



**BOOK OF CONFERENCE**

**4th *MTAR 2017***

**Abstract Proceeding**

(September 29-30, 2017)

4<sup>th</sup> International Conference on “Multidisciplinary Trends In Academic Research”(MTAR- September 29-30, 2017)  
MTAR© 2017 Bangkok, Thailand  
Global Illuminators, Kuala Lumpur, Malaysia.



# **MTAR 2017**

## **Conference Proceeding**

### **Book of Abstracts**

**4<sup>th</sup> International Conference on  
“Multidisciplinary Trends In Academic Research”  
(MTAR- 2017)”**

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## TABLE OF CONTENTS

<b>MTAR 2017 CONFERENCE ORGANIZING COMMITTEE.....</b>	<b>VII</b>
<b>CONFERENCE CHAIR MESSAGE.....</b>	<b>VIII</b>
<b>TYPE OF MTAR PAPERS.....</b>	<b>X</b>
<b>REVIEWING CRITERIA .....</b>	<b>X</b>
<b>ACKNOWLEDGMENT .....</b>	<b>XII</b>
<b>SCIENTIFIC REVIEW COMMITTEE.....</b>	<b>XIII</b>
<b>KEYNOTE SPEAKER.....</b>	<b>XXIV</b>
<b>DR. RENAN P. LIMJUCO .....</b>	<b>XXVI</b>
<b>MTAR 2017 TRACK’S CHAIRS.....</b>	<b>XXVIII</b>
<b>MUHAMMAD ABBAS &amp; BARIS SEZER.....</b>	<b>XXVIII</b>
<b>MTAR 2017 BEST PAPER NOMINEE LIST.....</b>	<b>XXIX</b>
<b>MTAR 2017 BEST PAPER AWARD WINNER.....</b>	<b>XXX</b>
<b>MTAR 2017 CONFERENCE COMMITTEE.....</b>	<b>XXXI</b>
<b>CONFERENCE PROGRAM .....</b>	<b>XXXII</b>
<b>LIST OF CONFERENCE ATTENDEES .....</b>	<b>XLIV</b>
<b>TRACK A: BUSINESS MANAGEMENT &amp; ECONOMIC STUDIES</b>	<b>46</b>
1. IMPACT ASSESSMENT ON RICE RESEARCH FUNDING USING THE STRUCTURAL EQUATION MODELING TECHNIQUE .....	47
2. SPATIAL ANALYSIS OF NEWSPAPER SALES IN EAST SURABAYA TRAFFICT LIGHTS USING MORAN INDEX.....	48
3. BRAND IMAGE AS MEDIATION EFFECT OF EXPERIENTIAL MARKETING AND DIFFERENTIATION PRODUCT TO THE BUYING DECISION OF TOYOTA CARS.....	49
4. PERCEIVED JOB PERFORMANCE OF THE DEPARTMENT OF AGRICULTURE EXTENSION AGENTS BY RICE FARMERS IN DATU ODIN SINSUAT.....	50
5. CUSTOMER SATISFACTION: ANTECEDENTS AND EFFECT TOWARDS CUSTOMER LOYALTY AT RETAIL INDUSTRY IN SURABAYA, EAST JAVA, INDONESIA .....	51

