

# ARSSH



## Conference Proceeding Book of Papers

**International Conference on Academic Research in Social Sciences and Humanities  
(ARSSH-2018)**

**Editor:**

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

ISBN: 978-969-695-017-2

Printed and Published by: Global Illuminators Malaysia

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## Conference Chair Message

Farooq Ahmed Jam (Ph.D.)

International Conference on “Academic Research in Social Sciences and Humanities” (ARSSH-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 ARSSH Papers**

For this year, ARSSH 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 ARSSH 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
16	7	4	5	43.75%

## Copy right Agreements

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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 ARSSH 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 ARSSH tradition.

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

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*School of Public Health, North China University Of Science And Technology*

## **ARSSH 2018 Keynote Speakers**

### **Associate Professor Aminu Mamman**

University of Manchester

Global Development Institute

United Kingdom

Professor Aminu Mamman is currently a Reader/Associate Professor and former Director of the Centre for Organizations in Development at the University of Manchester. He has been the coordinator of Post Graduate Research at the Global Development Institute, University of Manchester. He is currently the convener of management and organizational development research group. Professor Mamman has published more than 70 academic and non-academic work in the form of journal articles, books, book chapters, monographs and consultancy reports. His publications appeared in high ranking Journals such as Organization Studies, British Journal of Management, Journal of Business Research, Journal of International Management, International Business Review, and International Journal of Human Resource Management. Professor Mamman has pioneered research in the understanding of how interpretation of globalization influences managerial decision making. In collaboration with researchers from Germany and France Professor Mamman has just been awarded 1.5 million Euros by the European commission to investigate the impact of globalization on business practices in Africa.

Before joining University of Manchester, Professor Mamman was a faculty member at Monash University Australia and Charles Darwin University Australia where he taught Strategic Management and Human Resource Management. He has been a visiting professor at Wight State University, Dayton, Ohio, USA; Hamdan bin Mohamed Smart University, Dubai; Taibah University, Madinah, Saudi Arabia; Kwame Nkrumah University of Science and Technology, Ghana; and Ghana Institute of Management and Public Administration.

Professor Mamman's main research interest focuses on testing and extending management and organizational theories in international context. These are reflected in three strands of his research. The first strand examines the transfer of theoretical constructs and models of Organizational Excellence and Performance, Human Resource Management and Leadership to developing and transitional economies of Africa, Middle East and Asia. This strand also includes research that examines management innovation diffusion and knowledge appropriation in organizations. The second strand focuses on using managerial cognition theories to explore how managers in developing and transitional economies of Africa, Middle East and Asia interpret globalization and implications for strategic decision making. The third strand examines how building human and organizational capacity can help in the eradication of poverty in developing countries.

Professor Mamman has been employed as a consultant for high profile international Institutions and organizations such the World Bank, United Nations, Department for International Development UK and, African Development Bank. His key note speech at MIAR 2018 will be an impactful knowledge sharing session for the audience.

## **ARSSH 2018 Track's Chairs**

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

Mamiko Takeuchi & Tumendemberel P

## **Best Paper Nominee List**

### **Paper ID: ARSSH-18-131**

#### **Determinants of Academic Achievement in Japanese University Students: Gender, Attitude to Learning and Choice of University**

*Mamiko Takeuchi*  
Kyushu University, Japan

### **Paper ID: ARSSH-18-103**

#### **Diaster, Relocation and the Social Resilience : The Recovery and Adaptation of Western Rukai in Changzhi Baihe Community after Typhoon Morakot, Taiwan**

*Sasala Taiban<sup>1</sup>, Hui-Nien Lin<sup>2</sup>, Deborah Chun-Hwa Chang<sup>3</sup>, Dau-Jye Lu<sup>4</sup>, Chun-Chieh Ko<sup>5</sup>, Ya-Hsuan Ko<sup>6</sup>*

<sup>1,2</sup> I-Shou University ,Taiwan

<sup>3</sup> Wenzao Ursuline University of Languages, Taiwan

<sup>4</sup> National Taiwan University , Taiwan

<sup>5</sup> National Pingtung University of Science and Technology, Taiwan

<sup>6</sup> De Montfort University, Taiwan

### **Paper ID: ARSSH-18-111**

#### **Hoteliers' Perspective on the Success Factors of Shariah Compliant Hotel Operation Implementation**

*Noor Azimin Zainol<sup>1</sup>, Rozila Ahmad<sup>2</sup>, Muhamad Shah Kamal Ideris<sup>3</sup>*  
<sup>1,2,3</sup> Universiti Utara Malaysia, Sintok 06010 Kedah Malaysia

**Paper ID: MARGI-18-121**

**Perceptions And Preferences Of Muslim Domestic Tourists in Indonesia as A Halal Tourism Destination (Case Study: Halal Tourism in West Java)**

*Damara Saputra Siregar*  
Bandung Institute of Technology, Indonesia

### **MARGI 2018 Best Paper Award Winner**

**Paper ID: MARGI-18-121**

**Perceptions and Preferences of Muslim Domestic Tourists in Indonesia as A Halal Tourism Destination (Case Study: Halal Tourism in West Java)**

*Damara Saputra Siregar*  
Bandung Institute of Technology, Indonesia

### **List of ARSSH 2018 Academic Papers**

#### **1. Social Sciences & Humanities**

**ID: ARSSH-18-102**

**What Factors Contribute to Higher Incomes In Educated Workers in Asia?**

*Mamiko Takeuchi\**  
Kyushu University, Japan

**ID: ARSSH-18-103**

**Diaster, Relocation and the Social Resilience: The Recovery and Adaptation of Western Rukai in Changzhi Baihe Community after Typhoon Morakot, Taiwan**

Sasala Taiban<sup>1</sup>, Hui-Nien Lin<sup>2</sup>, Deborah Chun-Hwa Chang<sup>3</sup>, Dau-Jye Lu<sup>4</sup>, Chun-Chieh Ko<sup>5</sup>,  
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**ID: ARSSH-18-111**

**Hoteliers' Perspective on the Success Factors of Shariah Compliant Hotel Operation Implementation**

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**ID: ARSSH-18-142**

**The Difference of the Attitude towards Money among Adult Mongolians**

*Tumendemberel P.*

National University of Commerce and Business in Mongolia, Ulaanbaator

**ID: MARGI-18-121**

**Perceptions and Preferences of Muslim Domestic Tourists in Indonesia as a Halal Tourism Destination (Case Study: Halal Tourism in West Java)**

*Damara Saputra Siregar*

Bandung Institute of Technology, Indonesia

**ID: MARGI-18-125**

**Films, Floods and First Nations: Researching the Displacement Stories with Indigenous People from Little Saskatchewan First Nation and Lake St. Martin First Nation for Social Change**

Shirley Thompson

*University of Manitoba, Winnipeg, Canada*

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