produce More Dropouts?
Alma Sonia Q. Sanchez-Danday¹, Emmeline G. Coles²*
Leyte Normal University, Philippines

Vietnam’s Threat Perception towards Cambodia during 1975-1979
Sipim Sornbanlang*
Srinakharinwirot University, Thailand

Teachers’ Experiences and Their Self-Efficacy in Handling Students with Learning Difficulty
Remedios P. Gam*
Leyte Normal University, Philippines

Encounter with the ‘Stones’
Dr Louis Laganà*
University of Malta, Malta

3. Engineering & Technology Studies

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 Sudsawarr¹*, Kullaphat Pochanakul², Veena Chantarasompoch³, Natcha Wattanaprapa⁴¹, 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 Hadsamad¹*, 2Mukda 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 Ounprasertsuk¹*, Phatphong Kamoldilok², Pradapphet Kuthchangthong³
¹,³ Suan Sunandha Rajabhat University, Thailand

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Conference Chair
Farooq Ahmed Jam (Ph.D.)
Executive Director (GI Social Sciences Forum)

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