6. INFLUENCE OF INDIVIDUAL AND EMPLOYEE WORK CHARACTERISTICS ON EMPLOYEE MOTIVATION AND EMPLOYEE PERFORMANCE PT. WISMATATA ELTRA PERKASA .....	52
7. MOTIVATION OF WORK, ORGANIZATIONAL CULTURE, AND ORGANIZATIONAL COMMITMENT TOWARDS WORK PRODUCTIVITY LECTURERS AND EMPLOYEES OF ECONOMICS COLLEGE AAS SURAKARTA ( STIE AAS SURAKARTA).....	53
8. ATTENDANCE OF INDEPENDENT CANDIDATES IN LOCAL HEAD ELECTION AS AN EFFORT TO IMPROVE THE GOVERNMENT SYSTEM.....	54
9. ANALYSIS OF DETERMINATION OF MONEY IMPLEMENTATION OF EDUCATION (UPP) AT UNIVERSITY OF SURABAYA BASED ON FULL COSTING METHOD .....	55
10. LEARNING SYSTEM MANAGEMENT BASED ON TEACHING FACTORY (STUDY SITE SMK MUHAMMADIYAH 1 KLATEN) .....	56
11. INVESTIGATING CONSUMER PREFERENCES IN SELECTING BUFFET RESTAURANTS IN DAVAO REGION, PHILIPPINES.	57
12. FACTORS AFFECTING THE COLLECTION EFFICIENCY OF MA-A PARISH MULTI-PURPOSE COOPERATIVE: BASIS FOR POLICY FORMULATION .....	58
13. EMOTIONAL LABOUR TUG OF WAR: AN EXPLORATION OF EMOTIONAL EXPECTATIONS OF FAMILY LAW PRACTITIONERS .....	59
14. BUILDING THE TECHNOLOGY STANDARD: THE ROLE OF THE UNOPTIMIZED SYSTEM ARCHITECTURE.....	60
15. THE EFFECTS OF CORPORATE BRAND MANAGEMENT AND THE KNOWLEDGE TRANSFER OF SUBSIDIARIES IN JAPANESE MNCs.....	61
<b>TRACK B: SOCIAL SCIENCES &amp; HUMANITIES.....</b>	<b>62</b>
16. THE MEANING OF BERSIH DESA, METERI SUMBER AND SUROAN AS RITUAL TO PRESERVE ECOLOGICAL SUSTAINABILITY OF PENANGGUNGAN SITES EAST JAVA, INDONESIA.....	63
17. THE NONGRADED INSTRUCTIONAL SYSTEM AND ACHIEVEMENT IN *SELECTED SUBJECTS OF YS-11 LEARNERS IN ANGELICUM COLLEGE, QUEZON CITY, PHILIPPINES.....	64

18. THE RELATIONSHIP BETWEEN GENDER AND WASH DEVELOPMENT PROJECTS IN RURAL UGANDA .....	65
19. GRANTED JUDICIAL REVIEW ARRANGEMENT IN THE LAW (CONSTITUTIONAL COURT CASE STUDY).....	66
20. THE ROLE OF THE MAGUINDANAON ULAMA IN THE ELECTION OF PROVINCIAL OFFICIALS OF THE MAGUINDANAO PROVINCE.....	67
21. THE FULFILLMENT OF HUMAN RIGHTS OVER LAND BY STATE AS A JUSTICE REQUIREMENT OF LAND OWNERS (CASE STUDY IN INDONESIA).....	69
22. URGENCY OF THE GUARANTEE OF HALAL PRODUCT CERTIFICATION IN INDONESIA REGULATION .....	70
23. THE RESPONSIBILITY OF HOLDING COMPANY TOWARDS THE SUBSIDIARY IN GROUP COMPANY LAW IN INDONESIA .....	71
24. VIOLENCE AGAINST CHILDREN MAPPING IN WEST KALIMANTAN .....	72
25. FACTORS AFFECTING USERS’ BEHAVIOURAL INTENTION TO ADOPT MOBILE BROADBAND IN OMAN .....	73
26. LESSON-DRAWING AND POLICY DIFFUSION OF GCC COUNTRIES IN THE DEVELOPMENT OF RENEWABLE ENERGIES: THE CASE OF THE KINGDOM OF BAHRAIN .....	74
27. PERFORMANCE IN LEARNING DOMAINS OF KINDERGARTNERS IN PUBLIC AND PRIVATE PRESCHOOLS IN THE PHILIPPINES .....	75
28. CIGARETTE SMOKING: ITS EFFECT ON THE ACADEMIC PERFORMANCE OF THE COLLEGE STUDENTS .....	76
29. USING PERSONALITY TRAITS TO PREDICT DANGEROUS DRIVING BEHAVIOR: SMARTPHONE USAGE WHILE DRIVING .....	77
30. STRUCTURAL EQUATION MODELLING OF REALITY TV SHOWS IN THE PHILIPPINES VIS A VIS PEOPLE’S PHENOMENOLOGICAL VIEWS .....	78
31. ELEVATING THE GRADUATE SCHOOL RESEARCH AND PUBLICATION CULTURE: A PRACTICAL ACTION RESEARCH .....	79
32. A TRACER STUDY ON THE UNIVERSITY OF THE IMMACULATE CONCEPTION GRADUATES OF BACHELOR OF MUSIC.....	80

33. A STUDY ON ASSISTING NEW IMMIGRANTS FROM SOUTHEAST ASIA TO RECOGNIZE THE PICTOGRAMS OF MEDICAL DEPARTMENTS OF A HOSPITAL .....	81
34. STUDY ON APP DESIGN OF ASSISTING NEW IMMIGRANT WOMEN WITH HEALTHCARE COMMUNICATION.....	82
35. BOOTSTRAPPED MALMQUIST INDICES OF TAIWAN’S INTERNATIONAL TOURIST HOTELS .....	83
36. RESEARCH OF THIRD-PERSON EFFECT IN GUANGZHOU HIGHER EDUCATION MEGA CENTER SECURITY EVENT REPORT .....	84
37. A DYNAMIC ANALYSIS OF HOLDING RISKY ASSETS AMONG EUROPEAN COUNTRIES .....	85
38. A STUDY ON THE INFLUENCE OF VOCATIONAL HIGH SCHOOL GRADUATES' ENTERING COLLEGE ON THE WAGE AFTER EMPLOYMENT .....	86
39. PATIENT MANAGEMENT INFORMATION SYSTEM FOR UNIVERSITY OF THE IMMACULATE CONCEPTION COLLEGE DEPARTMENT CLINIC .....	87
40. POLICY MODEL ON FOREST AND LAND BURNING COUNTERMEASURES IN WEST KALIMANTAN.....	88
41. PEACE AND DEVELOPMENT INITIATIVES: THE CASE OF DATU ODIN SINSUAT MUNICIPALITY .....	89
<b>TRACK C: ENGINEERING &amp; TECHNOLOGY STUDIES .....</b>	<b>91</b>
42. FEM ANALYSIS AND EXPERIMENT OF COLD FLARING PROCESS OF SUS304 PIPE.....	92
43. HORIZONTAL TWIN ROLL STRIP CASTING OF ADC12, A3003, AND A7075.....	93
44. EXPERIMENT AND FEM ANALYSIS OF THIN STEEL SHEET 180° BENDING.....	94
45. RECOGNITION OF KINECT OPERATOR BY USING TEMPLATE MATCHING .....	95
46. A STUDY OF AUTOMATIC DRONE FLIGHT CONTROL SYSTEM FOR AERIAL PHOTOGRAPHY .....	96
<b>TRACK D: HEALTH AND MEDICINE STUDIES.....</b>	<b>97</b>
47. USING A TECHNOLOGY-ENHANCED FLIPPED CLASSROOM COURSE FOR THE DEVELOPMENT OF SIMULATION TRAINERS .....	98

48. PREDICTING BURNOUT SYNDROME IN PROFESSIONALS IN MENTAL HEALTH SETTINGS .....	99
49. DISCOVERY OF SYNTHETIC PATHOGENICITY GENES OF ATHEROSCLEROSIS .....	100
50. ANTIBIOTIC RESISTANCE PROFILE OF GRAM NEGATIVE BACILLI ISOLATED FROM ANTS IN SELECTED LEVEL 1 HOSPITALS IN DAVAO CITY .....	101
<b>FUTURE EVENTS.....</b>	<b>102</b>
<b>CSR.....</b>	<b>114</b>

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## Conference Chair Message

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



4<sup>th</sup> International Conference on “Multidisciplinary Trends In Academic Research” (MTAR - 2017) 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 interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards, and helping the participants in publishing their research in affiliated journals. Also, special thanks to all the session chairs from industry, academia, and policy-making institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as keynote speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We, the scholars of this world, belong to the elite educated class of this society and we owe a lot to return to this society.

Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step to the betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

## **Type of MTAR Papers**

For this year, MTAR 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 academic paper 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 highly 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 MTAR, all papers are judged on the same criteria (relevance, significance, originality, validity, and clarity). However, some criteria differ between the Research 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 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.

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Full Research Papers				
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We thank everyone for their hard work and dedication to this conference, and we look forward to the latest episode of the MTAR tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.)  
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Technology*



## **Keynote Speaker**

### **Muhammad Abbas (Ph.D.)**



Dr. Muhammad Abbas is a seasoned trainer and an experienced researcher who provides trainings and consultancy services to national and international organizations. He has worked assisting public, private, and non-government organizations with their research projects and capacity building initiatives. He also has published his research papers in world renowned journals and presented at leading scholarly conferences across the world.

Dr. Abbas is an experienced academician, a Ph.D. , and a gold medalist business graduate who has thorough expertise in the fields of social science research, human resource management, social psychology and decision making.

Dr. Abbas has been engaged in several activities of institutional development, capacity building and R&D for civil society organizations. As a policy and research director at Global Illuminators he is engaged in different tasks related to strategy and research as well as trainings.

## **Dr. Hening Widi Oetomo**



Dr. Hening Widi Oetomo is a graduate of Geography Economics from Universiti Sains Malaysia (2003) and currently serving as Head of Research and Community Service Department at Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya. He has been engaged in several guest lectures and keynote speeches at international forums and association with multiple universities and academic institutions such as with WAKO University Tokyo, Japan and Hirao School of Management, Konan University, Japan. His publication work has been acknowledged worldwide. Specifically, the contribution to society is highly acknowledged and appreciated. He has extended his scholarly support for Global Illuminators.

## **Dr. Renan P. Limjuco**



Dr. Renan P. Limjuco an active lecturer in physics and math education, is an accomplished professor handling Mathematics, Physics, Chemistry, Statistics, and Research. He is a Chemical Engineer who choose to be an educator by virtue of his Master of Science in Mathematics. He is the former Dean of the College of Arts and Sciences of Davao Doctors College where he taught Mathematics and Sciences for 14 years. He earned his Doctor of Philosophy in Educational Administration with High Distinction at the Ateneo de Davao University in March 2001. He has been a recipient of the research grants of San Pedro College in the field of instructional design and technology.

Currently, he is the Director of Research, Publication, and Innovation Center (RPIC) of the University of the Immaculate Conception (UIC), Davao City, Philippines and also the Chair of the UIC Research Ethics Committee (REC). He is the former Chair of the Research Committees of Davao Colleges and Universities Network, Inc. (DACUN) for Academic Years 2013-2015. He is also an active member of Region XI Regional Health Research and Development Consortium (RHRDC) Research Information and Utilization Committee (RIUC). In 2014, he worked as the Research Project Leader for Davao Association of Catholic Schools (DACS) collaboration with the Department of Education Region XI (DepEd XI) titled Readiness on K to 12: Basis for the Development of a

Strategic Plan for the Implementers and other Stakeholders in Region XI. He has been a committed researcher, research journal editor, and speaker/lecturer consistently being invited by several universities and colleges in southern part of the Philippines. He is an active member of Global Illuminators family and playing a vital role in research community development across the globe.

## **MTAR 2017 Track’s Chairs**

### **Business Management and Economic Studies**

Reza Hudiyanto & Chun-Pei Hsieh

Maeda Langguyuan Kadtong & Renan P. Limjuco

### **Social Science & Humanities**

Eunji Seo & Dunhill Z. Bilog

Hening Widi Oetomo & Jayson E. Lannu

### **Health and Medicine Studies**

Juvie Pauline L. Relacion & Junshi Ichikawa

### **Engineering and Technology Studies**

Muhammad Abbas & Baris Sezer

## **MTAR 2017 Best Paper Nominee List**

### **Impact Assessment on Rice Research Funding using the Structural Equation Modeling Technique**

*Sasarose Jaijit<sup>1\*</sup>, Naraphorn Paoprasert<sup>2</sup>*

*Juta Pichitlamken<sup>3</sup>*

Kasetsart University, Thailand

### **Customer Satisfaction: Antecedents And Effect Towards Customer Loyalty At Retail Industry In Surabaya, East Java, Indonesia**

*J.E.Sutanto<sup>1\*</sup>, Hatane Samuel<sup>2</sup>*

<sup>1</sup>Universitas Ciputra, Surabaya, Indonesia

<sup>2</sup>Petra Christian University, Surabaya, Indonesia

### **The Use of the Lecture Method in Teaching English at University: Implications for Teaching and Learning**

*Khalid Abdulbaki*

Gulf College, Oman

### **Antibiotic Resistance Profile Of Gram Negative Bacilli Isolated From Ants In Selected Level 1 Hospitals In Davao City**

*Anna-Lee B. Bandoy*

University of the Immaculate Conception, Philippines

## **MTAR 2017 Best Paper Award Winner**

### **Impact Assessment on Rice Research Funding using the Structural Equation Modeling Technique**

*Sasarose Jaijit<sup>1\*</sup>, Naraphorn Paoprasert<sup>2</sup>*

*Juta Pichitlamken<sup>3</sup>*

Kasetsart University, Thailand

## **MTAR 2017 Conference Committee**

### **Conference Chair**

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

*Executive Director (Global Illuminators)*

### **Conference Co- Chair**

**Tariq Iqbal Khan (Ph.D.)**

*Director Global Operations (Global Illuminators)*

### **Conference Co-Chair**

**Muhammad Abbas (Ph.D.)**

*Director Policy & Research (Global Illuminators)*

### **Editor**

**Dr. Ahmad Saddam (Ph.D.)**

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# CONFERENCE PROGRAM

**DAY 01 Friday (September 29, 2017)**

**Welcome Reception & Registration**

**8:00 am – 8:30 am**

**Opening Ceremony (08:30 am –10:00 am)**

**Venue: Room 1**

08:30 am – 08: 40 am	Welcome Remarks – <b>Mr. Metha Shahi</b>	Conference Coordinator - MTAR 2017 Global illuminators
08:40 am – 08:55 am	Opening Speech – <b>Dr. Muhammad Abbas (Ph.D.)</b>	Conference Co-Chair- MTAR-2017 Director Policy & Research, Global Illuminators
08:55 am – 09: 05 am	Keynote Speech- <b>Dr. Renan P. Limjuco ( Ph.D.)</b>	Director of Research, Publication, and Innovation Center (RPIC) of the University of the Immaculate Conception (UIC), Davao City, Philippines

09:05 am - 09: 15am	Keynote Speech- <b>Dr. Hening Widi Oetomo ( Ph.D)</b> Professor at Department of Management, School of Economics Indonesia (STIESIA) Surabaya, Indonesia
09:15 am - 09: 30am	Music Performance <b>Dr. Renan P. Limjuco (Ph.D)</b>
09:30 am - 09: 45am	Group Photo & Award Ceremony

**Grand Networking Session and Tea Break (09:45 am – 10:00 am)**

**DAY 01 Friday (September29, 2017)**

**Session 1 (10:00 am – 01:00 pm)**

**Venue: Room 1**

**Session Chairs: Eunji Seo & Dunhill Z. Bilog**

**Track: Social Sciences & Humanities**

MTAR-17-161	Factors Affecting Users’ Behavioural intention to Adopt Mobile Broadband in Oman	Khalid AL Husaini
MTAR-17-110	The Meaning of Bersih Desa, Meteri Sumber and Suroan as Ritual to Preserve Ecological Sustainability of Penanggungan Sites East Java, Indonesia	Reza Hudiyanto
MTAR-17-124	The Nongraded Instructional System and Achievement In Selected Subjects of Ys-11 Learners in Angelicum College, Quezon City, Philippines	Marion A. Cresencio
MTAR-17-132	The Relationship between Gender and Wash Development Projects in Rural Uganda	Christiana Smyrilli
MTAR-17-140	Granted Judicial Review Arrangement in the Law (Constitutional Court Case Study)	Charlyna S. Purba
MTAR-17-142	The Role of the Maguindanaon Ulama in the Election of Provincial Officials of the Maguindanao Province	Musa A. Unos, Ed.D.
MTAR-17-146	The Full fillment of Human Rights Over Land by State as a Justice Requirement in Land Owners (Case Study in Indonesia)	Setyo Utomo

**Lunch Break (1:00 pm – 2:00 pm)**

**DAY 01 Friday (September 29, 2017)**

**Session 1 (10:00 am – 01:00 pm)**

**Venue: Room 1**

**Session Chairs: Eunji Seo & Dunhill Z. Bilog**

**Track: Social Sciences & Humanities**

MTAR-17-152	Urgency of the Guarantee of Halal Product Certification in Indonesia Regulation	Yenny AS, Annurdi, Budimansyah
MTAR-17-156	Policy Model on Forest and Land Burning Countermeasures in West Kalimantan	Nurfitriawati, Charlyna S. Purba, Yenny AS
MTAR-17-173	Structural Equation Modelling of Reality TV Shows in the Philippines vis a vis People’s Phenomenological Views	Renan P. Limjucu
CSSR-17-103	A Study on Assisting New Immigrants from Southeast Asia to Recognize the Pictograms of Medical Departments of a Hospital	Chun-Pei Hsieh
CSSR-17-104	Study on APP Design of Assisting New Immigrant Women with Healthcare Communication	Lu Zhen Xu,
CSSR-17-106	Bootstrapped Malmquist Indices of Taiwan’s International Tourist Hotels	Yang Li
MTAR-17-172	Patient Management Information System for University of the Immaculate Conception College Department Clinic	Juvie Pauline L. Relacion

**Lunch Break (1:00 pm – 2:00 pm)**

**DAY 01 Friday (September29, 2017)**

**Session 1 (10:00 am – 01:00 pm)**

**Venue: Room 2**

**Session Chairs: Hening Widi Oetomo & Jayson E. Lannu**

**Track: Social Sciences& Humanities**

MTAR-17-157	The Responsibility of Holding Company to the Subsidiary in Group Company Law in Indonesia	Annurdi, Nurfitriawati Khan
MTAR-17-158	Violence against Children Mapping in West Kalimantan	Charlyna S. Purba, Yenny AS, Klara Dawi
MTAR-17-164	Lesson-Drawing and Policy Diffusion of GCC Countries in the Development of Renewable Energies: The Case of the Kingdom of Bahrain	Vivien Exartier
MTAR-17-165	Performance in Learning Domains of Kindergartners in Public and Private Preschools in the Philippines	Maeda Langguyuan Kadtong
MTAR-17-166	Peace and Development Initiatives: The Case of Datu Odin Sinsuat Municipality	Bai Soraya Q. Sinsuat
MTAR-17-167	Cigarette Smoking: Its Effect on the Academic Performance of the College Students	Muhamad Ali E. Midzid

**Lunch Break (1:00 pm – 2:00 pm)**

**DAY 01 Friday (September29, 2017)**

**Session 1 (10:00 am – 01:00 pm)**

**Venue: Room 2**

**Session Chairs: Hening Widi Oetomo & Jayson E. Lannu**

**Track: Social Sciences& Humanities**

MTAR-17-170	Using Personality Traits to Predict Dangerous Driving Behavior: Smartphone usage While Driving	Byungho Park
MTAR-17-175	Elevating the Graduate School Research and Publication Culture: A Practical Action Research	Sylvia J. Pidor,
MTAR-17-176	A Tracer Study on the University of the Immaculate Conception Graduates of Bachelor of Music	Eric A. Moreno.
CSSR-17-107	Research of Third-person Effect in Guangzhou Higher Education Mega Center Security Event Report	Zihan Wang
CSSR-17-108	A Dynamic Analysis of Holding Risky Assets Among European Countries	Thi Hong Phuong Vu
CSSR-17-110	A Study on the Influence of Vocational High School Graduates' Entering College on the Wage after Employment	Seog Seo'

**Lunch Break (1:00 pm – 2:00 pm)**

**DAY 01 Friday (September29, 2017)**

**Workshop Session (2:00pm – 3:00 pm)**

**Venue: Room 1**

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

<b>Trainer</b>	<b>Dr. Muhammad Abbas (Ph.D.)</b>
<b>Participants</b>	All Participants

In this workshop, we will discuss how to improve the quality of research article and getting published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop trainer will shed light on how to identify a hot research topic, How to find a research gap, Importance of a catchy Research Paper Title, What Reviewers are looking in research article, What editors are expecting from authors, Major Reasons of article rejection in good journals, Steps and tips to improve article quality and content and Finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about publication process.

**DAY 01 Friday (September 29, 2017)**

**Session 2(3:00 pm – 4:30pm)**

**Venue: Room 1**

**Session Chairs: Reza Hudiyanto & Chun-Pei Hsieh**

**Track: Business, Management and Economic Studies**

MTAR-17-119	Impact Assessment on Rice Research Funding using the Structural Equation Modelling Technique	Sasarose Jaijit
MTAR-17-126	Spatial Analysis of Newspaper Sales in Traffict Light of East Surabaya using Moran Index	Hening Widi Oetomo
MTAR-17-141	Perceived Job Performance of the Department of Agriculture Extension Agents by Rice Farmers in Datu Odin Sinsuat	. Tomanda D. Antok
MTAR-17-144	Customer Satisfaction: Antecedents and Effect towards Customer Loyalty at Retail Industry in Surabaya, East Java, Indonesia	J.E.Sutanto, M.M
MTAR-17-130	Brand Image as Mediation of Experiential Marketing Effect and Differentiation Product on Purchase Decision	Hening Widi Oetomo
CSSR-17-109	Emotional Labour Tug Of War: An Exploration Of Emotional Expectations of Family Law Practitioners	Andrea Subryan
CSSR-17-113	Building the Technology Standard: The Role of the Un optimized System Architecture	Youngjae Koh

**Tea Break (4:30 pm – 4:45 pm)**



**DAY 01 Friday (September 29, 2017)**

**Session 2(3:00 pm – 4:30 pm)**

**Venue: Room 2**

**Session Chairs: Maeda Langguyuan Kadtong & Renan P. Limjuco**

**Track: Business, Management and Economic Studies**

MTAR-17-148	Working Motivation , Organizational Culture and Commitment Organization on Working Productivity Lecture and Employees at the College of Economic as Surakarta	Budiyono Karya
MTAR-17-149	Attendance of Independent Candidates in Local Head Election as a Effort to Improvement the Government System	Joko Martono Budimansyah Annurdi
MTAR-17-147	Effect of Individual Characteristic And Environment Work on Employee Motivation and Employee Performance	Hairul Warizin
MTAR-17-151	Analysis of Determination of Money Implementation of Education (Upp) at University of Surabaya Based on Full Costing Method	Agus Susilo

**Tea Break (4:30 pm – 4:45 pm)**

**DAY 01 Friday (September 29, 2017)**

**Session 2(3:00 pm – 4:30 pm)**

**Venue: Room 2**

**Session Chairs: Maeda Langguyuan Kadtong & Renan P. Limjuco**

**Track: Business, Management and Economic Studies**

MTAR-17-153	Learning System Management Based on Teaching Factory (Study Site Smk Muhammadiyah 1 Klaten)	Abdul Haris
MTAR-17-174	Investigating Consumer Preferences in Selecting Buffet Restaurants in Davao Region, Philippines	Dunhill Z. Bilog
MTAR-17-177	Factors Affecting the Collection Efficiency of Ma-a Parish Multi-Purpose Cooperative: Basis for Policy Formulation	Pamela A. Tongo
CSSR-17-114	The Effects of Corporate Brand Management and the Knowledge Transfer of Subsidiaries In Japanese MNCS	Eunji Seo

**DAY 01 Friday (September 29, 2017)**

**Session 3 (04:45 pm – 05:45 pm)**

**Venue: Room 1**

**Session Chairs: Muhammad Abbas & Baris Sezer**

**Track: Engineering and Technology Studies**

MTAR-17-106	FEM Analysis and Experiment of Cold Flaring Process of SUS304 pipe	Junshi Ichikawa
MTAR-17-107	Horizontal Twin Roll Strip Casting of ADC12, A3003 and A7075	Yuta Kashitani
MTAR-17-108	Experiment and FEM Analysis of Thin Steel Sheet 180°Bending	Yujiro Nitta
MTAR-17-109	Recognition of Kinect Operator by using Template Matching	Yuto Takigawa
MTAR-17-112	A Study of Automatic Drone Flight Control System for Aerial Photography	Atsuhiko Aoki

**Closing Ceremony: (05:45 pm – 06:15 pm)**

**DAY 01 Friday (September 29, 2017)**

**Session 3 (04:45 pm – 05:45 pm)**

**Venue: Room 2**

**Session Chairs: Juvie Pauline L. Relacion & Junshi Ichikawa**

**Track: Health and Medicine Studies**

MTAR-17-101	Using a Technology Enhanced Flipped Classroom Course for the Development of Simulation Trainers	Baris Sezer
MTAR-17-122	Predicting Burnout Syndrome in Professionals in Mental Health Settings	Maria Efstratopoulou
MTAR-17-145	Discovery of Synthetic Pathogenicity Genes of Atherosclerosis.	Hsiao-Ting Chen
MTAR-17-171	Antibiotic Resistance Profile of Gram Negative Bacilli Isolated from Ants in Selected Level 1 Hospitals in Davao City	Anna-Lee B. Bandy

**Closing Ceremony: (05:45 pm – 06:15 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
MTAR-17-162	Jeong Mee choi	Catholic University of Pusan	South Korea
MTAR-17-163	won Hyun Lee	University of Utah	USA
MTAR-17-168	Rahul Karanam	ZIXIN Cylinders Private Limited	India
MTAR-17-169	Koraada Yogambika Saikeerthi	ZIXIN Cylinders Private Limited	India

## **DAY 02 Saturday, (September30, 2017)**

### **“CITY TOUR”**

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

Departure: 02:30 pm for City Tour

Drop Back at Holiday Inn Bangkok Silom, Bangkok Thailand, at  
10:20 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 on day 1 of conference.